

Thursday, August 13, 2026

5:30 PM

McFarland Municipal Center
5915 Milwaukee St, McFarland
Community Room

AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below. *Please Note: Virtual attendance is offered as a convenience, but technical difficulties beyond the Village's control may prevent or limit its availability at any meeting. The public is encouraged to attend the meeting in person to assure full access to the proceedings.*

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR: <https://us02web.zoom.us/j/83521304605>

Or by Telephone: +1 (312) 626-6799

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Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER.
2. ROLL CALL.
3. PUBLIC APPEARANCES.
 - a. This is an opportunity for attendees to provide public comment on matters that are not on the agenda. Attendees desiring to provide public comment on specific items on the agenda may do so at the time that agenda item is brought up. Zoom attendees wishing to speak should type their name, address, and the relevant agenda item in the Q&A feature within the online meeting platform. Zoom attendees may also register in support or opposition of an item through the Q&A feature. In person attendees should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your public comment. Please adhere to the 3-minute time limit. Written comments will not be read into the record during the meeting but may be sent to village.clerk@mcfarland.wi.us to be included with the agenda materials.
4. BUSINESS.
 - a. Discussion regarding 2026-2027 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year.
5. SCHEDULE NEXT MEETING DATE.
 - a. Tuesday, August 25, 2026 at 7:00 pm - Village Board
 - b. Tuesday, September 8, 2026 at 7:00 pm - Village Board
6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

McFarland
SUMMARY SHEET

MEETING DATE: Thursday, August 13, 2026

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion regarding 2026-2027 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year.

PREVIOUS ACTION:

The Village Board held its first meeting regarding goal setting on June 4, 2025. In this meeting they reviewed the progress on goals set last year, and met with Department Heads to better understand the impact of goals on the services provided.

The Village Board held its second meeting regarding goal setting on June 17, 2026. The second meeting reviewed Goal A (McFarland Municipal Center Campus), Goal B (Public Infrastructure), Goal F (Transportation), and Goal G (Parks/Conservancy System).

The Village Board held its third meeting regarding goal setting on July 14, 2026. The third meeting reviewed Goal D (Village Government), Goal E (Community), and Goal H (Diversity, Equity, and Inclusion).

The Village Board held its fourth meeting regarding goal setting on July 28, 2026. The fourth meeting reviewed Goal C (Housing and Economic Development).

ISSUE SUMMARY:

Enclosed within the packet for reference is the draft 2026-2027 Strategic Implementation Plan with action plan following the completion of our review last month. Our objective for the next meeting is to review changes to the goals and objectives as well as how the action steps have been prepared by Staff thus far. Additionally, if there are things not here we would like to consider including then we can discuss that as well. The plan is to complete the review of this plan within this meeting, and then consider it for acceptance at the next Village Board meeting.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:



Presented for discussion only.

ATTACHMENTS:

1. 2026-2027 McFarland Strategic Impl. Plan 08062026 mgs DRAFT

2026/2027 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

Highlight notes items where new funding is required within the budget and not previously approved.

A. McFarland Municipal ~~Center~~ Campus

Continued study of improvements within the McFarland Municipal Campus (Library and Municipal Center) to address facility needs of Departments, creation of functional community spaces, and addressing maintenance/safety needs to serve seniors, youth, families, and the public at large.

Objectives:

- (1) ~~Determine future space needs and design features for the development of indoor and outdoor public spaces to support programming to be determined.~~
- (2) Identify and engage a broad spectrum of residents, including seniors, youth, adults, and community partners in all aspects of the planning process and operations/utilization.

Action Steps:	Cost	Timeline	Assignment
i. Complete McFarland Municipal Center Facility Plan including public engagement, plan development, and recommendations for facility improvements.	\$119,500	June 2027	Administration Administrator Comm Devel Senior Outreach Village Board
ii. Discuss and consider recommendations from the Facility Plan for inclusion within the 2028-2032 Capital Improvement Plan.	None	August 2027	Administration Administrator Comm Devel Senior Outreach Village Board

- (3) Identify operational issues, challenges, and fiscal impacts associated with the design of recommendations from ~~facility studies the McFarland Municipal Campus Master Plan~~ and ~~consideration for~~ the construction of desired improvements thereof.

Action Steps:	Cost	Timeline	Assignment
i. Review recommendations of the Library Facility Plan and consider inclusion of improvements within future budgets/CIPs.	None	Sep 26	Library Board/Staff Village Board
ii. Replace roof at Municipal Center.	\$405,000	Sep 27	Public Works

- (4) Implement recommended ~~facility~~ improvements in accordance with the updated ~~facility plans McFarland Municipal Center Campus Master Plan~~ including the allocation of funds subject to Village Board approval.

Action Steps:	Cost	Timeline	Assignment
Objective on hold pending additional planning work and Village Board authorization to proceed.			

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Village Board Goals, Objectives, and Action Plan

B. Public Infrastructure

Plan for and align physical facilities, open space, and general public infrastructure needs to support future service delivery to enhance quality of life.

Objectives

- (1) Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Complete battery installation project at PSC through OEI Grant.	\$438,000	Dec 26	Comm Devel Public Works
ii. Study addition of solar power at park shelters and utility infrastructure.	\$15,000	Jan 27	Comm Devel Public Works
iii. Implement solar recommendations following study using Elective Pay Credit funds.	\$250,000	Sep 27	Community Development Public Works
iv. Consider property acquisition to support vehicle and equipment storage needs for Public Works Dept.	\$425,000	Dec 27	Community Development Public Works
v. Add vehicle charging to PSC and Downtown parking lot through Grant.	\$40,000	Dec 27	Community Development
vi. Complete Well #5 design and award contract following bid process in order to begin construction.	\$4,200,000	Dec 27	Public Works

- (2) Develop capital improvement plans to support infrastructure needs aligned with future growth to forecast cost implications and implementation schedule.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Review Responsible Bidder Ordinance and consider revisions to improve public bid response.	None	Feb 27	Administrator Public Works
ii. Discuss future of Siggelkow Rd including timing in line with East Side planning in the 2027 Comp Plan.	None	Jul 27	Administrator Comm Devel Public Works
iii. Prioritize hydrant replacement and develop plan for annual inclusion within CIP.	\$60,000	Sep 27	Public Works
iv. Pursue easement to establish corridor for the future construction of the next phase of the Eastside Sanitary Sewer	\$25,000	Dec 27	Public Works
v. Study Public Works Center site and identify space needs with opportunities for improvement.	\$35,000	Dec 27	Public Works

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Village Board Goals, Objectives, and Action Plan

C. Housing & Economic Development

Promote responsible growth, affordable housing, increase economic development, and grow/retain existing businesses.

Objectives

- (1) **ADD** Pursue and evaluate economic development opportunities to support new commercial and residential development, including the use of local, regional, and state incentives where applicable.
- REMOVE** Attract and enhance new and existing restaurants, retail, light industrial, office, mixed-use, and civic uses in the downtown area, USH 51/Farwell corridor, East Side Growth Area, and surrounding areas.
- REMOVE** Develop incentives for business growth such as incubator programs, tax increment financing districts, and recruitment/retention.

Action Steps:		Cost	Timeline	Assignment
i.	Consider creation of TID #7 to create new business park to support Bliffert Lumber transition.	\$25,000	Oct 26	CDA Comm Devel Plan Commission Village Board
ii.	Prepare Development Agreement as needed with Bliffert Lumber within new business park. Contingent upon creation of TID #7.	\$25,000	Jun 27	CDA Comm Devel Village Board
iii.	Contingent upon creation of TID #7, complete planning and zoning entitlement process for new business park.	None	Jun 27	Community Development Plan Commission Village Board
iv.	Contingent on creation of TID #7, complete design and begin construction of TID #7 road and utility improvements in accordance with Development Agreement.	None	Dec 27	Community Development Public Works Village Board
v.	Develop property acquisition check list to help guide consideration for property acquisitions as applicable.	None	Ongoing	CDA Comm Devel Village Board
vi.	Prioritize redevelopment opportunities of Village TID owned properties to develop plan for their redevelopment.	None	Ongoing	CDA Comm Devel Village Board

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Village Board Goals, Objectives, and Action Plan

C. Housing & Economic Development (CONTINUED)

Promote responsible growth, affordable housing, increase economic development, and grow/retain existing businesses.

Objectives

- (2) Provide planning services within the Community that promotes responsible growth, is responsive to key land use issues, and prioritizes safety where applicable.

Action Steps:	Cost	Timeline	Assignment
i. Review and take action on petition to annex the April Hills Subdivision.	None	Nov 26	Plan Commission Village Board
ii. Complete Hotel Feasibility Study.	\$12,500	Jan 27	CDA Comm Devel
iii. Reengage with City of Madison to review revised terms on possible Intergovernmental Agreement.	None	Mar 27	Administrator Comm Devel Village Board
iv. Complete 2027 Comprehensive Plan Update. Emphasis on addressing future land uses, long term plan guidance, and East Side growth.	\$60,000	Sep 27	Comm Devel Plan Commission Village Board
v. Draft and distribute RFP for Zoning Code Rewrite.	\$75,000	Dec 27	Comm Devel Plan Commission Village Board
vi. Conduct outreach to local businesses through a Business Retention and Expansion Survey, including marketing of TID #7 properties, contingent upon creation of TID #7.	\$20,000	Dec 27	CDA Community Development

- (3) Improve mix and quality of housing within the Village, including consideration for affordable housing units within new development.

Action Steps:	Cost	Timeline	Assignment
i. Consider adoption of TID #3 Affordable Housing Extension and timing there of.	None	Apr 27	CDA Comm Devel Village Board
ii. Review Affordable Housing Policy to consider program expansion and fund growth.	TBD	Dec 27	Administrator Community Development
iii. Encourage affordable housing through recs. from Housing Needs Assessment, Comp Plan, and Dane County Regional Housing Strategy.	Case by Case	Duration	Community Development

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Village Board Goals, Objectives, and Action Plan

D. Village Government

Creation of a dynamic work place that is inclusive and diverse in our ability to demonstrate our commitment to employee growth and development for the betterment of the Community.

Objectives:

- (1) Evaluate **organizational efficiencies including** staffing models, organization structure, **and/or other policy considerations** to align resources with future service delivery needs.

Action Steps:	Cost	Timeline	Assignment
i. Develop policy to provide guidance on the use of artificial intelligence.	None	Mar 27	Administration
ii. Complete draft 2028-2037 Future Staffing Plan.	None	Apr 27	Administration
iii. Review function and structure of boards, commissions, and committees to consider changes.	None	Jun 27	Administration Village Board
iv. Integrate communication on new employees, departing employees, and other recognitions into an internal communication.	None	Duration	Administration

- (2) Prioritized community-based best practices in public safety service delivery including initiatives for diversity, outreach, education, and program development.

Action Steps:	Cost	Timeline	Assignment
i. Redevelop "Bike Rodeo" event with School District and other Community groups to emphasize e-bikes/scooters.	None	Oct 26	Police
ii. Partner with Dane County to expand the Village's outdoor warning siren to improve emergency preparedness.	\$45,000	Dec 26	Fire and Rescue
iii. Complete update to Emergency Management Plan and develop Development Standard Response Plans for each Department.	TBD	Duration	Fire and Rescue
iv. Submit license request to the State to finalize transition to full paramedic-level ambulance service.	TBD	Duration	Fire and Rescue
v. Support opportunities to progressively build and maintain adequate Fire and Rescue staffing in the face of increasing service demands, while managing costs (i.e. FEMA Grant).	TBD	Duration	Fire and Rescue

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Village Board Goals, Objectives, and Action Plan

D. Village Government (CONTINUED)

Creation of a dynamic work place that is inclusive and diverse in our ability to demonstrate our commitment to employee growth and development for the betterment of the Community.

Objectives:

- (3) Enhance public engagement, presence, and transparency within the Community through the use of a broad range of media and/or through opportunities recommended in the Communications and Engagement Plan.

Action Steps:	Cost	Timeline	Assignment
i. Evaluate communication mediums to align communication strategies with engagement data.	TBD	Dec 26	Administration
iii. Continue plan development to implement the Web Content Accessibility Guideline 2.1 Level AA.	TBD	Jan 28	Administration
ii. Continue campaigns highlighting operations and successful initiatives of Village departments to broaden understanding of government.	None	On Going	Administration
iv. Consider establishing regular engagement with adjoining municipalities to address areas of shared concern.	None	On Going	Administrator

- (4) Continue discussions with School District on partnerships with the Village to share and expand services for the benefit of the Community.

Action Steps:	Cost	Timeline	Assignment
i. Develop regular annual program to connect Seniors with Students to promote intergenerational programming.	TBD	May 27	Senior Outreach
ii. Work with the School District to expand Dementia Friendly designation and training within the schools.	None	May 27	Senior Outreach
iii. Explore opportunities with the School District to connect with students to local Government through club engagement, student appointments, internship, and other forms of outreach as applicable.	Case by Case	Duration	Administrator Departments Village Board

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Village Board Goals, Objectives, and Action Plan

E. Community

Improve the Community experience for residents, businesses, and visitors through its services, safety, history, and overall desired quality of life.

Objectives

- (1) Evaluate opportunities for the development of public art, promotion of Village history, and events/programming that enriches the community and enhances the local quality of life.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Develop project to highlight older adults through portrait and their stories.	TBD	May 27	Administration Senior Outreach
ii. Review opportunities to add a downtown Kiosk to promote civic and commercial wayfinding.	TBD	Jun 27	Administration Community Development
iii. Complete Historic Property Survey through grant awarded by Wisconsin Historical Society.	N/A	Jun 27	Community Development

- (2) Promote the concept of a safe and healthy community in an integrated way including diversity, equity, and inclusion initiatives; from policy to planning and development.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Complete training for dementia friendly classification and finish certification process.	TBD	Jan 27	Senior Outreach
ii. Expand recognition for Volunteers that support the Community in line with Community Service Day and Volunteer Recognition Week.	\$1,500	May 27	Administrator Senior Outreach

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Village Board Goals, Objectives, and Action Plan

F. Transportation

Improve Community connectivity along pedestrian and vehicular corridors.

Objectives

- (1) Improve, maintain, and enhance ~~transportation networks~~ ~~bike/walking path connections~~ throughout the Village and in cooperation with neighboring municipalities and government agencies.

Action Steps:	Cost	Timeline	Assignment
i. Partner with Dane County on the reconstruction of CTH AB with reduced speeds, safe pedestrian crossing, and pedestrian trail.	\$500,000	Sep 27	Administrator Public Works
ii. Complete construction of off street trail from Exchange Street to Babcock County Park on USH 51.	Included in (2)(ii) below.	Oct 27	Administrator Public Works
iii. Review opportunities to add speed limit signs within Village off-street trails.	TBD	Duration	Administrator

- (2) Enhance pedestrian safety for walkers and bicyclists throughout the community, including areas of Highway 51 that go through the Village.

Action Steps:	Cost	Timeline	Assignment
i. Complete N. Peninsula Way/Broadhead Traffic Study. Consider recommendations within Budget Process.	TBD	Oct 27	Administrator Public Works
ii. Complete Phase 6 of the USH 51 Reconstruction Project.	\$2,712,750	Dec 27	Administrator Public Works
iii. Continued partnership with WisDOT on future improvements to USH 51 at Voges Road to interchange with USH 12/18.	TBD	Duration	Administrator Community Development Public Works

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Village Board Goals, Objectives, and Action Plan

G. Park/Conservancy System

Support the development of active and passive park amenities that appeal to all.

Objectives

- (1) Develop new and diverse park system amenities for indoor and outdoor use that are not currently offered in our Community.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Evaluate addition of public restroom at Arnold Larson Park as Phase 1 of new Master Plan.	\$325,000	Oct 26	Administrator Public Works
ii. Complete construction of improvements for Phase 2 Community Park pending award of contract.	\$3,350,000	Oct 26	Public Works
iii. Construct final design of the playground improvements at Cedar Ridge Park.	\$200,000	Dec 26	Public Works
iv. Plan Transition for McFarland Soccer Club to new Community Park.	None	Mar 27	Public Works

- (2) Dedicate resources to enhance and maintain existing parks and green spaces throughout the Village.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Complete 6 basketball court replacements within the system.	\$130,000	Aug 27	Public Works
ii. Construct storage shed at the new Community Park for Village use.	\$100,000	Aug 27	Public Works

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Village Board Goals, Objectives, and Action Plan

G. Park/Conservancy System (CONTINUED)

Support the development of active and passive park amenities that appeal to all.

Objectives

- (3) Evaluate the costs and benefits of an outdoor aquatic facility, including construction and operation.

Action Steps:	Cost	Timeline	Assignment
i. Meet with Friends of McFarland Park with Committee to receive updates on fundraising.	None	Jan 27	Administrator Parks and Rec Comm Public Works
ii. Maintain aquatic presence within final plan for McFarland Park Master Plan update.	None	Mar 27	Public Works
iii. Develop strategy for fundraising following review with Community partners, operational structure at HS pool, and other feedback provided.	None	Jun 27	Administrator Parks and Recreation Committee Public Works

- (4) Develop and implement park master plans that prioritize future developments.

Action Steps:	Cost	Timeline	Assignment
i. Complete Park Impact Fee Study. Make decision to set fee.	\$15,000	Nov 26	Comm Devel Public Works
ii. Complete Master Plan update for Arnold Larson Park.	\$12,536	Dec 26	Parks and Rec Comm Public Works
iii. Complete Master Plan update for McFarland Park.	\$13,764	Dec 26	Parks and Rec Comm Public Works
iv. Review McFarland Master Plan recommendations and decide next phase of improvements for design.	\$50,000	Mar 27	Parks and Rec Comm Public Works Village Board

- (5) Expand, enhance, and develop programs to increase access and promote greater use of the lakefront, wetland conservancy, and waterways.

Action Steps:	Cost	Timeline	Assignment
i. Support Lake Waubesa Conservation Association application to review lake dead end streets for water access.	None	May 27	Public Works
ii. Review opportunities to enhance lake access along Yahara River either through development or other public access.	TBD	Duration	Public Works

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Village Board Goals, Objectives, and Action Plan

H. Diversity, Equity, and Inclusion

Create opportunities to advance initiatives that support the growth of diversity, equity, and inclusion within the Community and organization.

Objectives

- (1) Provide support for the ongoing development and utilization of the Diversity, Equity, and Inclusion Committee.

Action Steps:	Cost	Timeline	Assignment
i. Identify local Community Groups to build partnerships. Set annual schedule for regular check ins.	TBD	Dec 26	Administrator
ii. Continue setting recognitions every 6 months for education and awareness.	\$250	Duration	Administration Administrator
iii. Foster partnerships with other Village Departments to build programs for related engagement and outreach (i.e. Library, Senior Outreach).	\$3,500	Duration	Administrator

- (2) Continued ~~support draft~~ and development of ~~a~~ Diversity, Equity, and Inclusion (DEI) ~~initiatives Framework~~ within the Community.

Action Steps:	Cost	Timeline	Assignment
i. Consider flag raising in association with proclamation for recognition of Indigenous People's Day. Align with plaque recognition.	\$250	Oct 26	Administrator
ii. Review vacant DEI Strategist position to make recommendations on its essential job functions.	None	Mar 27	Administration Administrator DEI Committee Village Board
iii. Coordinate meeting with representatives of the Ho-Chunk Nation to address matters of shared importance.	None	Duration	Administrator
iv. Partner with School District to host programs for the Community on DEI related initiatives.	None	Duration	Administrator

- (3) ~~Work with Community Partners on the creation of a lasting land acknowledgement.~~

Action Steps:	Cost	Timeline	Assignment
These items are moved into Section (2) above.			

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Village Board Goals, Objectives, and Action Plan

H. Diversity, Equity, and Inclusion (CONTINUED)

Create opportunities to advance initiatives that support the growth of diversity, equity, and inclusion within the Community and organization.

Objectives

- (4) Continue discussions with School District on partnerships with the Village for the advancement of diversity, equity, and inclusion within the Community.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Participate with High School Clubs in the Equity Picnic and/or similar events to learn about youth initiatives.	None	Apr 27	Administrator
ii. Grow partnership with the High School Multicultural Club for continued support of World Day of Cultural Diversity.	None	May 27	Administrator
iii. Facilitate support role with McFarland Equity Project and High School Black Student Union for the McFarland Juneteenth Celebration.	None	Jun 27	Administrator
iv. Schedule annual check in with School District Leadership to receive an update on their initiatives.	None	On going	Administrator