

Wednesday, September 16, 2026**6:00 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/84222580256>

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

Webinar ID: 842 2258 0256

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

1. CALL TO ORDER, ROLL CALL.
2. 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 community.development@mcfarland.wi.us to be included with the agenda materials.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the June 16, 2026 Ad-Hoc Comprehensive Plan Steering Committee meeting.
4. BUSINESS.
 - a. Discussion and action to elect a Vice Chair for the Ad-Hoc Comprehensive Plan Steering Committee.
 - b. Discussion and action to make a recommendation to the Village Board regarding approval of Resolution 2026-20 a resolution adopting a Public Participation Plan for the update of the 2017 Comprehensive Plan.
 - c. Discussion regarding the 2027 Comprehensive Plan.
5. SCHEDULE NEXT MEETING DATE.
 - a. To be determined.

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.

Ad-Hoc Comprehensive Plan Steering Committee Minutes June 16, 2026, at 6:00 P.M.

Members Present: Stephanie Brassington, Luke Fessler, Kyle Shelton, Chris Reynolds, Karen Pominville, Kathy Annen, Zachary Dixon, Kurt Zimmerman, Josh Ostermann

Members Absent: Eric Johnson, Ben Tanko, Elizabeth Yszenga, Anthony Hennes

Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER, ROLL CALL

President Brassington called the meeting to order at 6:00 PM.

2. PUBLIC APPEARANCES.

There were no public appearances in the room or on zoom.

3. BUSINESS.

- a. Discussion regarding the roles and responsibilities of the Ad Hoc Comprehensive Plan Steering Committee.

Bremer referenced Resolution 2026-04 approved by the Village Board on June 9, 2026 to summarize the purpose, role and responsibilities of the Ad Hoc Comprehensive Plan Steering Committee, incoming requests to amend the current Comprehensive Plan during the development of the plan's update and scheduling. The resolution establishes President Brassington as chair to the Steering Committee during the duration of plan's development. Bremer inquired about the preferred meeting times for future scheduled meetings with the Steering Committee. The Steering Committee affirmed a 6:00 PM meeting time would be preferred.

4. Discussion and recommendation to the Village Board to approve a proposal from The Lakota Group for the completion of the 2027 Comprehensive Plan update.

Bremer provided summary on the RFPs the Village received, the Evaluation Team's review, and the preferred proposal recommended. Andy Cross, Project Lead from The Lakota Group, attended the meeting virtually. Cross provided the Steering Committee background on their proposal, associated partners included in the project, responsibilities and duties of each member, communication strategies, data collection strategies, and budget amendments. The Steering Committee inquired on public engagement events, data collection, and communication approach of The Lakota Group.

Brassington motioned to recommend to the Village Board approval of a proposal from The Lakota Group for the 2027 Comprehensive Plan update in an amount not to exceed \$111,000.

5. SCHEDULE NEXT MEETING DATE.

- a. To be determined.

6. ADJOURNMENT.

Fessler motioned to adjourn. Brassington seconded the motion. Motion carried 9-0. Meeting adjourned at 6:37 PM.

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, September 16, 2026

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion and action to elect a Vice Chair for the Ad-Hoc Comprehensive Plan Steering Committee.

PREVIOUS ACTION:

ISSUE SUMMARY:

This discussion is regarding electing a Vice Chairperson for the Ad-Hoc Comprehensive Plan Steering Committee. We missed the opportunity at the Steering Committee meeting on [June 16, 2026](#), when adopting Resolution 2026-04 to elect the Vice-Chair. The resolution only established the Village President as the Chair. The duties and responsibilities of the Vice-Chair would be to step in should the Chair be absent or unavailable for a Committee meeting.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended motion:

Motion, second, to elect (Nominee) as the Vice Chair of the Ad-Hoc Comprehensive Plan Steering Committee.

ATTACHMENTS:

None

**VILLAGE OF
McFarland**
SUMMARY SHEET

MEETING DATE: Wednesday, September 16, 2026

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board regarding approval of Resolution 2026-20 a resolution adopting a Public Participation Plan for the update of the 2017 Comprehensive Plan.

PREVIOUS ACTION:

ISSUE SUMMARY:

Wis. Stat. 66.1001(4)(a) requires that the Village Board adopt written procedures designed to foster public participation during the preparation of a comprehensive Plan. Included in the packet is a copy of Resolution 2026-20 including the Public Participation Plan as provided by The Lakota Group outlining key areas of public engagement activities. The plan identifies what these activities are, the target group, and how the consultant will utilize the information. The plan activities include:

- Ad-hoc Comprehensive Plan Steering Committee meetings
- Project website and online surveys
- Stakeholder Focus Groups
- Community Open Houses (or Public Information Meetings, PIM)
- Additional passive and alternative engagement activities at community events
- A public hearing on the draft plan prior to adoption

It is important to note that these are not the only public engagement activities that will be completed during the planning process, only those primarily led by The Lakota Group based on the approved contract. Village staff will complete additional public participation outreach and activities. This includes using all of our traditional social media tools to keep residents informed regarding opportunities to participate in the planning project, creating project flyers, and videos such as the recent [project introduction video](#). To date, Village staff have attended a number of community events to boost awareness of the project and gather initial public feedback. This includes:

- July 5 Food Truck Frenzy
- July 16 WineHouse Music Night
- July 30 WineHouse Lounge Trivia Night
- August 7, Grace Coffee



- August 13, Bands by the Boardwalk
- August 19, Food Truck Frenzy
- August 21, Grace Coffee
- September 16, Food Truck Frenzy (Pending)
- September 26, Community Festival Vender Fair (Pending)
- October, McFarland Youth Center Event (Pending)
- October 30, McFarland Youth Library Event (Pending)

The Village has also budgeted for two opportunities to send direct mailed notifications to all property owners and tenants in the Village. The first such mailing is anticipated to be delivered in mid-October with information on the project, the planned November 4th Open House (PIM), and a project survey. The second Village-wide mailing would likely occur before the second Open House in 2027.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended motion:

Motion, second, to recommend to the Village Board approval of Resolution 2026-20 a resolution adopting the a Public Participation Plan for the update of the 2017 Comprehensive Plan.

ATTACHMENTS:

1. 2026-20 A Resolution Adopting 2027 Comprehensive Plan Public Participation Plan

RESOLUTION 2026-20

A RESOLUTION ADOPTING A PUBLIC PARTICIPATION PLAN FOR THE UPDATE OF THE 2017 COMPREHENSIVE PLAN FOR THE VILLAGE OF MCFARLAND

WHEREAS, pursuant to Wis. Stat. § 66.1001, all units of government which enact or amend zoning, subdivision, or official mapping ordinances on or after January 1, 2010, must adopt a comprehensive plan; and

WHEREAS, the Village of McFarland adopted a comprehensive plan under the authority and procedures established by Wis. Stat. § 66.1001 on August 28, 2017; and

WHEREAS, the Village Board of the Village of McFarland has engaged The Lakota Group as a consultant for a major update (10-year update) of the 2017 Comprehensive Plan; and

WHEREAS, Wis. Stat. § 66.1001(4)(a) requires that the Village Board adopt written procedures designed to foster public participation during the preparation or amendment of a comprehensive plan; and

WHEREAS, the Village Board of the Village of McFarland believes that regular, meaningful public involvement in the comprehensive planning process is important to assure that the comprehensive plan continues to reflect input from the public; and

WHEREAS, public participation procedures have been developed to foster public participation in the comprehensive plan update process as further described in Exhibit A of this Resolution; and

WHEREAS, public participation procedures described in Exhibit A are the minimum public participation activities provided or lead by The Lakota Group. Additional public participation activities, public outreach, and public meetings, may be completed by Village Staff to support preparation of the update of the 2017 Comprehensive Plan; and

WHEREAS, prior to considering approval of an ordinance to adopt the updated Comprehensive Plan, the Village shall hold at least one public hearing at which the proposed ordinance is discussed; and

WHEREAS, at least 30 days prior to the public hearing at which the proposed ordinance is discussed, the Village shall provide notice as required under Wis. Stat. 66.1001(4)(d-f); and

WHEREAS, on September 16, 2026 the Ad-Hoc Comprehensive Plan Committee held a public meeting and recommended to the Village Board approval of Resolution 2026-20; and

NOW, THEREFORE, BE IT RESOLVED, that the Village Board of the Village of McFarland hereby adopts the public participation procedures for updating the 2017 Comprehensive Plan attached hereto as Exhibit A to fulfill the requirements of Wis. Stat. § 66.1001(4)(a).

Adopted at a regular meeting of the Village Board this 22nd day of September, 2026.

APPROVED:

Stephanie Brassington, Village President

ATTEST:

Tanya O'Malley, Village Clerk

RESOLUTION 2026 – 20	
MOTION	SECOND
ACTION	DATE
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
INDIVIDUAL VOTING RECORD	
Annen –	Boyd –
Brassington –	Fessler –
Leamy –	Neidinger –
Prill –	
VOTING RESULTS	
Motion Carried	
Motion Defeated:	

Village of McFarland Comprehensive Plan

Public Participation Plan

Community engagement is essential to the success of the Comprehensive Plan project. Our broad approach to engagement is comprised of the following:

- 1) Ad Hoc Comprehensive Plan Steering Committee Meetings
- 2) Stakeholder Focus Groups
- 3) Community Open Houses
- 4) Website & Online Survey
- 5) Other Public Outreach Opportunities

Each of these is discussed in more detail below.

AD HOC COMPREHENSIVE PLAN STEERING COMMITTEE

This group of residents and appointed officials plays an essential role in the planning and visioning process for the Comprehensive Plan. The Committee often includes Commissioners, business owners, and local leaders who bring years of insight and experience to the table. The committee members serve as “Plan Champions” and will have an impactful role throughout the process.

The Steering Committee will meet five times during the planning process. Each meeting is carefully planned and is an opportunity to discuss key issues and review draft plan documents as they are prepared.

PROJECT WEBSITE & ONLINE SURVEYS

The Lakota Team will create a project website that describes the overall planning project and process, and serves as a place to post project updates, draft plans, workshop materials, and plan drawings. A project-specific McFarland Comprehensive Plan logo will be created to spur community energy and activity for the planning process. Many of the engagement tools from the community engagement events can be posted online and used digitally. Online survey responses have been a great way to get additional input and feedback. A QR Code linking to the website will be provided. It can be posted in Village Hall, social media, and in other publications. A link to the comprehensive plan’s website should also be added to the Village’s website, if possible.

STAKEHOLDER FOCUS GROUPS

Interviews with key groups of residents are one of the most important parts of the public engagement process. We're planning six one-hour interview sessions, though that can be modified if more time is needed. Lakota provides guidance on key groups and individuals to invite. We advise keeping the groups to 5-8 individuals and organizing groups by affiliation with McFarland to facilitate the most effective conversations. Stakeholder Focus Groups may include:

- Village Departments, Boards, Commissions
- Business Owners / Chamber of Commerce
- Real Estate Professionals
- Community Leaders
- Residents
- Parks, Open Space, & Recreation representatives
- School District representatives (incl. students, teachers)
- Cultural / Civic Groups
- Key institutions in McFarland (large employers, educational & medical institutions, etc.)

Village staff will prepare a detailed list of stakeholder groups and individuals to reach out to. Meetings will be coordinated over a single day, or multiple days if needed. The Lakota Group team can also schedule virtual meetings with individuals or groups.

COMMUNITY OPEN HOUSES

Two open houses are planned within the project's scope. The Lakota Group team will work with the Village to identify a venue and a date for each. It can be helpful to hold them at different venues to encourage as much participation and attendance as possible. Lakota Group will prepare exhibits and activities for each open house. Village staff and the Steering Committee will assist in raising awareness and generating interest in the events using the organization's social media, website, and facilities to "spread the word."

Open House #1: Community Conversations

The Team will organize and host an event in partnership with the Village with community stakeholders and residents to introduce the planning process and to discuss McFarland's planning issues and opportunities in an informal open house and discussion format.

The Community Conversations format sets up a series of concurrent discussion tables, each focused on key elements of the Village of McFarland. Participants are encouraged to contribute actively in one or more discussions, answering questions based on conversation prompts and adding their own input based on their experiences and visions for McFarland. The Lakota Group will work with Village Staff to identify optimal discussion topics leading up to the event.

An online version of these interactive exercises will be posted on the Project Website with an established 'closing deadline,' providing additional opportunities for community and neighborhood input. Also note these topics are subject to change and will be fleshed out in more detail as the Open House is planned.

Open House #2: Community Workshop

After The Lakota Group and the Steering Committee have identified planning strategies, opportunity sites, and growth scenarios in Phase 2 of the Comprehensive Plan project, a second Open House will be conducted to share these with the community and get feedback. This is a more formal event with

an opening presentation and curated stations where attendees learn about the draft planning strategies, have opportunities to ask questions, and provide feedback. Recommendations and strategies will be revised and improved based upon input received.

ALTERNATIVE ENGAGEMENT EVENTS

The Lakota Group team is equipped to supplement or replace any of the community Open House events with more nimble approaches to community engagement, such as pop-up booths or a similar presence at established community events. We can also equip Village Staff with toolkits to create engagement opportunities at events around McFarland.

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Wednesday, September 16, 2026

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding the 2027 Comprehensive Plan.

PREVIOUS ACTION:

ISSUE SUMMARY:

Andy Cross from The Lakota Group will facilitate a discussion with the Committee members regarding the update of the Comprehensive Plan. The conversation includes an update on the project schedule (refer to attachment in the packet) and obtaining Committee members general feedback on strengths, opportunities, weaknesses, and threats facing the Village. The Lakota Group and Village Staff are also planning to host the first Community Conversations Open House event on Wednesday, November 4th at 6PM at the Municipal Center. Andy will discuss the general approach for that meeting and obtain input from the Committee on the best topic areas of conversation to address that evening and through the pending project survey. Finally, Andy will provide an update on the project website and branding portions of The Lakota Group's work. There are no specific materials that the Committee members need to review as part of this agenda item. However, staff recommends that Committee members familiarize themselves with a few key existing plans in the next couple of months as they serve as the foundation for the work that lies ahead to create the updated Comprehensive Plan. All of these plans are available on the Community & Economic Development webpage under [Community Development Plans](#).

- 2017 Comprehensive Plan
- 2021 Sustainability Plan
- 2023 Housing Needs Assessment
- 2023 Economic Strategic Plan
- 2023 East Side Plan
- 2025 Comprehensive Outdoor Recreation Plan

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This item is presented for discussion only.



ATTACHMENTS:

1. The Lakota Group Project Schedule_09.16.26

McFarland 2027 COMPREHENSIVE PLAN PROPOSED TIMELINE

PHASE 1

PROJECT INITIATION, ENGAGE, AND ASSESS



TASK 1.1 Completed) **Project Kick-Off Meeting**

Project will begin with a kick-off meeting and community tour to align with Village staff and officials on goals, engagement strategies, and key planning considerations.



TASK 1.2 9.22.26 VB Approval **Community Engagement Plan**

Develop a flexible and inclusive community engagement plan that outlines project activities, meeting schedules, and outreach strategies.

2026

JULY

AUG

NOV



TASK 1.3 9.16.26 **Steering Committee Meeting**

Hold a kick-off meeting with the Steering Committee to introduce the planning team, define the Committee's role, and gather insights on key community issues.



TASK 1.4 Under Development **Project Brand, Website & Marketing**

Create a project website and strategy for public outreach, engagement, and communication throughout the process.



TASK 1.6 **Mapping, GIS Analysis and Code Review**

Develop base maps, analyze existing plans and regulations, and compile key data and recommendations to support the State of the Village analysis.



TASK 1.5 **Tours, Field Work and Land Use Inventory**

Conduct field investigations and GIS analysis to assess existing conditions, land use patterns, and development opportunities throughout the Village.



TASK 1.7 **Stakeholder Conversations**

Host stakeholder interviews and outreach sessions with community leaders, and residents to gather diverse perspectives on key planning issues.



TASK 1.9 **Community Conversations**

Host a 11.04.26 community open house and complementary online engagement activities.

TASK 1.8

Research & Analysis

Conduct comprehensive land use, demographic, housing, market, transportation, and infrastructure analyses to establish existing conditions, guide future growth.



TASK 1.10 **State of the Village Report**

Prepare a State of the Village Report summarizing public input, existing conditions, and key opportunities to guide the next phases of the planning process.

Late 2026/ Early 2027



TASK 1.11 **Steering Committee Meeting #2**

Revise the draft State of the Village Report with staff and the Steering Committee.

Early 2027

TASK 2.4

Economic Development Strategies

Develop economic development strategies based on market analysis and key growth areas in McFarland.



TASK 2.5

Housing Strategies

Develop housing strategies to address McFarland's projected growth, including supply, types, scale, and affordability.



TASK 2.6

Transportation & Infrastructure Strategies

Refine infrastructure and transportation strategies and prioritize investments to support balanced growth and meet state planning requirements.



TASK 2.7

Steering Committee Meeting #4

Review preliminary strategies, and present to the public at the second Community Open House.



TASK 2.3

Draft Vision and Preferred Land Use Strategy

Develop preferred land use strategies to establish the Comprehensive Plan's policy framework.



2027

DEC

FEB

APR

TASK 2.2

Steering Committee Meeting #3

Work with the Steering Committee to define goals, policies, and strategies for McFarland's long-term vision.



TASK 2.1

Policy Objectives and Land Use Strategy

Refine draft growth policies and land use strategies to guide McFarland's future development.



TASK 2.8

Community Workshop (Open House #2)

Host a second Community Open House to present draft strategies and gather public input.



TASK 2.9

Shared Vision, Goals, and Recommendations

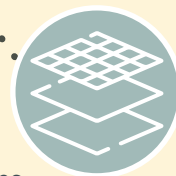
Present the completed guidelines and booklet.



TASK 2.10

Key Recommendations - Preliminary

Finalize goals and strategies for each topic and planning subject area



PHASE 2 ENVISION

During this phase, the Lakota Group team, together with the Steering Committee and staff will generate a range of land use strategies and planning ideas through visioning sessions and workshops.

PHASE 3 PLAN AND IMPLEMENT

The team will draft the separate chapters of the comprehensive plan and work with Village Staff and others on their initial review. A first draft Comprehensive Plan will build upon the land-use policy framework, State of the Village report, and sub-area plans with specific planning strategies and recommendations across all topic areas.

TASK 3.1

First Draft Comprehensive Plan

The team will draft the separate chapters of the comprehensive plan and work with Village Staff and others on their initial review. A first draft Comprehensive Plan will build upon the land-use policy framework, State of the Village report, and sub-area plans with specific planning strategies and recommendations across all topic areas.

TASK 3.6

Village Board Meeting

Present the Final Draft Comprehensive Plan to the Village Board for approval and adoption.

TASK 3.7

Final Comprehensive Plan

Finalize the Comprehensive Plan and Implementation Strategy based on final feedback

MAY

JUN

AUG

TASK 3.2

Steering Committee Work Session

Review the draft Comprehensive Plan with staff and the Steering Committee.

TASK 3.5

Plan Commission Meeting

Present the Final Draft Comprehensive Plan to the Plan Commission at a public hearing. This step assumes one additional round of revisions may be necessary based on input from the Commission.

TASK 3.4

Amplify Plan Awareness

Create pilot projects and outreach materials to build community support and excitement for the final Comprehensive Plan.

TASK 3.3

Second Draft Plan and Implementation Strategy

Revise and deliver the second draft Comprehensive Plan and Implementation Strategy, outlining actionable steps, priorities, and tools to guide implementation and future policy updates.