

Thursday, July 26, 2018

Special Village Board
4:00 PM

McFarland Municipal Center
Community Room

REVISED AGENDA

1. CALL TO ORDER.
2. ATTENDANCE/ROLL CALL.
3. PUBLIC APPEARANCES.
4. BUSINESS.
 - a. Discussion and action to approve a revised special event license and the temporary Class B retailer's license applications from J.A.M. Fund Inc, with the requested variances to be held from 4:00 p.m. on Friday, August 3, 2018 to 10:00 p.m. on Sunday, August 5, 2018 at Brandt Park.
 - b. Establish and prioritize strategic goals for the period of July 2018 - June 2019.
5. SCHEDULE NEXT MEETING DATE.
 - a. To be determined.
6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us

REC. 11571

Original Permit Application -
NO CHANGES PROPOSED

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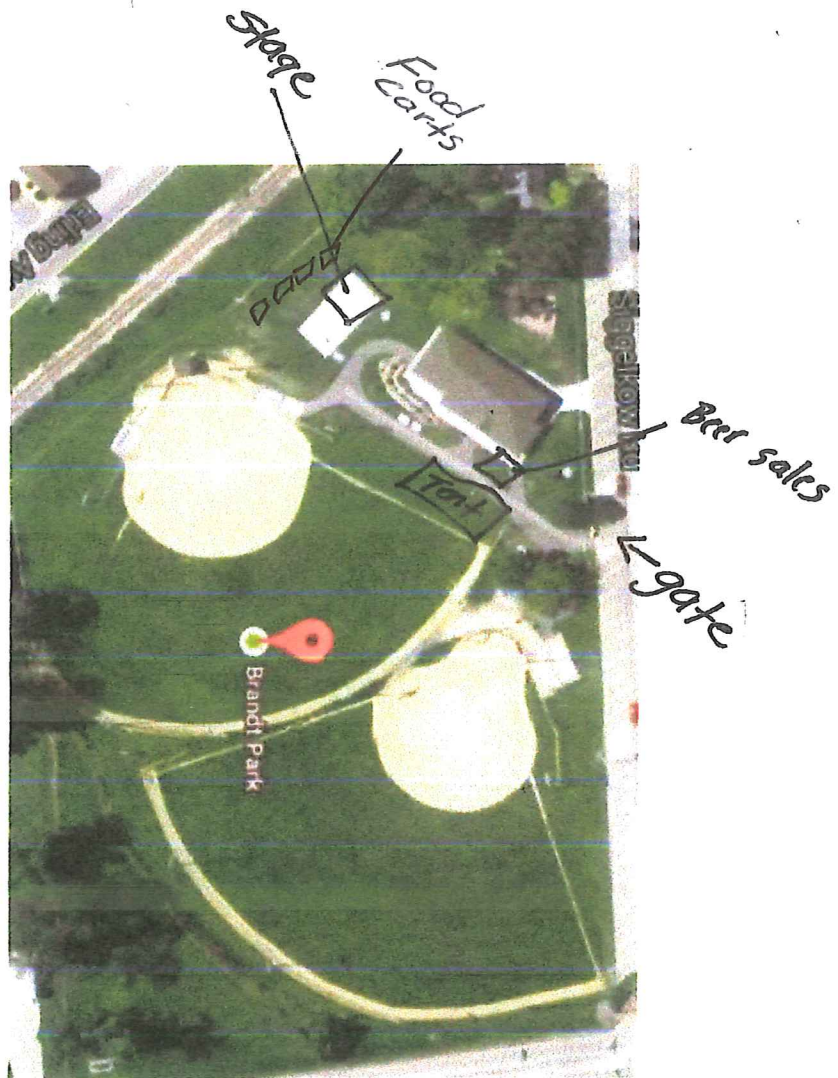
Village of McFarland

Fee: \$50.00

SPECIAL EVENT LICENSE APPLICATION

I. APPLICANT			
NAME	ADDRESS	PHONE #	EMAIL ADDRESS
Dominick Marino	506 Glenview Dr Madison	(608) 438-8534	dom.marino@gmail.com
II. ORGANIZATION			
NAME	ADDRESS	PHONE #	EMAIL ADDRESS
J.A.M. Fund, Inc	P.O. Box 361 McFarland 53558	(608) 219-7016	bjmarino7@gmail.com
III. BASIC EVENT DETAILS			
TYPE OF EVENT		NAME OF EVENT	
☒ Outdoor	☐ Indoor ☐ Parade ☐ Other	J.A.M. Fest	
DATE(S)	TIME(S)	EVENT LOCATION	
August 3 rd	From: 4:00 p.m. To: 10:00 p.m.	Brant Park (rainday)	
August 4 th	From: 9:00 a.m. To: 10:00 p.m.	Brant Park (main day)	
August 5 th	From: 9:00 a.m. To: 10:00 p.m.	Brant Park (rainday)	
	From: To:		
	From: To:		
License Applying for: \$ 10.00 individually or for both			
☒ TEMPORARY CLASS "B" BEER		☒ TEMPORARY CLASS "B" WINE	
Are you requesting approval to allow minors to be present where alcohol is sold?		If yes, how do you intend to prevent the distribution of alcohol to minors? (Explain in detail in the event description section on page 2)	
☒ Yes	☐ No	☒ Check ID ☒ Wristband ☐ Stamp ☐ Other	
Will there be activity involving music, amplifiers, loudspeakers, etc?		If yes, do you intend to conduct this activity past 10:00 PM?	
☒ Yes	☐ No	☐ Yes ☒ No	
Persons proposed to sell fermented malt beverages and/or wine (attach additional sheet if necessary)			
Name	Address	Prior relevant experience	
Dom Marino	506 Glenview Dr. Madison 53716	J.A.M. Fest (prior years)	
Hilary Marino	506 Glenview Dr. Madison 53716	J.A.M. Fest (prior years)	
Lois Marino	506 Glenview Dr. Madison (summer)	J.A.M. Fest (prior years)	
	3635		
Attach: 1) Sketch showing the event layout, including all points of sale, entrances and exits to event; 2) A copy of the application or license of each person who will be holding a beverage operator's license requiring the supervision of the sale of fermented malt beverages and/or wine; 3) A list of adjacent property owners and a copy of the form used to notify them of the event (outdoor event only).			
I, <u>Dominick Marino</u> (Applicant) agree to promptly pay the Village for the Village's charges incurred either in regulating this license or remedying any unsatisfactory post-event maintenance by the above named person or organization. I have read and will comply with the attached requirements of the Police, Fire/EMS, or any other Village department.			
Signature <u>[Signature]</u>		Date <u>5-31-18</u>	
Office Use: Date Paid _____ Amount Paid _____ Receipt Number _____			

J.A.M. Fest
2018



Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ _____

Application Date: _____

☐ Town ☒ Village ☐ City of McFarland

County of Dane

The named organization applies for: (check appropriate box(es).)

☒ A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.

☒ A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 8/3/18 and ending 8/5/18 and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →

☐ Bona fide Club

☐ Church

☒ Lodge/Society

☐ Chamber of Commerce or similar Civic or Trade Organization

☐ Veteran's Organization

☐ Fair Association

501(c)(3)
(Scholarship Fund)

(a) Name J.A.M. Fund, Inc.

(b) Address PO Box 361 McFarland, WI 53716 53558
(Street) ☐ Town ☐ Village ☐ City

(c) Date organized Feb 27 2013

(d) If corporation, give date of incorporation Feb 27 2013

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box: ☐

(f) Names and addresses of all officers:

President Lou Marino 3635 Edgewood Ave Fort Myers, FL 33916

Vice President Dominick Marino 506 Glenview Dr Madison, WI 53716

Secretary _____

Treasurer Hillary Marino 506 Glenview Dr Madison, WI 53716

(g) Name and address of manager or person in charge of affair: Hillary Marino - 506 Glenview Dr. Madison, WI 53716

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number 4601 Siggelkow Rd McFarland, WI 53558

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? Shelter/Restrooms - Yes

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: Shelter, Restrooms

3. Name of Event

(a) List name of the event J.A.M. Fest

(b) Dates of event 8/3-8/5/18

DECLARATION

The Officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

Officer J.A.M. Fund, Inc.
(Name of Organization)

Officer Hillary Marino 5/31/18
(Signature/date)

Officer Louis R. Marino 5-31-18
(Signature/date)

Officer [Signature] 5-31-18
(Signature/date)

Officer _____
(Signature/date)

Date Filed with Clerk _____

Date Reported to Council or Board _____

Date Granted by Council _____

License No. _____



Village of McFarland Police Department

5915 Milwaukee St. • P.O. Box 110 • McFarland, WI 53558 • 608/838-3151 • Fax 608/838-7954

Craig J. Sherven • Chief of Police

DATE: July 25, 2018

TO: McFarland Village Board

FROM: Craig J. Sherven, Chief of Police

REFERENCE: Amended Recommendation of Approval, JAM Fest

On today's date, I was contacted by Dominick Marino, event organizer for this event. He advised that the Sheriff's Office advised him they were having difficulty in getting Deputies to sign up to work this event. He inquired as to other options. Because this is the last board meeting prior to the event, and I likely will not have final information from him in timely enough manner, I hereby request the following amendments:

Original Language

- **Two uniformed police officers (Dane Co. Sheriff) will be hired by the organizers between the hours of 6p – close on Friday the 3rd (if that date is utilized) and/or Saturday the 4th.** Their responsibility will be to patrol the grounds.
- **The organizers will provide at minimum one private security officer to staff the event between opening and 6 pm on Saturday the 4th.** These officers will report directly to the police department, not the organizers. Their objective is to patrol the grounds.

Proposed Amendment

- **The organizers will provide paid event security staffing, at the discretion of the Chief of Police, between the hours of 6p – close on Friday the 3rd (if that date is utilized) and/or Saturday the 4th.** Security staff will take direction from the police department, not the organizers. Their objective is to patrol the grounds. All other requirements, as listed subsequently, are still in force and are to be adhered to.

Language from Original Approval

I have reviewed the special event license and temporary class B retailer's license applications for the J.A.M. Fest event to be held on Friday, August 3rd (4:00 pm to 10:00pm), Saturday August 4th (9:00 am to 10:00 pm) and Sunday, August 5th (9:00 am to 10:00 pm), and taking place at Brandt Park.

The organizers have also requested an ordinance variance allowing minors to be present where alcohol is served. I am recommending approval of both applications conditional to adherence to the below listed stipulations.

The event will have amplified music at times throughout the event. Event organizers estimate 500-700 attendees at the busiest points.

NOTE: Event organizers have indicated that food carts will be on site during the event. The organizers have been informed by the Village Clerk that the approval of food carts is a separate approval process, and thus the approval of this Special Event permit does not provide approval for food carts.

I recommend that the following conditions apply:

- **In addition, the organizers will provide two of their own event staff from the opening of the event until close on Friday the 3rd and Saturday the 4th.** These individuals will be assigned to monitor the entrance gate(s), card attendees and issue wrist bands.
- **The event organizers will implement and utilize a wrist-band system for alcohol service.** Event staff will be carding and wrist-banding at the point of entry to the beer tent to prevent underage persons from purchasing alcohol. The McFarland PD offers assistance to the organizers in developing such a system as well as providing carding information for their staff upon their request.
- **Minors will not be allowed into the beer tent area without a verified parent or legal guardian accompanying them.** The beer tent area will be clearly identified and separated by temporary fencing from the area in which minors are permitted.
- It is understood that Law Enforcement reserves the authority, at their sole discretion, to terminate live music performances or other amplified music in the event of excessive and irresolvable noise or other complaints related directly to the performance.
- All live music will conclude by 9:30 pm, with everyone out of the park by 11:00 pm.

- Those serving alcohol will announce a “last call” no later than 10:15 pm. No alcohol will be sold after 10:30 pm.

Below is a schedule of planned activities:

- JAM Fest will essentially be the same as years past with the exception of it most likely being a one day event, just Saturday the 4th (pending weather). The other dates may be utilized if weather conditions require.
- Kickball tournament starting around 9 am on Saturday the 4th. This will go on all day.
- Mr. Dave for the kids at 11:00 am on Saturday the 4th.
- Face painting at noon on Saturday the 4th.
- Food carts from roughly 11:00 am to close (10:00 pm).
- Bags tournament around 3:00 pm on Saturday the 4th.
- One band will perform live country music, from 5:30 to 9:30 pm on Saturday the 4th. They plan to just have other music playing throughout the day on the Brandt speakers.
- Engel Security will be present during the day on Saturday the 4th (carding) until 6 when the sheriffs arrive. One sheriff will be near gate with a group of volunteers who will be carding (same volunteers that have done this every year).

Respectfully,

Craig J. Sherven

Craig J. Sherven
Chief of Police



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Thursday, July 26, 2018

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Establish and prioritize strategic goals for the period of July 2018 - June 2019.

PREVIOUS ACTION:

ISSUE SUMMARY:

The 2018/2019 Goals and Objectives are updated with discussed action steps following the last meeting on July 12th. Village Staff will be present to discuss these issues with the Village Board and other matters that might arise out of the discussion.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. 2018 Village Board Goals-Objectives - Action Steps 07202018 mgs
2. McFarland Vision-Mission Statement 07192018 cac

2018/2019 - Village Board Goals

****All goals should be consistent with the Village Mission statement and vision statement.**

A. Goal: A safe, healthy, and secure community.

Objective		Comm	Staff
1	Develop opportunities to create amenities for special needs kids, adults, and other health/wellness initiatives not otherwise provided through Community.	Parks Senior Outreach	Coville Andersen
Action Steps:		<u>Cost</u>	<u>Timeline</u>
1) Complete the Update to the Parks and Open Space Plan.		None	March 31, 2019
2) Review Public/Private Partnerships in Parks as Econ. Benefit.		TBD	March 31, 2019
3) Continue to evaluate alternatives for Senior Outreach.		None	June 30, 2019
4) Study the feasibility of creating a Community Rec. Dept.		TBD	June 30, 2019
5) Conduct an Aquatics Feasibility Analysis.		\$25,000	June 30, 2019
6) Phased Implementation of Urso/Schuetz Master Plan.		\$50k-\$300k	December 31, 2019
2	Address traffic, transportation, biking, and walking deficiencies through joint initiatives and capital projects.	Public Works	Coville
Action Steps:		<u>Cost</u>	<u>Timeline</u>
1) Study the feasibility for bus transportation alternatives.		TBD	June 30, 2019
2) Evaluate pedestrian alt. with constr. projects and develop.		\$15,000	June 30, 2019
3) Improve pedestrian crossing through paving, lighting.		\$50,000	October 31, 2019
4) Improve bike route connectivity through paths and lanes.		\$100,000	December 31, 2019
3	Implement recommendations from Comprehensive Building Security Plan prepared for all Village Buildings.	Public Safety	Sherven
Action Steps:		<u>Cost</u>	<u>Timeline</u>
1) Complete Phase 1 of Security Plan.		~\$125,000	September 30, 2018
2) Reassess Phase 2 of Security Plan based on Facility planning.		None	December 31, 2018
4	Proactive recommendations from Public Safety Departments that advance services and meet necessary demands.	Public Safety	Dennis Sherven
Action Steps:		<u>Cost</u>	<u>Timeline</u>
1) Changes to Fire Personnel Staffing Schedule.		\$15,000	December 31, 2018
2) Complete Public Safety Service Study.		\$20,000	December 31, 2018
3) Evaluate need for comprehensive Senior check in program.		TBD	June 30, 2019
4) Foster relationships between families w/ special needs, Police.		TBD	June 30, 2019
5) Discuss the addition of second SRO within School District.		\$85,000	March 31, 2019

2018/2019 - Village Board Goals

B. Goal: A well-run, efficient and responsive government that provides a high level of quality-of-life services to the community.

Objective	Comm	Staff
1 Continue to work with Community to advance recommendations from Facilities Master Plan that includes the development of a Public Safety Building and Community Center.	Committee of the Whole	Schuenke
Action Steps: 1) Complete Addendum to MP on Community Center. 2) Solicit Public Input regarding Community Center. 3) Referendum Regarding Facilities Master Plan. 4) Facilities Master Plan Design/Eng Work - Phase I 5) Facilities Master Plan Construction - Phase I	<u>Cost</u>	<u>Timeline</u>
2 Create strategic plan for the Village.	Village Board	Schuenke
Action Steps: 1) Prioritize focus between facilities and services. 2) Consider engaging consultant to moderate discussion. 3) Draft and prepare strategic plan based on directives.	<u>Cost</u> None \$15,000 TBD	<u>Timeline</u> December 31, 2018 June 30, 2019 December 31, 2019
3 Revise and improve web based service delivery to enhance technology opportunities for residents and businesses.	Comma & Technology	Day
Action Steps: 1) Review and Update Existing Website Content. 2) Research Online Payment Options.	<u>Cost</u> \$3,500 TBD	<u>Timeline</u> September 30, 2018 June 30, 2019
4 Prioritize and update Village policies as may be applicable and necessary.	Varies by Committee	Schuenke Suettinger
Action Steps: 1) Develop Policy List inventory. 2) Make accessible all applicable Village policies. 3) Create priority revision list with Village Board.	<u>Cost</u> None None None	<u>Timeline</u> March 31, 2019 June 30, 2019 September 30, 2019
5 Complete the transition of meeting development process to online management platform including paperless packets.	Administration	Suettinger
Action Steps: 1) Convert remaining groups into CivicClerk. 2) Promote Public Transparency through new Program.	<u>Cost</u> None \$2,500	<u>Timeline</u> December 31, 2018 December 31, 2018
6 The injection and incorporation of technology to improve the efficiency of day to day operations.	Administration	Suettinger
Action Steps: 1) Evaluate records retention policy and procedures. 2) Convert to a digital time sheet process within payroll. 3) Review and draft process to digitize Village records. 4) Integrate paperless process into website.	<u>Cost</u> None \$12,000 \$5,000 TBD	<u>Timeline</u> June 30, 2019 June 30, 2019 September 1, 2019 September 1, 2019

2018/2019 - Village Board Goals

C. Goal: A government that promotes and supports active citizenry participation in the community

Objective		Comm	Staff
1	Enhance Community communication and presence through a strategic communications plan which includes improved electronic mediums and meetings with various community groups, entities, and stakeholders.	Village Board	Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
1) Review opportunities thru the development of Comm Plan.		\$5,000	December 31, 2018
2) Ongoing Utilization of POLCO, consider new contract.		\$3,000	December 31, 2018
3) New opportunities for social media interaction.		None	March 30, 2019
4) Consider education and outreach of Village Board actions.		None	March 30, 2019
5) Develop Village Board program to increase public interaction.		TBD	June 30, 2019
6) Assess the ongoing feasibility of local cable programming.		TBD	December 31, 2019
7) Create interactive map showing projects under consideration.		TBD	December 31, 2019
2	Research committee structure and make recommendations to improve meeting efficiency and communication.	Committee of the Whole	Schuenke Suettinger
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
1) Align efficient and consistent minutes with meeting mgmt.		None	December 31, 2018
2) Develop master roster/list of Committees, transmit to COW		None	December 31, 2018
3) Prepare orientation program for new members.		None	March 30, 2019
4) Consider creation of instructional videos for new members		None	March 30, 2019
5) Discuss and consider changes to current Committee format.		None	June 30, 2019
6) Discuss and consider changes to current Committee structure.		None	September 30, 2019
3	Create and promote opportunities to become involved in the Community.	Volunteer Committee	Andersen
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
1) Have volunteer coordinator oversee the program.		\$10,000	December 31, 2018
2) Enhance community Volunteer Day.		TBD	April 30, 2019
3) Showcase other opportunities to volunteer in the Community.		None	December 31, 2019

2018/2019 - Village Board Goals

D. Goal: A healthy and growing, regionally and globally integrated economy that supports local initiatives.

Objective		Comm	Staff
1	Actively promote and support affordable housing in the Village.	Plan Commission	Boness
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
1) Community presentation from Dane County.		None	October 31, 2018
2) Conduct Gap Analysis regarding Affordable Housing.		\$15,000	June 30, 2019
3) Review, leverage opportunities as available.		TBD	December 31, 2018
4) Establish Benchmarks, Goals to address Gap		TBD	December 31, 2018
2	Engage consultant to assist Village in the implementation and creation of Branding Initiative.	Ad-Hoc	Boness
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
1) Draft Final Report and End Contract.		~\$50,000	October 31, 2018
2) Develop 3 Year Phasing Plan for Brand Implementation.		None	December 31, 2018
3) Implement Phase 1 of Brand Implementation.		\$150,000	December 31, 2019
3	Continue Streetscaping enhancements through out the Village as applicable.	CDA Public Works	Boness Coville
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
1) Develop inventory of areas desired for streetscape impr.		None	March 31, 2019
2) Consider additional decorative Downtown Streetlight.		\$100,000	June 30, 2019
3) Review design services for Community wayfinding system.		\$25,000	September 30, 2019
4) Plan for Phase 2 of Farwell Underground Utility Work		\$50,000	December 31, 2019
5) Engage consultant on planning/design effort for inventory.		\$25,000	December 31, 2019
4	Evaluation ways to become more business friendly and flexible for economic growth.	CDA Plan Commission	Boness Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
1) Pursue annexation requests to diversify land use.		~\$5,000	Case by Case basis
2) Pursue land acquisitions that advance local economy.		TBD	Case by Case basis
3) Build relationship with banks, brokers, developers.		None	Ongoing
4) Survey local businesses to identify areas of improvement.		\$10,000	December 31, 2019

Village of McFarland

Updated 07.02.14

VISION STATEMENT

The vision of the Village of McFarland is to create an inviting, ~~and~~ dynamic, [diverse](#) community that offers a high quality of life and a supportive environment in which all citizens may practice their individual value choices. The community actively seeks to preserve its proud heritage, protect its abundant natural resources, plan for responsible and balanced residential and commercial growth, promote a viable economic base, support educational excellence, provide diverse leisure options, and foster a healthy social fabric.

MISSION STATEMENT

With direction encouraged from an engaged citizenry, Village elected officials and employees will maintain and enhance the quality of life of the community by delivering quality services in an efficient and accountable manner and by providing an orderly, unbiased system of government that is transparent and accessible. To create and sustain a high level of confidence in Village government, we pledge to function with: professional integrity; fiscal responsibility; open communications; [environmental sustainability](#); sensitivity to the values of each individual; full cooperation in achieving the priority goals determined by the community.