

**Special Village Board  
(Planning Retreat)**

**Thursday, July 12, 2018**

**4:00 PM**

**McFarland Municipal Center**  
*Conference Room A*

AGENDA

1. CALL TO ORDER.
2. ATTENDANCE/ROLL CALL.
3. PUBLIC APPEARANCES.
4. BUSINESS.
  - a. Explain objectives and process of the Planning Retreat.
  - b. Establish and prioritize organizational strategic goals for the period of July 2018 - June 2019.
5. SCHEDULE NEXT MEETING DATE.
  - a. Thursday, July 26, 2018 at 4:00 pm.
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](mailto:cassandra.suettinger@mcfarland.wi.us)



## **VILLAGE BOARD SUMMARY SHEET**

**MEETING DATE:** Thursday, July 12, 2018

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Matt Schuenke, Village Administrator

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

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

Included within your packet are the 2017-2018 Goals and Objectives reviewed at the Village Board meeting on June 25th. The intent of the first meeting is typically to discuss items we desire to continue or are not complete as well as new ideas from the Village Board they wish to pursue.

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

1. 2017-2018 Village Board Goals-Objectives UPDATE

# 2017/2018 - 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<br>Senior Outreach        | Coville<br>Andersen |
| <u>Action Steps:</u>                                                |                                                                                                                                                           | <u>Cost</u>                     | <u>Timeline</u>     |
| 1) Continue to evaluate alternatives for meal program.              |                                                                                                                                                           | TBD                             | March 31, 2018      |
| 2) Improvements to Discovery Garden Park.                           |                                                                                                                                                           | \$50,000                        | April 30, 2018      |
| 3) Implementation of McDaniel Park Master Plan.                     |                                                                                                                                                           | \$350,000                       | May 31, 2018        |
| 4) Implement Dementia Friendly Initiative within Community.         |                                                                                                                                                           | \$2,500                         | June 30, 2018       |
| 5) Phase 1 Implementation of Urso/Schuetz MP.                       |                                                                                                                                                           | \$150,000                       | July 31, 2018       |
| 6) Complete training and begin training "Living Well" classes.      |                                                                                                                                                           | \$2,500                         | October 31, 2018    |
| 7) Update Parks and Open Space Plan.                                |                                                                                                                                                           | \$20,000                        | December 31, 2018   |
| 2                                                                   | Address traffic and transportation deficiencies through joint initiatives and capital projects.                                                           | Public Works<br>Senior Outreach | Coville<br>Andersen |
| <u>Action Steps:</u>                                                |                                                                                                                                                           | <u>Cost</u>                     | <u>Timeline</u>     |
| 1) Study the feasibility for Madison Metro bus service.             |                                                                                                                                                           | TBD                             | June 30, 2018       |
| 2) Review opportunities to improve advance warning signage.         |                                                                                                                                                           | \$25,000                        | August 31, 2018     |
| 3) Complete Phase III of the CTH MN Project.                        |                                                                                                                                                           | \$1.3 million                   | September 30, 2018  |
| 4) Review opportunity to partner with Monona for transp.            |                                                                                                                                                           | TBD                             | September 30, 2018  |
| 5) Complete Repaving of Siggelkow Road.                             |                                                                                                                                                           | \$1.3 million                   | October 31, 2018    |
| 6) Improve traffic and pedestrian safety on Siggelkow.              |                                                                                                                                                           | \$50,000                        | October 31, 2018    |
| 3                                                                   | Implement recommendations from Comprehensive Building Security Plan prepared for all Village Buildings.                                                   | Public Safety                   | Sherven             |
| <u>Action Steps:</u>                                                |                                                                                                                                                           | <u>Cost</u>                     | <u>Timeline</u>     |
| 1) Complete Comprehensive Report and Present Phasing Plan.          |                                                                                                                                                           | None                            | September 25, 2017  |
| 2) Action to Implement First Phase of Plan.                         |                                                                                                                                                           | \$150,000                       | October 23, 2017    |
| 3) Evaluate Upgrades in Municipal Center with Facilities Plan.      |                                                                                                                                                           | None                            | December 31, 2017   |
| 4) Reassess after Phase 1, Plan for Phase 2.                        |                                                                                                                                                           | \$75,000                        | June 30, 2018       |
| 4                                                                   | Proactive recommendations from Public Safety Departments that advance services and meet necessary demands.                                                | Public Safety                   | Dennis<br>Sherven   |
| <u>Action Steps:</u>                                                |                                                                                                                                                           | <u>Cost</u>                     | <u>Timeline</u>     |
| 1) Consideration to Increase sworn Police Officer from 16 to 18.    |                                                                                                                                                           | ~\$85k per officer              | November 30, 2017   |
| 2) Recruit/retain Police Officers thru competitive wages/benefits.  |                                                                                                                                                           | TBD                             | December 31, 2017   |
| 3) Enhance Community Outreach thru expanded programming.            |                                                                                                                                                           | \$5,000                         | March 31, 2018      |
| 4) Changes to Fire Personnel Staffing Schedule.                     |                                                                                                                                                           | \$15,000                        | April 30, 2018      |
| 5) Increase Police training to adapt to evolution of service needs. |                                                                                                                                                           | \$5,000                         | June 30, 2018       |
| 6) Replacement of the brush truck within Fire.                      |                                                                                                                                                           | \$80,000                        | September 30, 2018  |

## 2017/2018 - 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 Community Center. | Facilities Master Plan Steering Committee | Schuenke               |
| <u>Action Steps:</u>                                          |                                                                                                                                             | <u>Cost</u>                               | <u>Timeline</u>        |
| 1) Complete Addendum to MP on Community Center.               |                                                                                                                                             | \$10,000                                  | September 30, 2017     |
| 2) Solicit Public Input regarding Community Center.           |                                                                                                                                             | \$2,500                                   | November 30, 2017      |
| 3) Referendum Regarding Facilities Master Plan.               |                                                                                                                                             | \$10,000                                  | February 20, 2018      |
| 4) Facilities Master Plan Design/Eng Work - Phase I           |                                                                                                                                             | \$750,000                                 | March 1, 2018          |
| 5) Facilities Master Plan Construction - Phase I              |                                                                                                                                             | \$9,250,000                               | October 1, 2018        |
| 2                                                             | Transition meeting development process to online management platform including paperless packets.                                           | Comm & Technology                         | Redding<br>Suettinger  |
| <u>Action Steps:</u>                                          |                                                                                                                                             | <u>Cost</u>                               | <u>Timeline</u>        |
| 1) Solicit proposals, conduct demos of software.              |                                                                                                                                             | None                                      | November 30, 2017      |
| 2) Make decision on software and begin implement.             |                                                                                                                                             | \$15,000                                  | December 31, 2017      |
| 3) Review and select desired hardware.                        |                                                                                                                                             | \$25,000                                  | February 28, 2018      |
| 4) Begin Use of Meeting Management Software                   |                                                                                                                                             | None                                      | March 31, 2018         |
| 5) Village Board Convert to Paperless Packet                  |                                                                                                                                             | None                                      | June 30, 2018          |
| 6) Reassess Further Conversion to Commissions & Committees.   |                                                                                                                                             | None                                      | July 31, 2018          |
| 3                                                             | Revise and improve web based service delivery to enhance technology opportunities for residents and businesses.                             | Comm & Technology                         | Redding                |
| <u>Action Steps:</u>                                          |                                                                                                                                             | <u>Cost</u>                               | <u>Timeline</u>        |
| 1) Pursue Upgrade to Website thru Current Host.               |                                                                                                                                             | \$8,500                                   | December 31, 2017      |
| 2) Review and Update Existing Website Content.                |                                                                                                                                             | None                                      | December 31, 2017      |
| 3) Develop Online Scheduling Program for Parks.               |                                                                                                                                             | TBD                                       | March 31, 2018         |
| 4) Research Online Payment Options.                           |                                                                                                                                             | TBD                                       | June 30, 2018          |
| 4                                                             | Prioritize and update Fiscal Policy Manual                                                                                                  | Finance Committee                         | Schuenke<br>Suettinger |
| <u>Action Steps:</u>                                          |                                                                                                                                             | <u>Cost</u>                               | <u>Timeline</u>        |
| 1) Create priority list with Committee.                       |                                                                                                                                             | None                                      | September 30, 2017     |
| 2) Draft and review with Committee update to first priority.  |                                                                                                                                             | None                                      | December 31, 2017      |
| 3) Draft and review with Committee update to second priority. |                                                                                                                                             | None                                      | March 31, 2018         |
| 4) Draft and review with Committee update to third priority.  |                                                                                                                                             | None                                      | June 30, 2018          |
| 5) Reassess Priority List with Committee.                     |                                                                                                                                             | None                                      | August 31, 2018        |

## 2017/2018 - 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 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 to alter delivery of Outlook.           |                                                                                                                                                          | TBD               | November 30, 2017      |
| 2) New opportunities for social media interaction.              |                                                                                                                                                          | None              | March 31, 2018         |
| 3) Ongoing Utilization of POLCO, consider new contract.         |                                                                                                                                                          | \$3,000           | June 30, 2018          |
| 4) Determine feasibility of Community Open House meetings.      |                                                                                                                                                          | TBD               | June 30, 2018          |
| 2                                                               | Research committee structure and make recommendations to improve meeting efficiency and communication.                                                   | Village Board     | Schuenke<br>Suettinger |
| <u>Action Steps:</u>                                            |                                                                                                                                                          | <u>Cost</u>       | <u>Timeline</u>        |
| 1) Staff to prepare outline of current policy making hierarchy. |                                                                                                                                                          | None              | December 31, 2017      |
| 2) Staff to present opportunities to improve current hierarchy. |                                                                                                                                                          | None              | March 31, 2018         |
| 3) Village Board to consider taking action to make changes.     |                                                                                                                                                          | None              | June 30, 2018          |
| 4) Consider engaging consultant through Strategic Planning.     |                                                                                                                                                          | \$15,000          | June 30, 2018          |
| 3                                                               | Investigate opportunities to invest in Community Engagement to improve Citizen and Neighborhood Outreach.                                                | Comm & Technology | Redding                |
| <u>Action Steps:</u>                                            |                                                                                                                                                          | <u>Cost</u>       | <u>Timeline</u>        |
| 1) Review and improve VB info and bios on web.                  |                                                                                                                                                          | None              | November 30, 2017      |
| 2) Develop citizen interaction options based on comparables.    |                                                                                                                                                          | None              | March 31, 2018         |
| 3) Ongoing Utilization of POLCO, consider new contract.         |                                                                                                                                                          | \$3,000           | June 30, 2018          |
| 4) Continue to grow, build social media presence.               |                                                                                                                                                          | \$5,000           | June 30, 2018          |

# 2017/2018 - Village Board Goals

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

| <b>Objective</b>                                         |                                                                                                                | <b>Comm</b>            | <b>Staff</b>        |
|----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|------------------------|---------------------|
| 1                                                        | Complete Comprehensive Plan.                                                                                   | Plan Commission        | Boness              |
| <u>Action Steps:</u>                                     |                                                                                                                | <u>Cost</u>            | <u>Timeline</u>     |
| 1) Joint Mtg with VB & PC for Public Hearing.            |                                                                                                                | None                   | August 21, 2017     |
| 2) PC Consider Res. to Recommend Approval to VB.         |                                                                                                                | None                   | August 21, 2017     |
| 3) VB Consider Ord. to Approve Plan Update.              |                                                                                                                | None                   | August 28, 2017     |
| 4) Begin Comp Plan Update Implementation.                |                                                                                                                | None                   | September 1, 2017   |
| 2                                                        | Engage consultant to assist Village in the implementation and creation of Branding Initiative.                 | CDA                    | Boness              |
| <u>Action Steps:</u>                                     |                                                                                                                | <u>Cost</u>            | <u>Timeline</u>     |
| 1) Approve and Distribute RFP for Services.              |                                                                                                                | None                   | August 15, 2017     |
| 2) Select Consultant and Begin Contract.                 |                                                                                                                | ~\$75,000              | December 1, 2017    |
| 3) Draft Final Report and End Contract.                  |                                                                                                                | None                   | May 31, 2018        |
| 4) Implement Branding Initiative Recommendations.        |                                                                                                                | TBD                    | June 30, 2018       |
| 3                                                        | Continue Streetscaping enhancements through third phase of CTH MN project on Farwell Street.                   | CDA<br>Public Works    | Boness<br>Coville   |
| <u>Action Steps:</u>                                     |                                                                                                                | <u>Cost</u>            | <u>Timeline</u>     |
| 1) Staff Review Phase III Design, Review Opportunities.  |                                                                                                                | None                   | September 30, 2017  |
| 2) Complete Lighting Assessment with Alliant.            |                                                                                                                | None                   | October 31, 2017    |
| 3) Streetscape Consultant Plan Review                    |                                                                                                                | ~\$10,000              | November 30, 2017   |
| 4) Consider Implementation of Decorative Lighting.       |                                                                                                                | ~\$5-10k /year         | December 31, 2017   |
| 5) Finalize Streetscape within Base Design.              |                                                                                                                | None                   | February 28, 2018   |
| 6) Finalize Streetscape Plan.                            |                                                                                                                | None                   | May 31, 2018        |
| 7) Project Complete and Streetscape Implemented.         |                                                                                                                | +/- \$250k             | October 31, 2018    |
| 4                                                        | Create uniform set of standards to be applied to requests for Tax Increment Financing.                         | CDA                    | Boness              |
| <u>Action Steps:</u>                                     |                                                                                                                | <u>Cost</u>            | <u>Timeline</u>     |
| 1) Contract with Consultant to Assist in Policy Devel.   |                                                                                                                | \$4,000                | June 15, 2017       |
| 2) CDA, Staff, and Consultant Draft Policy.              |                                                                                                                | None                   | August & September  |
| 3) Complete and Implement Drafted Policies.              |                                                                                                                | None                   | October 1, 2017     |
| 4) Establish Funding Levels for Financial Assistance.    |                                                                                                                | TBD                    | November 30, 2017   |
| 5                                                        | Create Business identity and partner with other goals as well as other related economic indicators to achieve. | CDA<br>Plan Commission | Boness<br>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                   | December 31, 2017   |
| 4) Implement Identity determined in Branding Initiative. |                                                                                                                | TBD                    | June 30, 2018       |