

**COMMUNICATIONS
AND TECHNOLOGY
COMMITTEE**

Tuesday, January 22, 2019

6:00 PM

McFarland Municipal Center
Conference Room A

AGENDA

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the November 27, 2018 meeting.
4. BUSINESS.
 - a. Discussion and possible recommendation to the Village Board regarding the re-approval of TDS equipment purchase for McFarland Cable channel.
 - b. Discussion and possible action to renew signing of Polco contract.
 - c. Discussion regarding the Outlook Newsletter publisher and printer.
5. STAFF REPORTS.
 - a. Technical Specialist Update(s).
 - b. Director Update(s).
6. POLCO.
 - a. Discussion, creation, and possible action regarding questions to be posted on Polco.
7. SCHEDULE NEXT MEETING DATE.
 - a. Tuesday, February 26, 2019 at 6pm in Conference Room A of the McFarland Municipal Center.
8. 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.

VILLAGE OF MCFARLAND

Communications & Technology Committee Minutes

Tuesday, November 27, 2018 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

Village Trustee, Stephanie Brassington, called the regular meeting of the Communications & Technology Committee to order at 6:00 PM in Conference Room A.

Members present: Village Trustee Stephanie Brassington, Members Ella Tschopik, Cole Younger, Joe Hoeme.

Members not present: Member Devoin Ruffin, Village Trustee Shaun O'Hearn, Member CJ Behm.

Staff Present: Communications Specialist Stephanie Miller, Village Administrator Matt Schuenke.

2. PUBLIC APPEARANCES.

No public appearances.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the October 23, 2018 meeting.

Motion by Village Trustee Stephanie Brassington, second by Cole Younger, to approve the consent agenda as presented. Motion carries 4 - 0 - 0 by acclamation.

4. BUSINESS.

a. Update regarding the recruitment for the Communications and Technology Director position.

Village Administrator, Matt Schuenke discusses the update regarding the recruitment for the Communications and Technology position.

New direction position has been approved and appointed to Stephanie Miller.

b. Discussion and action to make a recommendation to the Village Board regarding revisions to the position description and status for the Technology Specialist position within the Communications and Technology Department.

Village Administrator, Matt Schuenke discusses the revisions to the position description and status for the Technology Specialist position.

Motion by Cole Younger, second by Village Trustee Stephanie Brassington, to recommend Discussion and action to make a recommendation to the Village Board regarding revisions to the position description and status for the Technology Specialist position within the Communications and Technology Department. Motion carries 4- 0 - 0 by acclamation.

- c. Discussion and action to make a recommendation to the Village Board regarding revisions to the Organizational Chart for the Communications and Technology Department.

Village Administrator, Matt Schuenke discusses the revisions to the organizational chart for the communications and technology department.

Motion by Cole Younger, second by Village Trustee Stephanie Brassington, to recommend Discussion and action to make a recommendation to the Village Board regarding revisions to the Organizational Chart for the Communications and Technology Department. Motion carries 4 - 0 - 0 by acclamation.

5. POLCO QUESTIONS

- a. Creation, discussion, and possible action regarding questions to be posted on Polco. Communications Specialist, Stephanie Miller, discusses latest updates and results of Polco questions.

No new questions were made.

6. SCHEDULE NEXT MEETING DATE.

- a. Next regular meeting: December 25, 2018 - Christmas Day. Discussion for next regular meeting date on December 25, 2018 to be canceled.

Next regular meeting to be held on Tuesday, January 22, 2019 at 6pm in Conference Room A of the Municipal Center.

7. ADJOURNMENT.

Motion by Cole Younger, second by Village Trustee Stephanie Brassington, to adjourn at 6:36PM.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
STEPHANIE R MILLER
COMMUNICATIONS SPECIALIST



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, January 22, 2019

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and possible recommendation to the Village Board regarding the re-approval of TDS equipment purchase for McFarland Cable channel.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. McFarland PEG_121018



525 Junction Rd,
 Madison, WI 53717
 www.tdstelecom.com

December 10, 2018

Andrew Day
 Village of McFarland
 Communications & Technology Department
 5915 Milwaukee Street
 McFarland, WI 53558

Dear Andrew,

Per our email communication the following is the price quote TDS received from our Vendor. The cost is for a single SE-6401 HD encoder with dual AC power supplies. Cost and equipment will be passed directly onto the Village of McFarland. No tax is included in this price quote.

The cost of equipment is \$12,500.00. Attached is the equipment description and cost breakdown.

Item	Part Number	Description	Qty	Customer Price	Extended Price
1	234000-008-00	SE63-A-AN-A-A-A-AA.MPEG4 AVC ENCODER,6XXX_SERIES.CONFIGURED, F	1.00	6,500.00	6,500.00
2	6XXX-SLK-HDU	6XXX-SLK-HDU,6XXX SER ENCDR HD UPGRD OPTNL FEAT LIC FINISHED G	1.00	6,000.00	6,000.00
3	578056-001-00	MDL,P/S,AC-DC,SE-6XXX SER ENCDR,F/G	2.00	0.00	0.00
			- Subtotal		12,500.00
Quote Total					12,500.00

Please feel free to contact me with any questions.

Sincerely,

Troy J. Krantz

Troy J. Krantz
 TDS Telecom
 Manager Project Implementation
 troy.krantz@tdstelecom.com
 Office-- 608-664-4121



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, January 22, 2019

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and possible action to renew signing of Polco contract.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Polco Services and License Agreement_McFarland



POLCO Services and License Agreement

This Agreement (“Agreement”) is between the Village of McFarland, WI (“Customer”), and Policy Confluence, Inc., a Wisconsin based Delaware C corporation, (“Polco”) governs respective responsibilities for services and licensing arrangement (“Services”). Customer and Polco may be referred to individually as a Party, or collectively as Parties.

This Agreement provides for services over the period from signed date (“Start Date”) through 31 January 2020 (“Termination Date”) for \$3,000.00 (“Fee”).

I. **Grant of Limited Right**

The services (including access to software and/or apps) outlined in this Agreement are protected by copyright, trade secret, and other intellectual property laws. Customer is granted only the right to use the Services and only for the purposes described by Polco. Polco reserves all other rights in the Services. Until termination of this Agreement and as long as Customer meets any applicable fee or payment obligations and comply with this Agreement, Polco grants Customer a limited, nonexclusive, nontransferable right and license to use the Services.

Nothing in this Agreement grants or shall be construed to grant Customer rights to access or use those portions of the Services that are proprietary and/or trade secrets, including, but not limited to, Polco’s users’ information, which is defined herein as names, addresses, or any other information, provided by individuals that register and/or use Polco’s website, app, or software (“Polco User Data”) that isn’t presented publicly.

Further, Polco hereby grants to Customer, and Customer hereby accepts the right, privilege and nonexclusive license to use the Polco’s brand (“Brand”) solely in connection with the Services. Polco represents and warrants that, to the best of its knowledge, it owns the rights to the Brand. Nothing in this Agreement shall be construed to prevent Polco from granting any other licenses for the use of the Brand or Software or from utilizing the Brand or Software in any manner whatsoever. Customer recognizes that there exists great value and good will associated with the Brand, and acknowledges that the Brand and all rights therein and good will pertaining thereto belong exclusively to Polco, and that the Brand has a secondary meaning in the mind of the public. Customer agrees that it will not during the term of this Agreement, or thereafter, attack the title or any rights of Polco in and to the Brand or attack the validity of the license granted herein.

II. **Scope of Services**

By virtue of this Agreement, Polco is engaged to provide the Services in accordance with the attached Service and Feature List: Tier 2

The Services do not include any Polco User Data, including but not limited to, personally identifiable information, responses to any queries on Polco’s website or app, and any other information of a similar nature or otherwise defined in agreements

between Polco and Polco's users. Such Polco User Data remains the sole property of Polco and constitutes trade secrets and proprietary information whose disclosure is prohibited by privacy laws, trade secret laws, other laws and user agreements between Polco and its Users that requires such Polco User Data to be shielded from third parties (unless a User chooses to share Polco User Data) and to protect the privacy of users, to protect Customer from suspected "citizen targeting," and to further protect Customer from any liability and responsibility that would come with access to, or disclosure of, it.

Following the Effective Date and until such time as the Agreement is terminated, Customer shall not sublease, sublicense, or assign any of its rights under this Agreement. Either party may cancel this Agreement at any time upon providing the other party with 30 days written notice. This Agreement will automatically renew with same terms and conditions unless and until either party terminates it by providing the other party with 30 days written notice.

III. **Fees**

Polco shall provide its services and limited license outlined in this Agreement for the term of Start Date through Termination Date for Fee.

IV. **Warranties, Disclaimers and Exclusive Remedies**

Polco warrants that it will provide the Services referenced in this Agreement. If the services provided to you for any given month during the services term were not performed as warranted, you must provide written notice to Polco no later than five business days after the last day of that particular month.

You acknowledge that Polco does not control the transfer of data over communications facilities, including the internet, and that the service may be subject to limitations, delays, and other problems inherent in the use of such communications facilities. Polco is not responsible for any delays, delivery failures, or other damage resulting from such problems. Polco does not guarantee that the services will be performed error-free or uninterrupted, or that Polco will correct all services errors.

For any breach of the above warranties, Polco will remit a services fee credit to you calculated at five percent (5%) of pro rated monthly fees for the applicable services for the month in which the breach occurred. The credit will be provided only towards any outstanding balance for services owed to Polco, and the remittance of such credit will represent your exclusive remedy, and Polco's sole liability, for all breaches of any warranty specified in the agreement. To the extent not prohibited by law, these warranties are exclusive and there are no other express or implied warranties or conditions including for merchantability, satisfactory quality and fitness for a particular purpose.

V. **Limitation of Liability**

Neither party shall be liable for any direct, incidental, special, punitive, or consequential

damages, or any loss of revenue or profits (excluding fees under the agreement), data, or data use. Polco's maximum liability for any damages arising out of or related to this agreement, whether in contract or tort, or otherwise, shall in no event exceed, in the aggregate, the total amounts actually paid to Polco for the services under the order that is the subject of the claim in the (12) month period immediately preceding the event giving rise to such a claim. Any damage in your favor against Polco shall be reduced by any refund or credit received by you under the agreement and any such refund and credit shall apply towards the limitation of liability.

VI. Indemnification

Notwithstanding anything contained in this Agreement otherwise limiting liability, Polco agrees to indemnify and hold harmless Customer from and against all third-party suits and causes of action, claims, losses, demands and expenses that Polco has breached its obligations to Customer under Section II (Scope of Services) only with respect to the disclosure of Polco's User Data and to the extent such disclosure is the result of actions predominantly attributable (as agreed to by the parties, such agreement not to be unreasonably withheld) to Polco.

VII. Governing Law and Jurisdiction

The laws of the state of Wisconsin, without giving effect to its principles of conflicts of law, govern all adversarial proceedings arising out of this agreement.

If either Party brings an action against the other party any proceeding arising out of this Agreement, that party may only bring that proceeding in the United States District Court for the Western District of Wisconsin or in any state court of Wisconsin, and each party hereby submits to the exclusive jurisdiction of those courts for purposes of any such proceeding. Each Party hereby waives any claim that any proceeding brought in accordance with this Agreement has been brought in an inconvenient forum or that the venue of that proceeding is improper.

VIII. Entire Agreement

This Agreement constitutes the entire understanding between the parties as to the subject matter of this Agreement and supersedes all other agreements, whether written or oral, between the parties. No amendment to this Agreement will be effective unless it is in writing and signed by both parties.

IX. Severability

If any term of this Agreement is to any extent illegal, otherwise invalid, or incapable of being enforced, such term shall be excluded to the extent of such invalidity or unenforceability; all other terms hereof shall remain in full force and effect; and, to the extent permitted and possible, the invalid or unenforceable term shall be deemed replaced by a term that is valid and enforceable and that comes closest to expressing

the intention of such invalid or unenforceable term.

X. Force Majeure

Neither Party shall be responsible for failure or delay of performance if caused by: an act of war, hostility, or sabotage; act of God; electrical, internet, or telecommunication outage that is not caused by the obligated party; government restrictions (including the denial or cancellation of any export or other license); other event outside the reasonable control of the obligated party. The Parties will each use reasonable efforts to mitigate the effect of a force majeure event. If such event continues for more than 30 days, either of us may cancel unperformed services upon written notice. This section does not excuse either Party's obligation to take reasonable steps to follow its normal disaster recovery procedures or Customer's obligation to pay for the services.

By signing below, I, as an authorized agent on behalf of the Customer, certify that I have read and agree to be bound by this Agreement and Polco's Terms of Use.

Authorized Agent of Customer (as defined herein):

Authorized Signature: _____

Name/Title: _____

Date: _____ Phone: _____ Email: _____

Signed Agreements and additional questions should be directed to:

Authorized Signature:  _____ **Date:** 15 January 2019

Nick Mastronardi POLCO CEO

8001 Terrace Ave, Middleton WI 53562

608-709-VOTE (o), 719-357-9452 (m), nick@polco.us,

TIER 1

Branded Profile	The Municipal Profile is branded with the city seal and a description. This profile can post unlimited questions to an unlimited follower base for the length of the contract.
Launch Materials	When starting, each municipality is provided with launch materials to assist in introducing Polco to their residents. Press releases, social media posts and strategy docs are included.
All Question Types	Polco offers multiple choice, yes/no, discussion, allocation, pulse and survey type questions.
Response Breakdowns	Question results can be broken down by a larger range of demographic, geographic and political categories. Defaults include age, gender, precinct/ward, and census block.
PDF Reports	Municipalities can download a PDF report that includes results, result breakdowns and any resident comments provided after responding.
Department Profiles	Municipalities can also supply their individual departments with Polco profiles. This allows departments to collect opinions on projects or initiatives being planned out.
Comment Filters	Comments are able to be filtered by demographic breakdowns including gender, age, and precinct. This helps visualize where and why opinions are made throughout the municipality.

TIER 2

Engagement Consulting	Polco offers engagement strategy consultation to successfully reach constituents. Aiming for broad participation and consistent engagement, we use past experience to help reach goals.
Department Profiles	Polco can create subprofiles for individual departments within a municipality. This allows departments to collect opinions on projects or initiatives being planned out.
Custom Profile Fields	Municipalities can create custom resident profile fields that act as additional result breakdowns. For example adding 'Number of children in household' would allow breakdowns by family size.
Custom Verification Lists	Use a list of email addresses in addition to the voter database to verify residents. Lists such as school district lists and email distribution lists can help verify residents.
Survey Science Consulting	With a Survey Scientist on the team, Polco is able to check questions and surveys for structure and biases. Our past experiences help conclude the strength of each question.
Consultation for Stat Significance	With backgrounds in statistics, the Polco team can also help build a statistically significant user base through strategic outreach and marketing of questions, retargeting for relevance.



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, January 22, 2019

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion regarding the Outlook Newsletter publisher and printer.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Outlook Pricing Comparison_2019
2. Outlook_Fall_2018_WEB

	Communication Concepts & Heartland Litho (Current)	McFarland Thistle (Insert)
Distribution Schedule	Spring...Mid-February Summer...Mid-June Fall/Winter...Mid-October	February 7, 2019 May 2, 2019 September 26, 2019
Pages/Paper	\$75/Page Covers – Color Interiors – B&W <i>Example:</i> 16-page document...\$1,200 (CC) 4-page color covers...\$1,000 (HL) 12-page interior...\$1,300 (HL) Total: \$3,500	Presswork: Text: -4/4 CMYK (entire document is color) <i>Example:</i> 8-page document...\$1,937.73
Postage Mailing	\$680.18 \$350.00 \$1030.18	\$281.00 insertion cost
Distribution	3,500 copies (~100 extra for other distributing, i.e. Village Hall, Library, etc.)	5,620 copies (no extras included, except upon request + additional payment)
Advertising	Currently: 4 ads	No advertising allowed
Total Cost for the Village	\$4,530.18 (3,500 copies) \$1.29/newsletter	\$2,218.73 (5,620 copies) \$0.39/newsletter



OUTLOOK

VOLUME XXVII, NUMBER 3

VILLAGE OF MCFARLAND NEWSLETTER

October 2018–January 2019

A Message From the Village President

We are approaching a very important time period for both the residents of McFarland and the Village Board. The time period I'm referring to is the development of the Village's annual budget for 2019.

All Wisconsin cities and villages are required by state statute to adopt an annual budget. The Village, by law, operates on a calendar fiscal year and therefore will typically adopt its budget in November after holding public hearings to allow for citizen comments on the proposed budget.

While the budget process can be an intense undertaking, the operating budget is probably the Village's most important work product and serves a number of functions. The budget process involves choosing what services and facilities the Village will provide in the coming year(s). The annual budget is a financial plan that shows how much money will be available, where it will come from, and how it will be used. At the most basic level, it is a legal document that gives Village trustees the authority to incur obligations and pay expenses on behalf of the Village. It allocates resources among departments reflecting the Village Board's priorities and policy, and controls how much each department may spend.

The budget process starts with the Village Board establishing goals for the fiscal year. These goals provide the direction that the Village Board wants to go. Department heads, along with the Village Administrator, develop a draft budget tied to the adopted goals. The Village Board will have the opportunity to determine if the goals are achievable given revenue and time constraints and to address any other issues related to the goals.

Village President, continued on page 5



What You Need to Know About Voting

General Election Information

- Date: Nov. 6, 2018
- Polling Hours: 7 a.m.–8 p.m.
- Polling Location: McFarland Municipal Center, 5915 Milwaukee Street

What's on the ballot?

For a full sample ballot visit: <https://myvote.wi.gov/en-us/PreviewMyBallot> or contact the Administrative office at 838-3153.

Can I vote early?

Clerk's office absentee voting

- Clerk's Office absentee voting runs Sept. 24 through Nov. 1 during office hours from 8 a.m. –4:30 p.m. (8 a.m.–5 p.m. on Nov. 2 *only*).
- Special Saturday Absentee Voting Hours – Saturday, Nov. 3, from 9 a.m.–12 p.m. Electors will need to show a valid photo ID to be issued a ballot.

Absentee ballot by mail

Voters can also request to receive an absentee ballot by mail. To request a ballot visit: myvote.wi.gov. If you have any questions on obtaining a ballot contact the Village Administration office at 838-3153. Valid requests will be sent out within one business day. Electors may request to receive a ballot by mail up until Thursday, Nov. 1 at 5 p.m.

What do I need to bring on Election Day?

On Election Day, voters must provide one of the following photo IDs before they can cast a ballot. The following IDs are still valid if unexpired prior to Nov. 8, 2016:

- Wisconsin driver's license
- Wisconsin State ID card
- Military ID card
- U.S. Passport book or card

Election, continued on page 5

Schuenke Snapshot

From Matt Schuenke
Village Administrator



Exciting times exist on the horizon for the Village of McFarland. I understand that people get enthused for different reasons, but for me, I see a lot of opportunity in our future. When this comes to fruition, hopefully others will be just as delighted.

The Village Board and Community Development Authority have taken the initiative to help spur development in the Farwell West area by purchasing property at 4719 Farwell Street. The intent is to redevelop this property into a mixed use facility with a combination of new commercial space and residential properties creating new density in a targeted development approach. An RFP has been issued to Developers for this property with proposals due back Nov. 1. Early next year we should have a better idea of what that site will look like and we look forward to turning this property into something special.

We apologize to any residents frustrated or inconvenienced by the TDS construction to bring new communication services to the Village. We are committed to doing what we can to resolve situations as they come up. If you've experienced any issues at all with this work, please do not hesitate to call (608) 316-5644 or email fibertech@fibertechconsulting.com. Problems that develop as a result of the

Village Administrator, continued on page 8

Like Us On Social Media!

- [villageofmcfarlandwi](#)
- [villageofmcfarland](#)
- [mcfarlandcable](#)

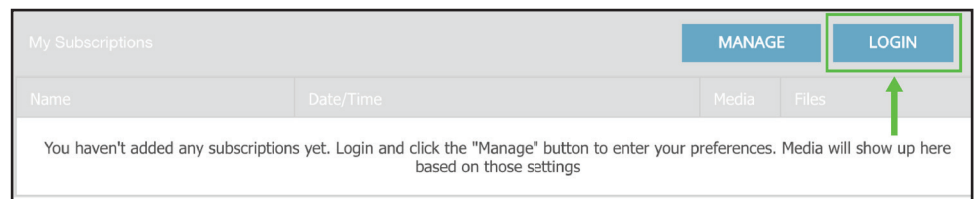


There Are Two New Ways You Can Stay Informed on Village of McFarland Happenings

- 1. General Communications** – You can consider signing up through the Village’s website at mcfarland.wi.us/emails for a variety of general information. –OR–
- 2. Meetings** – Information on all meetings can be found at mcfarland.wi.us/agendas. You can sign up through our new agenda management software, CivicClerk, to be notified when new meetings are posted. To sign up, follow these steps below:

Step 1 – Go to mcfarland.wi.us/agendas.

Step 2 – Scroll down to find and click on the login button.



Step 3 – After clicking on the login button, click on the Create Account link in the login window.

Agendas, Minutes, & Packets

For past agendas, minutes, and packets please visit the [Past Agendas & Minutes](#) section.

*Agenda and packets will appear in the portal once complete.

Search

Keywords or Phr

Search

Library Board

Personnel Committ

Community Develo

Village Board

Public Works Com

Public Safety Com

Landmarks Commis

10/11/2016 3:30 PM

10/11/2016 3:30 PM

CIVICCLERK

Step 4 – Fill in your information needed to create your account. Afterward, you can log in to your new account to manage your subscriptions.

Either of these options are great, new alternatives to stay informed. Sign up today.

Spring Election

Three Village Board Trustee seats and the Village President seat will be contested in the April 2, 2019 Spring Election. Nomination papers for these offices may be picked up at the clerk's office beginning Nov. 30 and circulated beginning Dec. 1. Completed nomination papers must be filed with the clerk's office no later than 5 p.m. Wednesday, Jan. 2, 2019.

The two-year terms of incumbent Trustees Stephanie Brassington, Carolyn Clow, and Shaun O'Hearn and President Brad Czebotar will expire April 15, 2019. If necessary, a Primary Election for these offices will be held Feb. 19.

If you are interested in finding out more about the nomination process, duties, time commitment and compensation for these offices, please contact Village Clerk Cassandra Suettinger at 838-3153 or cassandra.suettinger@mcfarland.wi.us.



Property Tax Bills Are Due Jan. 31

The 2018 property tax bills will be mailed by the third Monday in December. Property taxes are due in full on or before Jan. 31, 2019, or they may be paid on a two-part installment payment plan. The first installment is due Jan. 31, 2019; the second, July 31, 2019. All tax payments made through Jan. 31, 2019, go to the McFarland Village Treasurer; all payments made after that date must go directly to the Dane County Treasurer, P.O. Box 1299, Madison, WI, 53701-1299.

If you plan to use the tax payment as a deduction against your 2018 income taxes, it must be postmarked no later than Dec. 31, 2018 or paid in person by 4:30 p.m. on Dec. 31, 2019. Please note that Village offices will be closed Dec. 24, Dec. 25, Jan. 1 and Jan. 21.

We urge residents to forward billing address changes to staff by Dec. 1 to ensure tax bills are delivered to the correct address. Requests for billing address changes can be emailed to: village.administration@mcfarland.wi.us.

Unsure of what your billing address is? Visit <https://accessdane.countyofdane.com> for details. You can also contact the administration office at 608-838-3153.

New Electronic Poll Books: Badger Books

The Village debuted electronic poll books at the fall partisan primary and will use them once again for the Nov. 6 general election. The system makes the check-in process completely electronic and the system automatically issues voter numbers. This means no more splitting the lines by last name. Poll workers can check in voters by typing in a last name. Once their name and photo ID are verified, the screen is flipped around to the voter, which allows them another opportunity to make sure their information is correct, and they sign the screen with their finger or a stylus pen. If the voters address is in a different municipality, the system instantly provides their correct polling place information that they can be directed to. No more flipping through pages — it's just that easy.

Municipal Calendar

Oct. 22–26

Brush chipping (Zone 1)

Oct. 29–Nov. 2

Brush chipping (Zone 2)

Nov. 5–9

Brush chipping (Zone 3)

Nov. 12–16

Yard waste collection (Village wide)

Nov. 22–23

Holidays – Offices closed

Dec. 1

Begin winter parking regulations
Begin circulation of nomination papers

Dec. 24–25

Holidays – Offices closed

Dec. 31

Expiration of 2018 dog and cat licenses and dog park permits

Jan. 1

Holiday – Offices closed

Jan. 2

Deadline for filing nomination papers

Jan. 21

Holiday – Offices closed

Jan. 31

Deadline for paying first installment of property taxes

Meetings of Village government authorities, boards, committees, and commissions are generally televised live on Cable Channel 98/982 and then replayed on a scheduled basis over the next month. Check the Village website at www.mcfarland.wi.us/cableschedule for the most up to date program schedule for each week. Videos of Village meetings are also available for download at www.mcfarland.wi.us/onlinevideo.



Variety of Ways to Pay Your Utility Bill

- **Online payments**

The Village contracts with the Payment Service Network to provide residents the option to pay utility payments online. All fees associated with online payments are third party fees collected by Payment Service Network and not retained by the Village.

- **Automatic payment plan (Bank account)**

Sign up through Payment Service Network to have utility bill payments automatically debited from your checking or savings account on the due date. *Note: a \$1 third-party convenience fee is charged by Payment Service Network for each payment made using a bank account for online payments.

- **Automatic payment plan (Credit card)**

Sign up through Payment Service Network to have utility bill payments automatically debited from your checking or savings account on the due date. *Note: a 2.75 percent third-party convenience fee is charged by Payment Service Network for each payment made by credit card. An additional \$0.50 is charged for all payments less than \$100.

- **Payments by phone**

Call Payment Service Network at 1-877-885-7968 to pay by phone. The service fee for a bank account and credit card will also be applied.

For more information or to sign up for PSN visit www.mcfarland.wi.us/onlineutilitybill. If you need any help setting up your online account, please contact PSN at their toll-free number, 1-866-917-7368.

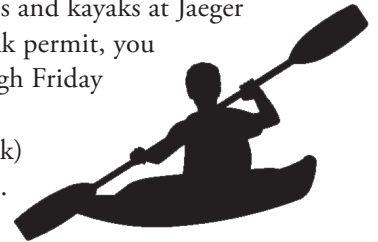
- **In person or by mail**

Don't want to make your payment online? We are also happy to take your payment by mail, in the drop box (located in the vestibule just inside Village Hall) or in the administration office Monday-Friday, 8 a.m.-4:30 p.m.

Canoe and Kayak Permits Available at Jaeger Park

The Village has rental spaces available for canoes and kayaks at Jaeger Park. To obtain a Village of McFarland Canoe/Kayak permit, you can stop at the administration office Monday through Friday between 8 a.m.-4:30 p.m.

The cost of the permit is \$75.00 (per canoe/kayak) and will cover the remainder of 2018 and all of 2019. Please make sure that the permit is visible while the canoe/kayak is stored on the rack.



Permits are on a first come, first serve basis. As a friendly reminder, we are only able to take payment via check or cash.

If you had a permit last year, the time has come to renew them. Please visit the Administration office or mail in payment to renew your spot.

Park Shelter Rentals

Need a place to hold your event or gathering in 2019? Consider one of the Village's beautiful park facilities.

The following facilities are available to rent: Lewis Park, Brandt Park, McDaniel Park, Arnold Larson Park (The Gazebo).

Beginning in 2019, the shelter at William McFarland Park will also be available for rental.

There are two ways to reserve a shelter:

1. **In person in the Administrative Offices**

Beginning Tuesday, Jan. 22, 2019, reservations can be made in person in the Village administration office Monday through Friday, 8 a.m.-4:30 p.m. Rental fees and deposit fees will be required at the time of reservation for all reservations made in person.

2. **On-line through GymDandy**

Beginning Wednesday, Jan. 23, 2019, reservations can be made online with a credit card. In addition to the rental fee, there is a small \$2.00 transaction fee for credit card processing, which is retained by GymDandy, not the Village. Shelter reservations made through GymDandy, are not be required to pay a deposit fee at the time of your reservation.

For more information on the park shelters, visit www.mcfarland.wi.us/parks. To access GymDandy, go to www.mcfarland.wi.us and select "Reserve a Park" under the Quick Links on the left side of the page.

Door to Door Sales / Direct Seller License Requirements

The Village of McFarland regulates Direct Seller and Door to Door Sales activities occurring within the Village, requiring those engaged in sales activity to register and be licensed with the Village. Information has been received as of late that would indicate instances of unlicensed sales activity, and/or sales practices that are outside of what is allowed by Village ordinance.

When encountering a door-to-door sales person, residents are encouraged to require them to provide proof that they have registered with the Village, as well as a photo ID clearly identifying them as a legitimate sales associate of the company they are representing. If anything at all seems amiss about the person or the situation, residents are encouraged to report this activity immediately to the non-emergency line at 255-4345, so that we can make contact with the individual(s) right away.

Pelliteri ThanksGIVING Food Drive

We invite you to join us for ThanksGIVING Back to help those in need this holiday season! In a joint effort between the Village of McFarland and Pellitteri Waste Systems, the Village will collect nonperishable food items and personal items to donate to the McFarland Food Pantry. The Blue Pelliteri Toter will be just inside Village Hall for donations.

- Where: McFarland Office: 5915 Milwaukee Street, McFarland
- When: Nov. 5–26, 7 a.m.–9 p.m., Monday–Friday
- What: Most needed items: pasta, cereal, peanut butter, meals in a can (hearty stews, ravioli, etc.), soaps, other personal hygiene items. *Please, no home made or noncommercially canned or packaged goods.

Village President, from page 1

The budget is also a tool for implementing the policies adopted by the Village Board. It provides financial and operational direction, and it controls the activities and expenditures of Village operations. The budget document will include operation and capital costs.

The *operating budget* includes expenditures for personnel services, materials and supplies, contractual services, etc. Operating expenses, in general, are the on-going costs rather than one-time expenses. Since Village services are people intensive, the cost of wages, salaries and benefits are the greatest cost to the Village. It is often the case that the most expensive functions are law enforcement, fire protection and street maintenance.

The *capital budget* includes long term capital improvements, facilities and equipment. Capital expenses are those that involve acquiring or constructing physical assets. Major costs for land and infrastructure are capital expenses. Estimating how much money will be available can be the most challenging part of preparing a budget. The Village Board must determine the amount of property tax revenue it will need for the operation and maintenance of the Village for the coming fiscal year.

While the preparation and adoption of a budget is the responsibility of the Village Board, participation and input by village residents in the budgetary process usually achieves better outcomes. The involvement by Village residents is important because it recognizes that the concern for good government is a shared responsibility of all citizens, not just local elected officials. In order for the Village Board to discern which programs and issues are of the highest priority to Village residents, it is important for the residents to play an active role in the budget process. Village resident participation in the budgetary process can assist the Village Board in its ability to identify the needs and priorities of the community allowing for better targeting of resources and the more efficient use of these resources.

By participating in the budgetary process, you ensure that the issues that matter to you and your opinions on these issues will be heard. The Village Board has been meeting throughout the month of October to continue its budget deliberations and will be meeting Nov. 8 at 5:30 p.m. to review final changes. The Village Budget in its entirety is available for viewing at www.mcfarland.wi.us/budget. A public hearing will be held regarding the budget Monday, Nov. 26 at 7 p.m. in the Municipal Center Community Room with adoption of the budget following the public hearing. Please plan on attending some, if not all, of these important meetings.

Election, from page 1

The following forms of photo ID are also acceptable:

- A Certificate of Naturalization, within two years of issuance
 - Driver's license Receipt issued by the WI DOT, within 45 days of issuance
 - ID issued by a federally recognized Wisconsin Indian Tribe (It can still be used even if it has expired.)
 - Veterans Affairs ID Card (must be unexpired or have no expiration)
 - A photo ID issued by a Wisconsin accredited university or college, or technical college along with an enrollment verification document. The card must show the voter's name, signature, photo, the date the card was issued, and the date the card expires. The issued date cannot be more than two years from the expiration date. The card may still be used to vote even if it is expired.
- * Your photo ID *does not* need to include a current address.
- * If you do not have a photo ID, a free ID can be obtained from your local DMV. For more information call 266-1069.



**Don't be a party to
teenage drinking.**

**It's against
the law.**



New Notary Services Announced

Notary services are available from Monday-Wednesday evenings from 4:30–8 p.m. and most weekends, depending on staff availability.

Please call before dropping in or make an appointment.



Ukulele Kits Available at Library

Ukuleles are undeniably the hot new instrument to learn and play. Investing in one with all the accompanying equipment & music might be somewhat intimidating. If you're considering trying this great new hobby, why not see if the instrument is right for you by checking out one of the four new ukulele kits we have at the library?

The kits contain everything you need to get started: Instrument, Chord Chart, Music Book and tuner. Before you know it, you'll be "Tiptoeing through the tulips with me."

Adult Programs

We've got some great events lined up for you this fall at the library. Here's what is on tap:

Always wanted to learn how to play Bridge?

Bridge Club Social
 Wednesday, Oct. 10 at 6 p.m.
 All levels of player welcome
 Beginners encouraged to attend.



Learn about Bats?

Bats of Wisconsin Presentation
 Thursday, Oct. 11 at 6:30 p.m.



Did you know that bats account for 20 percent of earth's mammal diversity? Worldwide, these superheroes of the night sky are responsible for worldwide pest control, seed dispersal, and pollination among other benefits. Jennifer Redell, WDNR bat biologist, will teach about the importance of these amazing animals and unearth the mysteries of Wisconsin's bats.

Retire Smart?

Join us at one or all four of these Retirement Classroom programs:
 Tuesday, Oct. 16 5:30 p.m. Planning for Nursing Care and Final Expenses
 Tuesday, Oct. 16 6 p.m. Getting to Know Medicare
 Tuesday, Oct. 23 5:30 p.m. Understanding Investments
 Tuesday, Oct. 23 6:30 p.m. Strategies for Social Security

Make a craft?

Adult Craft Club – Painted Pumpkins
 Wednesday, Oct. 17 at 6:30 pm
 Join us to make a decorative pumpkin,
 Sign up is required. Call the library at 838-9030



Watch a scary movie?

Book to Movie Night – Frankenstein
 Monday, Oct. 29 at 6 p.m.
 Join us for a showing of the classic 1931 film.
 Please bring your own refreshments.



Want to learn how to knit?

Drop in Knitting Meetups
 Fridays 1–3 p.m.
 Oct. 26, Nov. 30 and Dec. 28



Hear a good ghost story?

Fox Valley Ghost Hunters Talk
 Tuesday, Oct. 30 at 6:30 p.m.

Leave the candy and costumes at home and come out for some real thrills this Halloween season. The Fox Valley Ghost Hunter Team's mission to help Wisconsin residents understand the paranormal activity in their homes and businesses, has lead them to locations all over the state. Meet the team, learn the ins and outs of their line of work, witness evidence from past ghost hunting investigations and share your own paranormal experiences.



Adult Programs

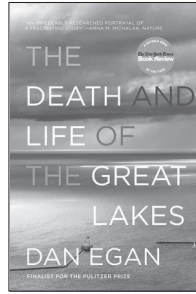
Discuss a good book?

Go Big Read Book Discussion

The Death and Life of the Great Lakes by Dan Egan

Thursday, Nov. 1, at 6:30 p.m.

Every year UW-Madison selects a book to be read by all students, this year it is the non-fiction book about the Great Lakes. Join us for a discussion at the library about it.



Learn about cider-making?

Cider Talk

Tuesday, Nov. 6, at 6:30 p.m.

Joseph Mershon with Mershon's Cidery will share his process and history of his business.



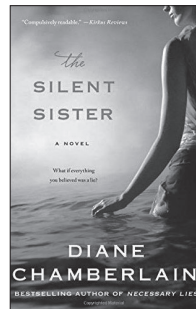
Talk about a mystery?

Mystery Book Discussion

The Silent Sister by Diane Chamberlain

Wednesday, Nov. 7, at 6:30 p.m.

Copies of the book will be available at the library prior to meeting. All are welcome.



Dealing with grief during the holidays

Tuesday, Dec. 4, at 6:30 p.m.

The holidays can be an especially difficult time for those grieving the loss of a loved one.

Join us for this drop-in group designed to focus on dealing with grief during the holiday season.

This discussion will be lead by SSM Health at Home Grief Counselor Robert Groth

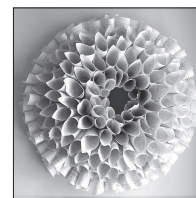


Mystery book discussion

White Tears by Hari Kunzru

Wednesday, Dec. 5, at 6 p.m.

Book copies are available at the library prior to meeting.



Adult Craft Club

Book wreaths

Wednesday, Dec. 12, at 6:30 pm

Please call 838-9030 to sign up starting Nov. 28.

Healthy eating and no-diet approach to weight loss

Wednesday, Jan. 9, at 6:30 p.m.

Yoga for healing and recovery

Thursday, Jan. 24, at 6:30 p.m.

What Can You Do With an E.D. Locke Public Library Card?

- Check out books, magazines, DVDs, CD's and video games.
- Exam proctoring
- Reserve/Use a study room
- Check out digital books and digital audiobooks on your device.
- Use and print from the library internet computers.
- Get consumer reports online.
- Access genealogy information online.
- Browse through popular magazines online
- Check out energy testing equipment
- Get "read-alike" information for your favorite author or genre using Novelist+
- Get on hold for the latest and greatest using our "Don't miss lists"

A new card doesn't cost a thing: just stop by the library with your photo ID and current address. It just takes a few minutes!

If you're too busy to get to that new book or video you've been wanting to enjoy, you can self-check. We currently have two self-check machines available. If you know your library card number and PIN, you can pick up your holds and check out in minutes without even having your card on you.



Village of McFarland

www.mcfarland.wi.us



Schuenke, continued from page 2

contractors work are conveyed directly to them so issues can be resolved in a timely manner.

It appears about half the community has already registered and will be able to experience these new services in the not too distant future. More information about registration and their services is available at <https://tdsfiber.com>.

Future facility development within the Village will remain an ongoing discussion in 2019 with lots of options on the table. Most recently the Village entered into an agreement to conduct a Public Safety Analysis. The intent is to study our public safety services to make assumptions on the future of their service delivery. This information can then be used with other studies conducted to plan future facility development which has included discussions regarding improvements to the Municipal Center and adding a Community Center to the Village for the benefit of all residents.

The Staff Submittal of the 2019 Budget was transmitted to the Village Board Monday, Sept. 24. There are lots of opportunity for review and input in the process to help shape the Village's spending plan into the coming year. Please see an article in this newsletter written by the Village President describing this process. To view the budget, please go to www.mcfarland.wi.us/budget for more information.

We have been working on putting together a digital version of the newsletter that will be released in between publishing of the Outlook Newsletter. For now we have been working on getting a rhythm on the content development and soon will be shifting the format to a different platform for easier viewing and notification. Please go to www.mcfarland.wi.us/adminreport for more information and to stay up to date on current events in the Village.

Sincerely,

Matt Schuenke, Village Administrator

Delinquent Utility Accounts

Notices of delinquent water, sewer and stormwater accounts will be mailed to homeowners, landlords and tenants in September. Past due amounts will be placed on the property tax roll, with penalties added, if they are not paid in full by Nov. 13, 2018. Once the charges go on the tax roll, they become a lien against the property until paid.

In the case of rental properties, the property owner is responsible for paying the delinquent utility bill even if a tenant or former tenant incurred the charges. Landlords may check the status of a tenant's account by calling 838-7287.

Fire Safety Tips for Winter

The nice temperatures outside will soon give way to cold and blustery conditions. With the season changes come many winter fire safety tips that we need to keep us safe. The first tip is a reminder that daylight saving time will occur Sunday, Nov. 4. This means it is also time to change the batteries in our smoke and carbon monoxide (CO) alarms. Fresh batteries will keep the unit functioning properly. Also, as a reminder, all alarms should be tested monthly to ensure the unit is functioning properly.

It would also be a good time to review whether you have a sufficient number of alarms in your home. While changing the batteries take a look at the information label on the back of the unit. If the manufacturing or installation date is more than 10 years old, the unit will need to be replaced. The sensors lose their accuracy. They may give false alerts or not even alert you at all as they age. When determining if you have adequate coverage, make sure you have a smoke and carbon monoxide, or a combination alarm, on each level of the home, inside your mechanical room, and near each bedroom.

On the subject of carbon monoxide (CO) alarms, each home should have one within the vicinity of the heating appliances within the home. CO is odorless and colorless, and the source could be anything that has combustion taking place. It may only be a car or a mower running in your garage, but those fumes can easily seep indoors, making people sick in the home. If two individuals have a sudden onset of being ill at the same time, it is wise to suspect that these individuals could be poisoned with CO gas. In case of this occurrence, call 911 immediately, and our department will respond to evaluate the sick individuals and our firefighters will check the home for carbon monoxide. You can contact Fire Inspector Mitchell Sutter at 838-3278 or mitch.sutter@mcfarland.wi.us for assistance and placement of all smoke and CO alarms in your home.

Fall is also a great time to have all of your gas burning appliances checked by licensed contractors. These individuals are trained to find these problems when they are small and can help homeowners avoid costly repairs and losing their heat during cold winter days. If you have a wood fireplace or a wood fireplace insert, get this checked as well by a licensed contractor or chimney swift. To prevent a chimney fire that can easily spread into your home, they may recommend cleaning your chimney.

McFarland Fire & Rescue is asking residents with a fire hydrant in the yard or on a vacant lot near their home, to please remove the snow up to 3 feet in all directions of the fire hydrant. If possible, an open path to the road would be of great assistance to our fire department. In the event there was a fire on your block or at your home, seconds count. These fire hydrants are our water supply to extinguish a fire, and any delay in getting access to this water supply will increase the damage that can be caused by fire.

For questions or further information on winter fire safety tips, please call McFarland Fire Rescue at 838-3278 or access the Village of McFarland website to email firerescue@mcfarland.wi.us. Also, please check out our Facebook page at <https://www.facebook.com/mcfarlandfireandrescue/> to obtain ongoing information about events and recruitment.

Remember to Keep Pets Safe During Winter

Follow these guidelines to protect your pets in cold weather:

- Make sure that your pet always has fresh, non-frozen drinking water. Animals without clean accessible water will turn to gutters and puddles that could have deadly antifreeze, oil and other chemicals.
- Your pet's health can also affect how long it can stay outdoors. Conditions like diabetes, heart disease, kidney disease, and hormonal imbalances can compromise a pet's ability to regulate their own body heat.
- Very young and old animals are especially vulnerable to the cold. The cold can be especially hard on the joints of older animals that become stiff and tender. Stiff and arthritic pets can experience significant injury if they slip on ice, so beware of the conditions

What If No One Answered Call to Protect Lives?

Picture this: A severe storm breaks out unexpectedly in McFarland. Lightning causes a home to catch fire. Cars crash in the blinding rain. People of all ages call for help. What would happen if no one answered the call? Who would respond to protect the lives and property of the community?

Who would be there to help?

Every day, in every community, emergency responders answer the call of our families, friends and neighbors who are in need of assistance. From car accidents to heart attacks, from house fires to technical rescues, emergency responders are there to protect lives and property. Emergency responders are a special type of people, with many different reasons for answering the call of duty. Some like the challenges and the adrenaline rush, while others like to sharpen their emergency skills and techniques. Every one of them answers the call so that they can help someone in need.

Who does answer the call?

The McFarland Fire & Rescue Department is comprised almost entirely of members of the McFarland community. When the ambulance or fire truck responds, one of your neighbors could have left their home to respond and help our neighbors.

Today's emergency responders do far more than put out fires or bandage wounds. Emergency responders are the first line of defense in natural and man-made disasters. They respond to vehicle accidents, hazardous materials incidents, specialized rescue situations and a vast array of emergency medical complaints. In response to the growing need for new firefighters, McFarland Fire & Rescue has initiated a recruitment campaign for interested citizens to learn how to "answer the call" and serve their community.

For more information on to help, please go to <https://www.mcfarland.wi.us/firerescue> and click Join the Department. We are also hosting informational sessions Nov. 4 at 4 p.m. and Nov. 7 at 6 p.m. If interested in attending an informational session, please email firerescue@mcfarland.wi.us.

Becoming a volunteer emergency responder can be the most rewarding experience of your life, and allows you to reach out to someone in need. We provide all the necessary training and equipment. Together, with McFarland Fire & Rescue, you can ensure that there is always someone to "answer the call" with neighbors helping neighbors.



Annual Dog Park Permit Holders Must Obtain 2019 Dog License and Dog Park Permit

Your current McFarland Dog Exercise Area permit will expire Dec. 31, 2018 and you will need to obtain *both* a 2019 dog license and dog park permit in order to continue use of the park.

The Dog Park is located at 6201 Elvehjem Road in Urso Park and features a fully fenced exercise area of about 7 acres where dogs can run and play off leash. Amenities include a lighted parking lot, paths, signage, benches, and pet waste bags and disposal stations. The terrain and vegetation of the site varies a good deal which makes it an interesting and enjoyable walk even if you do not own a dog.

Daily dog park permits are available only at the Dog Park.

Important notice — the Village of McFarland Pet License and Dog Park Permit Application includes instructions on how to renew or obtain a new 2019 pet license and dog park permit and will be mailed with tax bills. If you have a dog and do not receive a tax bill, please stop and pick up an application form at the Village Administration office or download it from the home page of the Village website: www.mcfarland.wi.us. This form will be available after Dec. 15.

A separate application form should be completed for each pet and dog park permit needed. Please make copies of the application and submit one for every animal.



Prepare Yourself and Your Home For Winter Weather

When the snow starts falling and the temperatures start dropping, you can breathe easy knowing you and your home or workplace are ready by taking time to prepare ahead of time. Here are some helpful reminders:

At home or work, make sure you have:

- extra flashlights and batteries
- a battery-powered NOAA Weather Radio or AM/FM portable radio
- extra food and water (two to three day supply)
- extra medicine and baby items
- first aid supplies
- carbon monoxide detector
- emergency heating source*
*If you use an emergency heating source, be alert for deadly carbon monoxide gases. Many winter house fires are caused by incorrect use of a space heater. Keep the space heater at least 36 inches away from other objects and turn it off if you leave the room.

When outdoors, be sure to:

- check temperatures and wind chill indices first.
- dress warmly, with several layers. Dress for the worst, just in case.
- use a warm coat, gloves or mittens, hat and water resistant boots.
- cover exposed skin as much as possible.
- watch for frostbite on fingertips, earlobes, nose and toes.
- avoid over-exertion (the cold already puts strain on the heart and body).

Winter Driving Tips

The McFarland Police Department offers the following winter driving tips:

- Avoid driving while you're fatigued.
- Never warm up a vehicle in an enclosed area, such as a garage.
- Make certain your tires are properly inflated. Never mix radial tires with other tire types.
- Keep your gas tank at least half full to avoid gas line freeze-up.
- Do not use cruise control when driving on any slippery surface (wet, ice, sand).
- Always look and steer where you want to go.
- Use your seat belt every time you get into your vehicle.
- Accelerate and decelerate slowly. To accelerate, apply gas slowly to regain traction and avoiding skids.
- Don't try to get moving in a hurry.
- Take time to slow down for a stoplight. Remember: It takes longer to slow down on icy roads. Drive slowly. Everything takes longer on snow-covered roads.
- Give yourself time to maneuver by driving slowly. The normal dry pavement following distance of three to four seconds should be increased to eight to 10 seconds in case you need to stop.
- Know your brakes. Whether you have antilock brakes or not, the best way to stop is threshold breaking.
- Keep the heel of your foot on the floor and use the ball of your foot to apply firm, steady pressure on the brake pedal.
- Don't power up hills. Applying extra gas on snow-covered roads just starts your wheels spinning. Try to get a little inertia going before you reach the hill and let that inertia carry you to the top.
- Don't stop going up a hill as it's hard to get moving again on an icy road. Get some inertia going on a flat roadway before you take on the hill.
- The normal dry pavement following distance of three to four seconds should be increased to eight to ten seconds.





Check Mailboxes for Deterioration Before Winter

Snowplow operators try very hard to avoid mailboxes when plowing streets. With daily exposure to the elements, mailboxes and their posts do deteriorate over time and may not be able to withstand the rigors of Wisconsin's snow, freezing rain and high winds.

Please check the condition of your mailbox and post and, if necessary, repair or replace them before winter.

The Public Works Department will repair/replace mailboxes and their posts if they are hit directly by Village snow plows but cannot be responsible for mailboxes and/or posts that are so weak that the weight of plowed snow or slush simply pushes them over.



Pet Waste: Be Diligent About Winter Pick Up

It's very important to continue to pick up after your pet all year long, especially during winter. If you don't pick up pet waste right away, it can soon be encased in snow and ice, ready to be carried away with melt water when it warms up. Grassy areas that would normally allow water to soak in are frozen during winter, so they're more like a parking lot greatly increasing the surface area from which runoff flows.

The bacteria and nutrients found in pet waste are much more likely to make their way to the nearest storm drain. And contrary to common belief, rain and melting snow that goes into storm drains does not go to the sewage treatment plant. Rather, it goes to the nearest lake or stream.

Be sure to continue to scoop the poop this winter and do your part to help keep lakes and streams free of pet waste. For more ideas on how you can help lakes and streams near you, go to www.myfairlakes.com.

Storage of Firewood

Firewood storage is permitted in side and rear yards but not more than 15 percent of the area can be used at any one time. Firewood needs to be neatly stacked, but not closer than 2 feet to any lot line, and not higher than 6 feet from grade. Firewood cannot be stored in the front yard. Please remember property owners who violate these ordinances are at risk of being fined.

Oak Tree Pruning

Village ordinances prohibit the pruning of oak trees between March 1 and Nov. 1 in order to prevent the possible spread of Oak Wilt. There have been several confirmed infestations of this disease in the Village, so it is very important to prune only during dormant months.

Oak Wilt is caused by a fungus and is spread both through underground root grafting from tree to tree and also through open pruning wounds that attract bugs which convey the fungus. The disease causes the water conducting vessels of the tree to become plugged and, as water movement within the tree is slowed or stopped, the leaves wilt and drop off causing the tree to die.

If you have any questions about your oak trees or proper pruning practices, contact the Public Works Department at 838-7287 for assistance.



Adopt a Hydrant

With winter fast approaching, we are encouraging residents to adopt a hydrant. After snow storms we would appreciate residents helping to remove snow from around the hydrant. Staff is unable to immediately take care of the hydrants due to snow removal.



Don't Blow Snow Into Street

It is a violation of Village ordinances to plow, blow, or shovel snow into Village streets. This can cause a serious hazard for pedestrians and motorists, especially when it is done after the street has been plowed. Warnings will be issued for the first violation and citations issued for any further violations. If you have questions, or concerns, Public Works can be reached at 838-7287.



Keep Your Sidewalks Clear

Property owners are required to keep the sidewalks that abut their property free of snow and ice. Sidewalks must be cleared of accumulated snow and ice within 24 hours from the time the snow ceases to accumulate. Failure to remove the snow and ice can cause a serious hazard for pedestrians. Warnings will be issued for the first violation and citations for any further violations. If you have any questions or concerns, Community Development can be reached at 838-3154.

Holiday Tree Drop-Off Site

The Village does not provide curbside collection of holiday trees. For your convenience, the Village has a tree drop-off site for natural trees located at 5115 Terminal Drive. It will be open Saturday, Dec. 29, 2018 through Sunday, Jan. 13, 2019. The drop-off site will be open from 7 a.m.-7 p.m. on those days, and is restricted only to Village of McFarland residents; you may be asked to show a photo ID. If you have questions, please call Public Works at 838-7287.

Leaves From Trees Creates Water Pollution in Our Lakes and Streams

Oak, maple, hickory, ash, apple and more. They provide shelter and food, not just for us but critters, too. They give us warmth from a fire, are a jungle gym for the kids and give us cool shade from the sun with all those leaves — all those leaves. Yes, lots and lots of leaves, every year, falling in your yard. What do leaves have to do with the water quality of Dane County's lakes and streams? A lot.

Storm drains and ditches drain directly into our lakes and streams

Contrary to what many people believe, the water that goes into the storm drainage system, including ditches, is not treated at wastewater treatment plants. Rather, it drains directly into our lakes and streams. Some communities do not have a storm drainage system made up of inlets and pipes, rather, runoff flows into ditches, but that runoff is not treated either. And most people do not realize that leaves can be a nagging source of local water pollution.

In autumn, leaves make their way into our lakes and streams when rain washes them down the storm drains and ditches. Once they get into the water, the leaves release nutrients that contribute to the accelerated growth of algae. The result is a greenish-tinted lake choked with foul smelling, dying algae that can kill fish and other aquatic critters and generally make water recreation an unpleasant experience.

Keep leaves out of street, gutter and ditches

While they are natural, and seem biodegradable and harmless, excess leaves pose a threat to the quality of water in our



This fall, consider mulching or composting. If you rake, make sure the leaves stay out of the gutters and ditches.

lakes and streams. So, this autumn, when the leaves blanket your yard, follow these guidelines and leave the leaves out of the water by keeping them out of the street and gutter or ditch. Whatever goes into the gutter or ditch will eventually go into our lakes and streams.

- **Compost** Adding leaves to a compost pile creates an inexpensive and nutrient-rich fertilizer for your vegetable and flower gardens. In our urban environment, composting allows us to imitate and reap the rewards of the natural recycling process. Check out <http://clean-water.uwex.edu/pubs/stewards/Y013.pdf> for more information on composting. Contact your local municipality for rules and instructions.
- **Till** leaves directly into a garden, to contribute valuable organic matter.
- **Mulch** If you have a mulching mower, you can chop the leaves into small particles that will decompose directly into your lawn. If you have a bagger on your mulching mower, you can use the leaves to mulch flowerbeds and shrubs.
- **Rake** Many of us rake the leaves for curbside pickup. If you do, collect the leaves at the edge of the curb — not in the gutter or ditch. Make sure to sweep or rake any leaves out of the street, gutter or ditch and then bag them until the day when crews pick them up.

Inevitably, some leaves will get into the water regardless of what we do to stop them. But we can prevent most of the pollution by following these simple water-friendly practices.

You're the Solution, From Trees to Lakes

You probably do not realize it, but you live on "waterfront property." In fact, most everyone in Dane County lives on a lake or stream when it comes to stormwater runoff. That is because the distance between your yard and the water's edge is as close as the nearest storm drain or ditch. So, the simplest way that you can help clean the lakes is to keep the leaves out of the gutter or ditch.

In wooded areas and grassy fields, rainwater and melting snow soak into the ground, as nature intended. Leaves generally decompose where they fall. But in urban areas, these "pervious" surfaces have been paved over so that rainwater gushes down our sidewalks and roads, delivering the leaves along with dirt, oil, fertilizers, grass clippings, garbage and more from the streets and gutters into the storm drainage system, including ditches, and eventually our lakes and streams.

A big source of water pollution actually comes from you and me. Individually, we contribute little pollution. Collectively, our urban households are damaging Dane County's lakes and streams through simple neglect and lack of awareness.

The Solution is Simple

To keep it out of the lakes and streams, you've got to keep the leaves out of the gutter and ditches.



These leaves will be washed to the nearest lake or stream. The solution is simple: to keep it out of the lakes and streams, you've got to keep it out of the gutter and ditches.



Oil Drop-Off Site

The Village of McFarland continues to provide the service at our oil drop-off location. This is *not* a garbage drop off site. We collect the following:

- Auto engine oil
- Transmission oil
- Hydraulic power steering fluid
- Automotive coolant

If village residents have any questions, please contact the Public Works Department at 838-7287.

FLUSHABLE? THINK AGAIN

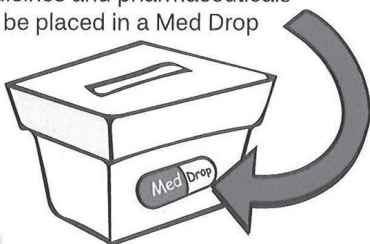
What we put down our drains and toilets can negatively impact our environment and put our health at risk. Even items labeled "flushable" can clog pipes, tangle pumps and result in messy and costly sewer backups.

NEVER FLUSH >>



INSTEAD >>

medicines and pharmaceuticals can be placed in a Med Drop box



everything else can go in the trash



Med Drop Information:

For more information on the Med Drop Program, visit the Safe Communities website at: www.safercommunity.net/meddrop.php

Garbage and Recycling Schedule

Your waste and recycling materials are collected on either Tuesday or Wednesday and should be placed curbside by 6 a.m. If a holiday falls on a Monday, Tuesday or Wednesday, please see the dates below for pickup schedule. see the 2018–2019 Holiday Schedule.

- Tuesday, Dec. 25 pickup will be Wednesday, Dec. 26, 2018
- Wednesday, Dec. 26 pickup will be Thursday, Dec. 27, 2018
- Tuesday, Jan. 1 pickup will be Wednesday Jan. 2, 2019
- Wednesday, Jan. 2 pickup will be Thursday Jan. 3, 2019

For more information, please check the Village website at www.mcfarland.wi.us.

Yard Waste/Brush Drop-Off Site

The yard waste/brush drop-off site located at the Public Works Facility at 5115 Terminal Dr. accepts yard waste and brush from McFarland residents only. The operating hours of the yard waste/brush drop-off site are 7 a.m.–7 p.m., seven days a week. The site opens approximately April 1, weather dependent.

What is accepted?

- Leaves
- Grass clippings and thatch
- Non-woody plants
- Brush must be no larger than three inches in diameter and 10 feet in length

What is not accepted?

- Rocks
- Concrete
- Metal
- Stumps
- Base root balls
- Sod and dirt
- Lumber

There are separate dumping areas for yard waste and brush. To conserve space, stack your material as close to the back wall as possible.



2018 Brush Chipping And Yard/Garden Waste Collection Schedules

2018 Brush Chipping Schedule:

Zone 1 – Weeks of Oct. 22

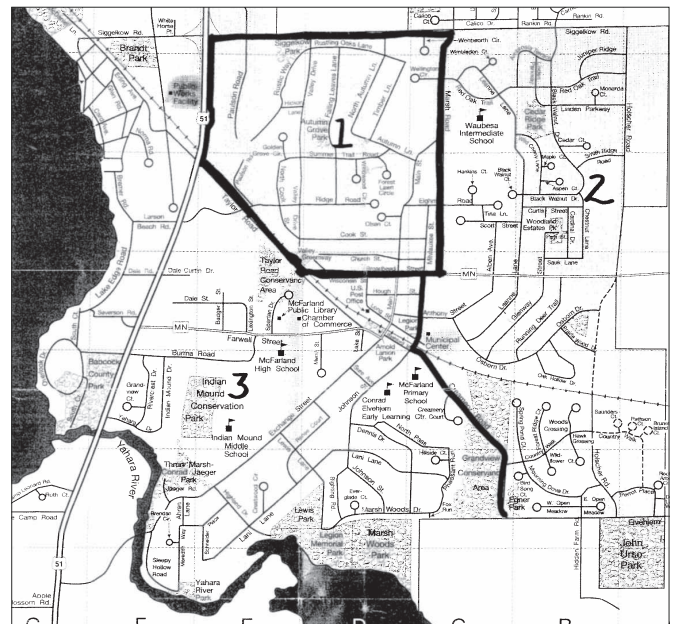
Zone 2 – Weeks of Oct. 29

Zone 3 – Weeks of Nov. 5

Please follow the brush chipping guidelines below:

- Place all material curbside by 6 a.m. on the Monday of the collection week. The chipping contractor will only make one pass through each section.
- Brush pieces should be no longer than 10 feet and no shorter than 6 inches.
- Brush should not be greater than 3 inches in diameter.
- Place the cut ends of the brush pieces parallel to the curb and stacked in neat piles with the cut ends pointed in the same direction as traffic.
- Material must be free of waste that could clog the chipping equipment.

If you set brush out after the chipping has taken place in your area, your brush will not be picked up until the next collection date. If you have any questions contact the Public Works Department at 838-7287.



2018 Yard/Garden Waste Pickup

The semiannual curbside collection of leaves, lawn waste, and garden waste was converted in 2012 from a no cost service to a fee-based service. Residents who desire to have this material conveniently collected at curbside will now have to buy and place a Village-issued sticker on each bag of material to be collected. The nonexpiring stickers will cost \$2.00 per bag (up to 50 gallon size) and will be sold in multiples of five. Stickers will be available for purchase at all municipal facilities and a retail outlet in the community.

All Zones – Week of Nov. 12 (the entire Village)

Please follow the collection guidelines below:

- Place all material curbside in open bags or trash containers by 6 a.m. on the Monday of the collection week.
- All bags must have a Village-issued sticker on bags in order to be collected.
- Include leaves, garden waste, thatch, grass clippings, nonwoody plant materials and evergreen clippings (less than 6 inches in length).
- Material must be clean of debris or it will be left on-site.
- Do not rake leaves to the edge of the curb or into the street.

The above guidelines will help the contractors do their jobs more efficiently and safely. If you have any questions, please contact the Public Works Department at 838-7287.

Other disposal options available to residents are to mulch and recycle the materials yourselves or to transport the material to the free drop-off site located at the Public Works Facility at 5115 Terminal Drive.



McFarland is using Polco's civic engagement software to get input from the community.

polco.us/mcfarland
Visit Polco to create an account and share your thoughts, feedback, and ideas.

Questions on Polco are posted by the Village of McFarland. The purpose of an account is to verify respondents' residency and ensure no one votes more than once. For more information, visit polco.us

Winter Weather Warnings, Watches and Advisories

Winter weather related warnings, watches and advisories are issued by the local National Weather Service office. In short, this is what they mean:

- Warnings: Take action!
- Watches: Be prepared
- Advisories: Be aware

Here are some more key terms to understand:

- **Freezing Rain:** Rain that freezes when it hits the ground; creating a coating of ice on roads, walkways, trees and power lines.
- **Sleet:** Rain that turns to ice pellets before reaching the ground. Sleet causes moisture on roads to freeze and become slippery.
- **Wind Chill:** A measure of how cold people feel due to the combined effect of wind and cold temperatures; the Wind chill Index is based on the rate of heat loss from exposed skin. Both cold temperatures and wind remove heat from the body; as the wind speed increases during cold conditions, a body loses heat more quickly. Eventually, the internal body temperature also falls and hypothermia can develop. Animals also feel the effects of wind chill; but inanimate objects, such as vehicles and buildings, do not. They will only cool to the actual air temperature, although much faster during windy conditions.



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Trustee Shaun O'Hearn

Village Departments

Administration Matt Schuenke, Administrator 838-3153
Clerk Cassandra Suettinger, Village Clerk 838-3153
Communications & Technology Andrew Day, Interim Director 838-6717
Community Development Pauline Boness, Director 838-3154
Emergency Management Charles DiPiazza, Director 228-4972
Fire & Rescue Chris Dennis, Chief 838-3152
Library Heidi Cox (hcox@mcfarlandlibrary.org) 838-9030
Municipal Court Rändi Othrow, Judge 838-3764
Police Craig Sherven, Chief 838-3151
Public Works Allan Coville, Director 838-7287
Senior Outreach Services Lori Anderson, Director 838-7117

The above officials can also be reached via e-mail using this format: firstname.lastname@mcfarland.wi.us with the exception being Trustee Mary Pat Lytle whose email address is marvpat.lytle@mcfarland.wi.us.



McFarland Municipal Center
 5915 Milwaukee Street • PO Box 110
 McFarland, WI 53558-0110
 General Information: 838-3153
Hours: Mon.–Fri.: 8:00 a.m.–4:30 p.m.

Public Works Facility
 5115 Terminal Drive
Phone: 838-7287
Hours: Mon.–Fri.: 8:00 a.m.–2:30 p.m.

E.D. Locke Public Library
 5920 Milwaukee Street
Phone: 838-9030
Hours:
 Mon.–Thurs.: 9:30 a.m.–8:00 p.m.
 Fri.–Sat.: 9:30 a.m.–5:30 p.m.
 Sun.: Noon–3:00 p.m.

Website: www.mcfarland.wi.us



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