

VILLAGE OF MCFARLAND

NOTICE OF PUBLIC MEETING

Wednesday, August 14, 2019

Special Village Board
4:00 PM

McFarland Municipal Center
Community Room

AGENDA

1. CALL TO ORDER.
2. ATTENDANCE/ROLL CALL.
3. PUBLIC APPEARANCES.
4. BUSINESS.
 - a. Discussion with Department Heads to establish and prioritize organizational strategic goals for the period of July 2019 through June of 2020.
5. 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 BOARD SUMMARY SHEET

MEETING DATE: Wednesday, August 14, 2019

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion with Department Heads to establish and prioritize organizational strategic goals for the period of July 2019 through June of 2020.

PREVIOUS ACTION:

The Village Board held its first retreat meeting on June 25, 2019 to set the goals and objectives.

ISSUE SUMMARY:

Enclosed are the updated goals and objectives for the coming year following Staff Review. The proposed changes are listed in red and we will go through each action step one by one as part of our review in the meeting.

FINANCIAL/BUDGET IMPACT:

Applicable costs are estimated within the action steps.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for continued discussion.

ATTACHMENTS:

1. 2019 Village Board Goals-Objectives - Action Steps 07232019 mgs

2019/2020 - 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	Committee	Staff
1	Parks Senior Outreach	Hessling Andersen
Action Steps: Study the feasibility of creating a Community Rec. Dept. Continue to evaluate alternatives for Senior Outreach. Research devel of park amenities for those with special needs. Review Public/Private Partnerships in Parks as Econ. Benefit. Collaborate with other public entities to achieve VB objective. Phased Implementation of Urso/Schuetz Master Plan.		
	<u>Cost</u>	<u>Timeline</u>
	TBD	December 31, 2019
	\$10,000	March 31, 2020
	TBD	June 30, 2020
	TBD	December 31, 2020
	\$500,000	December 31, 2020
2	Public Works	Hessling, Berquist
Action Steps: Improve pedestrian crossing through paving, lighting. Evaluate pedestrian alt. with constr. projects and develop. Develop sign installation and replacement policy/program. Develop policy on pedestrian improvement implementation. Improve bike route connectivity through paths and lanes. Study bus transportation, consult State and County Reps.		
	<u>Cost</u>	<u>Timeline</u>
	\$100,000	December 31, 2019
	None	March 31, 2020
	None	June 30, 2020
	\$10k - \$100k	June 30, 2020
	TBD	December 31, 2020
3	Public Safety	Sherven
Action Steps: Reassess implementation of Security Plan for Parks, Other Reassess implementation of Security Plan for Municipal Center.		
	<u>Cost</u>	<u>Timeline</u>
	\$50,000	June 30, 2020
	\$150,000	December 31, 2020
4	Public Safety Senior Outreach	Dennis Sherven Andersen
Action Steps: Discuss the addition of second SRO within School District. Changes to Fire Personnel Staffing Schedule. Evaluate need for comprehensive Senior check in program. Foster relationships btw families w/ special needs, Police.		
	<u>Cost</u>	<u>Timeline</u>
	\$15,000	June 30, 2020
	TBD	June 30, 2020
	Ongoing	December 31, 2020
5	As Assigned	Bremer Hessling
Action Steps: Complete hiring of Comm and Econ Devel Director. Assess energy consumption through energy use audit. Building in sustainable building features into facilities planning.		
	<u>Cost</u>	<u>Timeline</u>
	Ongoing	August 15, 2019
	\$25,000	June 30, 2020
	TBD	December 31, 2020

2019/2020 - 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		Committee	Staff
1	Continue to work with Community to advance recommendations from Facilities Master Plan that includes the development of a Public Safety Building and Community Center.	Village Board	Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Reaffirm Community Center development as a priority.		None	September 30, 2019
Study Public Safety Facility concept through master planning.		\$15,000	March 31, 2020
Study Community Center concept through master planning.		\$15,000	March 31, 2020
Decide steps necessary to transition from plan to design.		None	June 30, 2020
2	Engage a strategic planning process for the Village.	Village Board	Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Participate in the input development process.		None	July 31, 2019
Attend workshops that engage discussion on long term vision.		None	August 31, 2019
Collectively review and prepare final plan for acceptance.		None	September 30, 2019
Actively follow plan for implementation.		TBD	January 1, 2020
3	Revise and improve web-based service delivery to enhance technology opportunities for residents and businesses.		
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Review and Update Existing Website Content.			
3	Creation of a program that advances and promotes community art throughout the Village.	Village Board	Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Develop mural design on well house at Discovery Garden Park.		None	March 31, 2020
Implement mural design on well house.		\$5,000	September 30, 2020
Develop plan for art feature at "Conversation Corner".		None	December 31, 2020
Inventory other areas for possible community art development.		None	December 31, 2020
4	Prioritize and update Village policies as may be applicable and necessary.	Village Board	Schuenke Suettinger
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Develop Policy List inventory with relevant tracking.		None	December 31, 2019
Make accessible on website all applicable Village policies.		None	March 31, 2020
Create priority new development and revision list with VB.		None	June 30, 2020
5	Complete the transition of meeting development process to online management platform including paperless packets.	Village Board	Suettinger
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Convert all meetings to paperless format.		None	December 31, 2019
Paper packets for all meetings to be provided by request only.		None	January 1, 2020
Link meeting videos with meeting agendas (if possible).		TBD	March 31, 2020
Upload historical agendas and minutes to CivicClerk.		\$2,500	March 31, 2020
Continue to market subscription ability to CivicClerk platform.		None	June 30, 2020

2019/2020 - 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 (CONTINUED).

Objective	Committee	Staff
6 The injection and incorporation of technology to improve the efficiency of day to day operations.	Village Board Comm Tech	Suettinger Miller
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>
Update records retention policy and procedures.	None	December 31, 2019
Convert to a digital time sheet process within payroll.	\$10,000	December 31, 2019
Review and draft process to digitize Village records.	None	June 30, 2020
Upgrade Meeting Room Technology	\$50,000	December 31, 2020
Integrate paperless process into website.	TBD	December 31, 2020

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

Objective	Committee	Staff
1 Enhance Community communication and presence through a strategic communications plan which includes improved electronic mediums and meetings with various community groups, entities, and stakeholders.	Comm Tech	Miller Schuenke
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>
Consider education and outreach of Village Board actions.		
Assess the ongoing feasibility of local cable programming.		
Improved policy development for ongoing use of POLCO.	\$3,000	December 31, 2019
Implementation of E-Newsletter.	\$2,500	December 31, 2019
New opportunities for social media interaction.	TBD	March 30, 2020
Develop and maintain a Community Calendar	\$2,500	June 30, 2020
Electronic sign development to promote community events.	\$50,000	September 30, 2020
Develop Village Board program to increase public interaction.	TBD	December 31, 2020
Create interactive map showing projects under consideration.	TBD	December 31, 2020
2 Research committee structure and make recommendations to improve meeting efficiency and communication.	Village Board	Schuenke Suettinger
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>
Consider creation of instructional videos for new members		
Develop master roster/list of Committees.	None	December 31, 2019
Align efficient and consistent minutes with meeting mgmt.	None	March 30, 2020
Prepare orientation program for new members and chairs.	None	March 30, 2020
3 Create and promote opportunities to become involved in the Community.	Volunteer	Andersen
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>
Enhance community Volunteer Day.	TBD	March 30, 2020
Showcase other opportunities to volunteer in the Community.	TBD	June 30, 2020

2019/2020 - Village Board Goals

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

	Objective	Committee	Staff
1	Actively promote and support affordable housing in the Village.	Village Board	Bremer Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Education efforts on the benefits and options for AH.		\$5,000	June 30, 2020
Conduct Gap Analysis, utilize State, County, CARPC.		\$25,000	September 30, 2020
Review, leverage opportunities as available.		TBD	December 31, 2020
Establish Benchmarks, Goals to address Gap		None	December 31, 2020
2	Continuation of the implementation of Branding Initiative (Phase 2)	Comm Tech	Miller
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Trademark new logo and tagline.		\$10,000	March 31, 2020
Implement banner program with new brand design.		\$5,000	March 31, 2020
Develop inventory of personal items with new branding.		\$5,000	June 30, 2020
Initiate phase replacement of park signage.		\$10,000	June 30, 2020
Pursue new Gateway Signage on USH 51.		\$50,000	September 30, 2020
Design new wayfinding system with new brand.		\$25,000	December 31, 2020
3	Continue Streetscaping enhancements through out the Village as applicable.	CDA Public Works	Bremer Hessling
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Plan for Phase 2 of Farwell Underground Utility Work		\$25,000	March 31, 2020
Develop inventory of areas desired for streetscape impr.		None	June 30, 2020
Consider additional decorative Downtown Streetlight.		\$100,000	September 30, 2020
Engage consultant on planning/design effort for inventory.		TBD	December 31, 2020
4	Evaluation of ways to become more business friendly and flexible for economic growth.	Village Board	Bremer Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Pursue annexation requests to diversify land use.		\$5,000	Case by Case basis
Pursue land acquisitions that advance local economy.		TBD	Case by Case basis
Build relationship with banks, brokers, developers.		None	Ongoing
Build more formal relationship with Chamber of Commerce.		None	Ongoing
Business wayfinding signage from bike trail.		\$15,000	September 30, 2020
Survey local businesses to identify areas of improvement.		\$10,000	December 31, 2020
Review code efficiencies to support Development.		\$5,000	December 31, 2020
5	Study and pursue opportunities for shared services with other local governments.	Village Board	Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Each Department Head will determine 1-3 Opportunities.		None	March 30, 2020
Each Opportunity will be vetted with surrounding municipalities.		None	June 30, 2020
Committees will evaluate each opportunity case by case.		TBD	September 30, 2020