

**COMMITTEE OF
THE WHOLE**

Monday, November 25, 2019

5:30 PM

McFarland Municipal Center
Conference Room A

AGENDA

1. CALL TO ORDER.
2. ATTENDANCE/ROLL CALL.
3. PUBLIC APPEARANCES.
4. APPROVAL OF MINUTES.
 - a. Discussion and action regarding minutes of the meeting held on March 25, 2019.
5. BUSINESS.
 - a. Discussion regarding the draft of the mission, vision, value, goals, and objectives prepared within the Strategic Planning report.
6. SCHEDULE NEXT MEETING DATE.
 - a. To be determined as needed.
7. 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
Committee of the Whole Minutes

Monday, March 25, 2019 - 5:30 PM

1. CALL TO ORDER.

President Czebotar called the regular meeting of the Committee of the Who to order at 5:30 PM in Conference Room A.

2. ATTENDANCE/ROLL CALL.

Village Board members present: Village President Brad Czebotar, Village Trustee Jerry Adrian, Village Trustee Stephanie Brassington, Village Trustee Carolyn Clow, Village Trustee Dan Kolk, Village Trustee Mary Pat Lytle

Village Board members not present: Village Trustee Shaun O'Hearn

Staff Present: Clerk/Treasurer Cassandra Suettinger and Community Development Director Pauline Boness.

3. PUBLIC APPEARANCES.

None.

4. APPROVAL OF MINUTES.

a. Discussion and action regarding the minutes of the meeting held March 11, 2019.

Motion by Trustee Jerry Adrian, second by Trustee Carolyn Clow, to approve the minutes of the meeting held March 11, 2019. Minutes approved by unanimous consen

5. BUSINESS.

a. Discussion regarding the job description for the Community Development Director position within the Community Development Department.

The Committee reviewed the job description and provided suggested revisions. The updated job description will be forwarded to the Personnel Committee for further review and recommendation.

b. Discussion regarding the creation of a sustainability committee.

The Committee discussed the creation of a sustainability committee. Members discussed whether it would be best to create a stand alone committee or to incorporate sustainability into the current committees. The Committee agreed sustainability was an important priority, but felt additional research and work needed to be done to figure out the best way to bring the initiative forward.

- c. Discussion regarding resolution 2019-XX: a resolution for the Village of McFarland to join the Green Tier Legacy Community Program through the Wisconsin Department of Natural Resources.

The Committee discussed support of proposed resolution; however, did not want the resolution to just become a figurehead resolution. The Committee agreed more discussion needed to occur and collaboration with staff as to how sustainability might be able to function in the Village. The Committee agreed it will continue to discuss sustainability as an important initiative in the Village.

6. SCHEDULE NEXT MEETING DATE.

- a. To be determined.
None.

7. ADJOURNMENT.

Motion by Village Trustee Dan Kolk, second by Village Trustee Mary Pat Lytle, to adjourn at 6:55 p.m.

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,
Cassandra Suettinger
Village Clerk/Treasur



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Monday, November 25, 2019

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion regarding the draft of the mission, vision, value, goals, and objectives prepared within the Strategic Planning report.

PREVIOUS ACTION:

ISSUE SUMMARY:

Please find enclosed a draft of the Mission, Vision, Value Statement, and Goals/Objectives for the Strategic Planning document we are working on. This has been drafted as a result of the work we have been doing through the input gathering and ultimately what was discussed within our workshops. This is not the full report and just a draft of the items noted for us to review and provide feedback. The Consultant is looking for input from the Board on what they have prepared against the feedback we have received in our work thus far. The order and/or priority is not as relevant here as the Action Plan that will be developed as part of the full report once these goals/objectives are established will line things up to help guide us in their implementation.

We will discuss this on Monday as part of the Committee of the Whole beginning at 5:30 pm. The Village Board meeting will follow at 7:00 pm. The enclosed Draft was provided on November 14th for you to review in advance of the meeting and bring your comments, questions, concerns, etc. to the meeting for discussion. The Village Administrator will be facilitating the meeting on Monday. Once the Committee finds this draft acceptable the consultant will prepare the full draft for further consideration.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:



ATTACHMENTS:

1. McFarlandWI_StrategicPlan_Draft

McFarland VILLAGE OF

Strategic Plan 2020 to 2030



Prepared for the Village of McFarland] by Management Partners



Table of Contents

Table of Contents	ii
Methodology	1
VISION.....	2
MISSION	3
VALUES	4
Goal A: Develop a multi-generational community center to serve seniors, youth.....	5
and families.	5
Goal B: Promote responsible growth, increase economic development and retain existing businesses.	6
Goal C: Align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.	Error! Bookmark not defined.
Goal D: Improve the safety and wellbeing of Village residents, business and visitors.....	9
Goal E: Improve community connectivity along pedestrian and vehicular corridors.	10
Conclusion	11



This Page Purposely Left Blank



Methodology



The McFarland Board of Trustees and Administrator, mindful of the key locational aspects of the Village, determined it necessary to develop a ten-year vision to guide annual planning and budgeting. For several years, the Village has developed and tracked annual goals, objectives and action steps that are consistent with the McFarland vision and mission.

The purpose of the 2020 to 2030 strategic planning initiative is to provide a long-range framework for the future to guide the decisions of the Trustees and Village Boards and Commissions in a unified approach to planning and resource allocation. In the summer of 2019, the McFarland Board of Trustees and Village leaders began a process to engage the community in thinking about the future. The strategic planning process included interviews with the Village President, Board, coordinator and department heads; design and distribution of a community and employee survey; and analysis of local and regional data and financial trends to lend context and understanding to planning discussions between Village Trustees and the community. The elements of this strategic plan were developed during two workshops convened in September and October 2019. The McFarland Trustees and workshop participants developed five goals with supporting objectives to accomplish the vision. In addition to the goals, Village Trustees designated environmental sustainability as an overarching theme for incorporation into the objectives and implementation activities.

The process resulted in this Strategic Plan, which articulates five goals and accompanying objectives. A separate action plan will assure attention to progress through the tracking of success measures for each of the goals.

McFarland Descriptors

8,500 2017 Village population

7 Village trustees

4.18 Square miles of land area

3 Boat launch access points

12 Minutes south of Madison

1856 Year founded



VISION



An aspirational statement of where Village leaders desire the community to be in the future.

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



MISSION



A statement of purpose that defines what the organization stands for and how it will operate and serve the Village.

With direction encouraged from an engaged citizenry, Village elected officials and employees will maintain and enhance the quality of life of the community by delivering quality services in an efficient and accountable manner and by providing an orderly, unbiased system of government that is transparent and accessible.



VALUES



The core operating principles of the Village.

To create and sustain a high level of confidence in Village government, we pledge to function with:

- *Professional integrity;*
- *Fiscal responsibility;*
- *Open communication;*
- *Environmental sustainability;*
- *Sensitivity to the values of each individual;*
- and*
- *Full cooperation in achieving the priority goals determined by the community.*



Goal A: Develop a multi-generational community center and recreation amenities to serve seniors, youth and families.



***Goals** describe a specific direction and the desired outcome(s) to be achieved.*

***Objectives** are the actions to achieve the goal.*

Success Measures

Objectives

1. Identify and engage residents and community partners in the planning process (to assist with volunteer management, funding, etc.)
2. Design community center improvements to maximize existing space and accommodate future expansion needs (for amenities such as meeting rooms indoor and outdoor activity areas, event space rental, etc.)
3. Evaluate the costs and benefits of an aquatics facility and other recreation uses (indoor and outdoor), including new and diverse amenities that are not presently offered within our community.
4. Partner with the School District to expand recreational opportunities for families.



Goal B: Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.

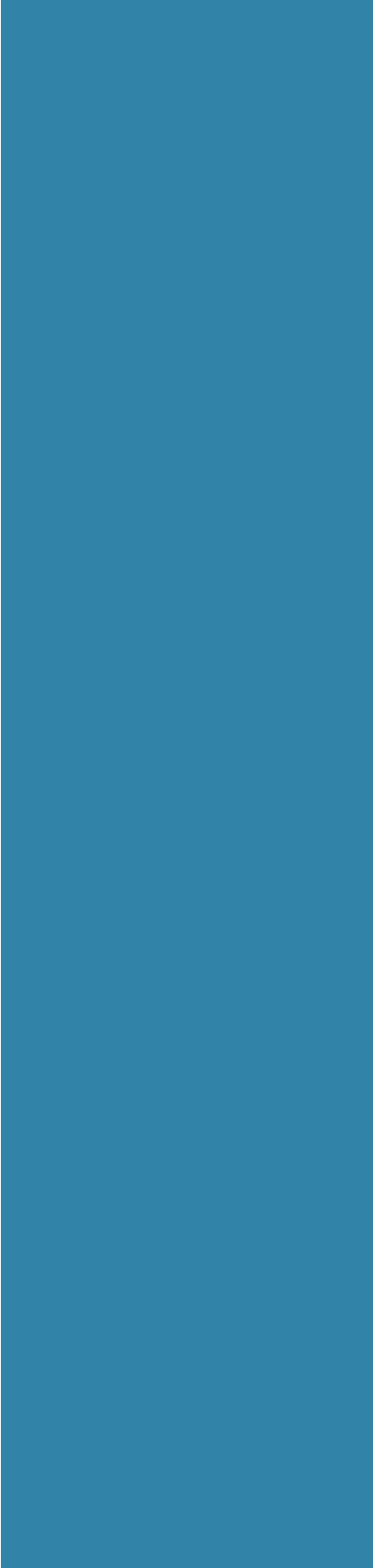


Success Measures

Objectives

1. Develop a standalone public safety facility for fire/EMS and police services.
2. Implement existing plans to improve the current Public Works facility, including maintenance enhancements to enhance service efficiency and new systems for sustainability.
3. Develop a long-range facilities and infrastructure master plan to support future growth (with an implementation schedule and funding plan for construction and maintenance costs).
4. Advance master planning efforts within the park system to support future development.
5. Develop and enhance parks and green spaces throughout the Village.



- 
6. Develop a central Village plaza to connect the Library with the planned Community Center.
 7. Partner with the Library Board to plan for future improvements to the Library facility.
 8. Study the effect of the new Community Park and advance the opportunities it provides to improve our Park System.



Goal C: Promote responsible growth, increase economic development and retain existing businesses.



Success Measures

Objectives

1. Enhance commercial and retail uses in the downtown area.
2. Improve the mix of commercial development along Highway 51.
3. Develop incentives for business development.
4. Identify areas for expanding commercial and industrial development.
5. Improve business retention and recruitment efforts.
6. Promote Village history and heritage through the use of public art (statues, murals, music, etc.).
7. Facilitate a range of affordable, quality housing opportunities that meet the life cycle needs of residents.



Goal D: Improve the safety and wellbeing of Village residents, business and visitors.



Success Measures

Objectives

1. Develop a plan to transition Fire and Rescue Department staffing from paid on call to full time, as needed
2. Prioritize Community-based Policing practices and identify areas for expanded outreach and program development.
3. Enhance pedestrian safety for walkers and bicyclists throughout the community, including areas of Highway 51 that go through the Village.
4. Promote the theme of a healthy community in an integrated way; from policy to planning to development.



Goal E: Improve community connectivity along pedestrian and vehicular corridors.



Success Measures

Objectives

1. Improve, maintain and enhance pedestrian connections (bike/walking paths) throughout the Village.
2. Partner with surrounding communities to provide public transportation opportunities within and outside of the Village.
3. Improve and protect access to our lakefront and other waterways.
4. Identify areas for future vehicular and pedestrian connectivity in un-platted and undeveloped areas of the Village.



Conclusion



The Village of McFarland Strategic Plan includes the input of Village leaders, members of the community, and employees. As such, it is a broadly representative direction and provides a framework for the foreseeable future.

Over the next ten years, Village Trustees, staff and the public should use this document as a roadmap to accomplish their goals. Through careful budgeting and work planning, staff will work to implement the goals and objectives in the plan and periodically provide progress updates to the Trustees and residents about what has been achieved.

Throughout the next ten years, other management tools and plans, such as the budget, Capital Improvement Program, Comprehensive Plan, and other tactical documents, as appropriate, will be aligned with the Strategic Plan, to ensure Village efforts are working toward common ends. The accompanying Implementation Action Plan will contain the details to accomplish the goals and objectives in this plan.

McFarland VILLAGE BOARD

Mr. Brad Czebotar
Mayor

Mr. Jerry Adrian
Trustee

Ms. Stephanie Brassington
Trustee

Mr. Don Kolk
Trustee

Mr. Eric Kryzenske
Trustee

Ms. Mary Pat Lytle
Trustee

Mr. Clair Utter
Trustee

Mr. Matt Schuenke
Village Administrator



