

**COMMITTEE OF
THE WHOLE**

Monday, December 9, 2019

6:00 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 November 25, 2019.
5. BUSINESS.
 - a. Discussion regarding the draft of the mission, vision, value, goals, and objectives prepared within the Strategic Planning report.
 - b. Discussion regarding timeline and process to complete Strategic Plan.
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, November 25, 2019 - 5:30 PM

1. CALL TO ORDER.

Village President Czebotar called the regular meeting of the Committee of the Whole to order at 5:30 pm in Conference Room A of the McFarland Municipal Center.

2. ATTENDANCE/ROLL CALL.

Village Board members present: Village President Brad Czebotar, Village Trustee Jerry Adrian, Stephanie Brassington, Dan Kolk, Mary Pat Lytle, Eric Kryzenske, and Clair Utter.

Village Board members not present: None.

Staff Present: Administrator Matt Schuenke and Library Director Heidi Cox.

3. PUBLIC APPEARANCES.

None.

4. APPROVAL OF MINUTES.

a. Discussion and action regarding minutes of the meeting held on March 25, 2019.

Motion by Village President Brad Czebotar, second by Village Trustee Dan Kolk, to approve the minutes of the meeting held on March 25, 2019. Motion carries 5 - 0 - 2 (Kryzenske and Utter abstain) by acclamation.

5. BUSINESS.

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

The Committee of the Whole reviewed the draft version of the mission, vision, value, goals, and objectives that have been prepared by the Consultant as part of the Strategic Plan. They offered comments and revisions to the draft to be evaluated by the Consultant. An updated draft will be provided for review at the next meeting prior to bringing together the full plan.

6. SCHEDULE NEXT MEETING DATE.

a. To be determined as needed.

The next meeting will be held on Monday, December 9, 2019 at 6:00 pm.

7. ADJOURNMENT.

Motion by Village Trustee Jerry Adrian, second by Village Trustee Mary Pat Lytle, to adjourn at 6:50 pm.

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,
Matthew G. Schuenke
Village Administrator



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Monday, December 9, 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 the updated draft of the Mission, Vision, Value Statement, and Goals/Objectives for the Strategic Planning document that we discussed at our last meeting. We will verify this version is complete based on our last discussion and if so, then the Consultant will work to bring together the complete plan for our review in January.

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: Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.	6
Goal C: Promote responsible growth, increase economic development and retain existing businesses.	7
Goal D: Improve the safety and wellbeing of Village residents, business and visitors.....	8
Goal E: Improve community connectivity along pedestrian and vehicular corridors.	9
Goal F: Support the development of active and passive recreational amenities that appeal to all age groups and abilities.	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 the 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 leadership 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 crafted during two workshops that were convened in September and October.

The process resulted in this strategic plan, which emphasizes five goals and accompanying strategies. 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 to serve seniors, youth and families.



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

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

Strategies

1. Assess future community center space needs, design features to address indoor and outdoor activities those of for older adults and planned expansion areas.
2. Identify and engage a broad spectrum of residents, including seniors, youth, adults and community partners in all aspects of the community center planning process.
3. Identify operational issues, challenges and fiscal impacts associated with the development and construction of a community center.

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



Strategies

1. Plan, design and construct a standalone public safety facility for fire, EMS, police and court services.
2. Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.
3. Develop a long-range Facilities and Infrastructure Master Plan to support future growth with an implementation schedule and funding plan to address construction and maintenance costs.
4. Develop a central Village plaza to connect the Library with the planned Community Center.
5. Partner with the Library Board to plan for and support future Library facility improvements.

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

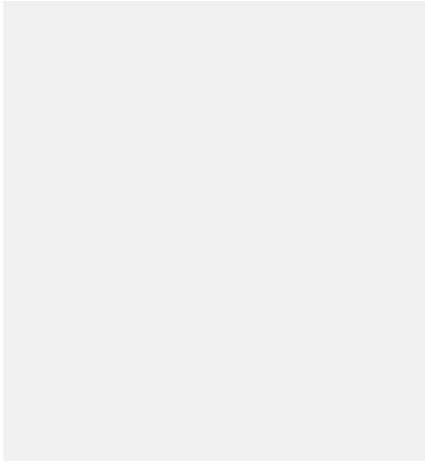


Strategies

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 growth, such as incubator programs and the creation of tax increment financing (TIF) districts.
4. Identify areas for expanding commercial and industrial development.
5. Improve business retention and recruitment efforts.
6. Promote Village history and heritage using statues, murals, music, special programming, etc.
7. Create a public art program that enriches the community and enhances the local quality of life.



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



Strategies

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 extended 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 concept of a healthy community in an integrated way; from policy to planning and development.

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



Strategies

1. Improve, maintain and enhance pedestrian connections (bike/walking paths) throughout the Village.
2. Partner with the City of Madison to provide paratransit and shuttle services within and outside of the Village.
3. Enhance and increase access to the lakefront and waterways.

Goal F: Support the development of active and passive recreational amenities that appeal to all age groups and abilities.



Strategies

1. Develop new and diverse park system amenities for indoor and outdoor use that are not currently offered in our community.
2. Dedicate resources to enhance existing parks and green spaces throughout the Village.
3. Evaluate the costs and benefits of an outdoor aquatic facility, including construction and operation.
4. Partner with the School District to expand recreational opportunities for families.
5. Develop a Parks Master Plan that prioritizes future developments, including a new community park.
6. Expand and develop programs to promote greater use of the lakefront and waterways.



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 of next steps of things to accomplish. Through careful budgeting and work planning, staff will work to implement the goals and strategies 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 all Village efforts are working toward common ends. The accompanying action plan will contain the details to accomplish the goals and strategies of this plan.

McFarland VILLAGE BOARD

Mr. Brad Czebotar
President

Mr. Jerry Adrian
Trustee

Ms. Stephanie Brassington
Trustee

Mr. Dan Kolk
Trustee

Mr. Eric Kryzenske
Trustee

Ms. Mary Pat Lytle
Trustee

Mr. Clair Utter
Trustee

Mr. Matt Schuenke
Village Administrator



This Page Purposely Left Blank





VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Monday, December 9, 2019

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Discussion regarding timeline and process to complete Strategic Plan.

PREVIOUS ACTION:

ISSUE SUMMARY:

The final schedule to complete the Strategic Plan is as follows:

- December 9, 2019 - Committee of the Whole finalizes mission, vision, values, goals, and objectives.
- December 10, 2019 through January 10, 2020 - Consultant will prepare the final full version of the entire Strategic Plan.
- January 13, 2020 - Committee of the Whole receives full plan and conducts its final review. Also shares the plan and specifically asks for public input.
- January 14, 2020 through January 31, 2020 - Solicit and receive public comment for consideration.
- February 10, 2020 - Committee of the Whole reviews public comments and discusses final revisions as applicable.
- February 24, 2020 - Committee of the Whole conducts final review and recommends approval to Village Board. Board will approve within its meeting that same night.

We will talk about this further in the meeting on Monday night.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:



ATTACHMENTS:

None