COMMITTEE OF THE WHOLE

Monday, January 27, 2020 **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 the minutes for the meeting held on January 13, 2020.
5. BUSINESS.
   a. Discussion regarding the revised Success Measures contained within the Strategic Plan.
   b. Discussion regarding the draft Action Plan contained within the Strategic Plan.
   c. Update on remaining schedule to complete Strategic Plan.
6. SCHEDULE NEXT MEETING DATE.
   a. To be determined.
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, January 13, 2020 - 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 the Community Room 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, Eric Kryzenske (arrived at 6:40 pm), Mary Pat Lytle, and Clair Utter.

   Village Board members not present: None.

   Staff Present: Administrator Matt Schuenke and Community and Economic Development Director Andrew Bremer.

3. **PUBLIC APPEARANCES.**
   None.

4. **APPROVAL OF MINUTES.**

   a. *Discussion and action regarding the minutes of the meeting held on December 9, 2019.*
      Approved by unanimous consent.

5. **BUSINESS.**

   a. *Discussion regarding the draft Strategic Planning report to be presented and solicited for public comment.*
      The Committee reviewed the draft of the plan with all the attachments and success measures. Discussion centered around the relevancy of the success measures in evaluating the stated strategies to achieve the goals of the plan. Several changes were desired and will be drafted by the Village Administrator for discussion at the next meeting. No action on this item.

   b. *Discussion regarding timeline and process to complete Strategic Plan report.*
      The proposed timeline appeared adequate to complete and accept the Strategic Plan in February. A final workshop will be scheduled for Thursday, January 30, 2020 at 6:00 pm in the Community Room. Staff will also take comments on the plan through the website, email, phone, and in person as applicable. The Committee will review final comments on the plan at its meeting on February 10, 2020.

c. *Discussion and action to make a recommendation to the Village Board on Resolution 2020-04: a resolution to create an ad-hoc committee to create a plan for and study of sustainability within the Community.*
Following discussion, a motion was made by President Czebotar, seconded by Trustee Brassington, and unanimously carried by the Committee of the Whole to recommend approval to the Village Board of Resolution 2020-04, a resolution to create an ad-hoc committee to create a plan for and study of sustainability within the Community. Motion carried 6 - 0.

6. SCHEDULE NEXT MEETING DATE.

a. *To be determined as needed.*
The next meeting will be held on Monday, January 27, 2020 at 5:30 pm.

7. ADJOURNMENT.
Motion by Trustee Kolk, second by Trustee Brassington, to adjourn at 6:45 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 OF
McFarland

VILLAGE BOARD SUMMARY SHEET

MEETING DATE: **Monday, January 27, 2020**

SECTION: **Business**

DEPARTMENT: **Administration**

CONTACT:

AGENDA ITEM: **Discussion regarding the revised Success Measures contained within the Strategic Plan.**

PREVIOUS ACTION:

ISSUE SUMMARY:

At our last meeting we discussed the Success Measures contained within the draft of the Strategic Plan. Some direction was provided and Staff prepared updated measures for review in our meeting Monday. Please review these revised items and we will discuss further in the meeting the rationale for the changes.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Strategic Plan - Updated Success Measures 01242020 mgs

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.

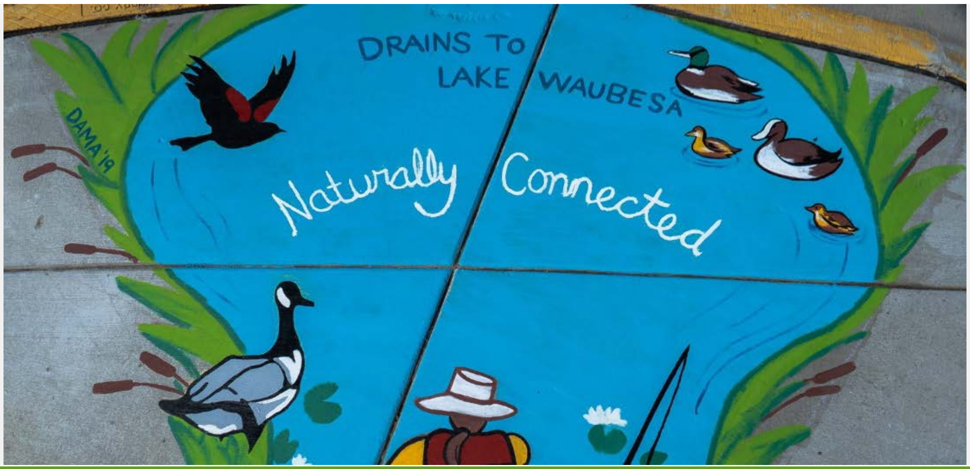
Success Measures

- *Complete conceptual plan for the development of a Community Center in McFarland.*
- *Define capital and operational costs for a Community Center to be analyzed and included within annual budget and capital improvement planning discussions.*
- *Establish and commit to timeline for the implementation of a conceptual plan that leads to the construction of a Community Center.*

Strategies

1. Assess future community/senior center(s) space needs and design features and address indoor and outdoor activities 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.



Success Measures

- *Annually adopt a 5-year Capital Improvement Plan that is accepted by the Village Board outlining and including the capital needs of the Community.*
- *Complete conceptual plan for the integration of a Community Center into the Municipal Center and Library campus that is complimentary to existing uses and achievable for the betterment of the Community.*

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.

Success Measures

- *See a proportionate increase in the annual calculation of the percent of commercial/ retail space square footage added and/or renovated within General, Central, and Highway Commercial districts when compared to other districts.*
- *Evaluate the performance of current Tax Increment District Project Plans noting their adherence to plan objectives and approved project expenditures.*

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 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.

Success Measures

- *Development of staffing plans that address current and future service demands and staffing needs within our Public Safety Departments.*
- *Continued or enhanced funding as budgets allow under the direction of the Village Board towards Community Groups that enhance the quality of life within the Community.*

Strategies

1. Evaluate staffing models and organization structure to meet future public safety service delivery needs.
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.

Success Measures

- *Percent increase in lineal feet added and replaced of pedestrian and vehicular ways.*
- *Enter into partnerships that provide opportunity for new modes of transportation into and out of the Community.*

Strategies

1. Improve, maintain and enhance bike/walking path connections throughout the Village and in cooperation with neighboring municipalities and government agencies.
2. Partner with neighboring municipalities to provide all forms of public transportation 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.

Success Measures

- *Positive cash flow within parks operating and capital funds contained within the annual budget.*
- *Percent of residents rating parks and open spaces as good or excellent within the Parks and Open Spaces Plan survey.*

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 individual park master plans that prioritize future developments, including a new community park.
6. Expand and develop programs to promote greater use of the lakefront and waterways.

VILLAGE OF
McFarland

VILLAGE BOARD SUMMARY SHEET

MEETING DATE: **Monday, January 27, 2020**

SECTION: **Business**

DEPARTMENT: **Administration**

CONTACT:

AGENDA ITEM: **Discussion regarding the draft Action Plan contained within the Strategic Plan.**

PREVIOUS ACTION:

ISSUE SUMMARY:
The Action Plan was not provided in time for packet distribution on Friday. Staff will review this over the weekend and distribute once available and ready. This was the first meeting in which we would review this document and were not intending to complete our discussion on the document anyway. As long as we can get started, there remains plenty of time in the schedule to further evaluate.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:
None

VILLAGE OF
McFarland

VILLAGE BOARD SUMMARY SHEET

MEETING DATE: **Monday, January 27, 2020**

SECTION: **Business**

DEPARTMENT: **Administration**

CONTACT:

AGENDA ITEM: **Update on remaining schedule to complete Strategic Plan.**

PREVIOUS ACTION:

ISSUE SUMMARY:
Following up on our last meeting, please note the remaining steps recommended to complete the Strategic Plan:

- January 27th - Review Action Plan for the first time and Success Measures for the second time.
- January 30th - Hold final workshop with the Public on the plan. Has been scheduled and advertised. Plan available for viewing on the Village Website. Individuals can provide comment through the website, email, telephone, or in person as they choose. Village Administrator will facilitate this meeting and compile comments for review by the Committee at their next meeting.
- February 10th - Review final comments on the plan, Action Plan for the second time, and if needed further discussion on the Success Measures. Objective here is to be nearly complete following this meeting so that all final changes can be made for the next meeting.
- February 24th - Committee will conduct its final review on any of the outstanding issue and if complete will make its recommendation to the Village Board. Board will consider and accept the plan at its meeting the same night.

We can discuss this further as needed at our meeting on Monday.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None