

Monday, June 29, 2020

Village Board
6:00 PM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/81557629441>

Or by Telephone:

+1 (312) 626-6799

Webinar ID: 815 5762 9441

1. CALL TO ORDER.
2. ATTENDANCE/ROLL CALL.
3. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Village Board. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the board may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the board for their consideration. Members of the public who are present in person and wish to address the board should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to cassandra.suettinger@mcfarland.wi.us to be included as part of the meeting.
4. BUSINESS.
 - a. Explain objectives and process of the Planning Retreat.
 - b. Update regarding performance of Village Board goals and objectives for the period of July 2019 through June 2020.
 - c. Discussion and establish Village Board goals and objectives for the period of July 2020 through June 2021:

- 1) Goal A - A safe, healthy, and secure community.
- 2) Goal B - A well-run, efficient and responsive government that provides a high level of quality-of-life services to the Community.
- 3) Goal C - A government that promotes, and supports active citizenry participation in the Community.
- 4) Goal D - A healthy and growing, regionally and globally integrated economy that supports local initiatives.

5. SCHEDULE NEXT MEETING DATE.

- a. Additional future meetings to be determined as scheduled by the Village Board.
- b. Tuesday, June 30, 2020 at 6:00 pm

6. 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: Monday, June 29, 2020

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Explain objectives and process of the Planning Retreat.

PREVIOUS ACTION:

ISSUE SUMMARY:

The Village President will go over this process regarding the format for the retreat and how we go about setting goals and objectives for the coming year. This information will be delivered within the meeting.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Monday, June 29, 2020

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Update regarding performance of Village Board goals and objectives for the period of July 2019 through June 2020.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Annually the Village holds a retreat where it focuses the discussion on their goals and objectives for the coming year as it may apply to the next year's budget. Included in your packet are the approved goals and objectives for 2019/2020 color coded to provide an update as to our progress.

There are presently 4 goals, 19 objectives, 83 action steps. This is an increase of 2 objectives and 16 actions steps from the prior year. The green is meant to note items that have generally been completed, the yellow are items that are not complete but in process, and the red are items that have not been started as well as have not progressed to date. 28 items are marked as complete (green) which represents about 34% and 25 items are marked in progress (yellow) which is around 30% of the total. This equates to approximately 64% of the action steps established are either done or in progress. Last year this update was provided in June which showed about 81% at that time. The amount completed is a slightly higher percentage than the previous year while there are not as many things in process as compared the previous year leaving 30 items in the red at about 36% of the total. This is indicative of current environment that we are in as a result of the pandemic it has been harder to begin new initiatives while attending also to that emergency situation and focusing on providing essential services for the last several months.

We will go through these and discuss about progress within these areas as part of our meeting on Monday.

FINANCIAL/BUDGET IMPACT:

The costs of potential action steps are included within the document and last year were adopted as part of the 2020 Budget as applicable.

VILLAGE PLAN REFERENCE:



None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented as an update. No action needed.

ATTACHMENTS:

1. 2019 Village Board Goals-Objectives - Action Steps UPDATE 06252020

Village of McFarland

Updated July 26, 2018

VISION STATEMENT

The vision of the Village 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 STATEMENT

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. To create and sustain a high level of confidence in Village government, we pledge to function with: professional integrity; fiscal responsibility; open communications; environmental sustainability; sensitivity to the values of each individual; full cooperation in achieving the priority goals determined by the community.

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	Develop opportunities to create amenities for special needs kids, adults, and other health/wellness initiatives not otherwise provided through Community.	Parks Senior Outreach	Hessling Andersen
Action Steps:		Cost	Timeline
i. Continue to evaluate alternatives for Senior Outreach.		TBD	December 31, 2019
ii. Research devel. of park amenities for those with special needs.		\$10,000	March 31, 2020
iii. Review Public/Private Partnerships in Parks as Econ. Benefit.		TBD	June 30, 2020
iv. Collaborate with other public entities to achieve VB objective.		TBD	December 31, 2020
v. Phased Implementation of Urso/Schuetz Master Plan.		\$500,000	December 31, 2020
2	Address traffic, transportation, biking, and walking deficiencies through joint initiatives and capital projects.	Public Works	Hessling, Berquist
Action Steps:		Cost	Timeline
i. Evaluate pedestrian alt. with constr. projects and develop.		\$100,000	December 31, 2019
ii. Develop sign installation and replacement policy/program.		None	March 31, 2020
iii. Develop policy on pedestrian improvement implementation.		None	June 30, 2020
iv. Improve bike route connectivity through paths and lanes.		\$10k - \$100k	June 30, 2020
v. Study bus transportation, consult State and County Reps.		TBD	December 31, 2020
3	Implement recommendations from Comprehensive Building Security Plan prepared for all Village Buildings.	Public Safety	Sherven
Action Steps:		Cost	Timeline
i. Reassess implementation of Security Plan for Parks, Other		\$50,000	June 30, 2020
ii. Develop policy on the use of lighting as safety enhancement.		None	June 30, 2020
iii. Reassess implementation of Security Plan for Municipal Center.		\$150,000	December 31, 2020
4	Proactive recommendations from Public Safety Departments that advance services and meet necessary demands.	Public Safety Senior Outreach	Dennis Sherven Andersen
Action Steps:		Cost	Timeline
i. Changes to Fire Personnel Staffing Schedule.		\$15,000	June 30, 2020
ii. Evaluate need for comprehensive Senior check in program.		TBD	June 30, 2020
iii. Create uniform employee identification cards for display.		\$2,500	June 30, 2020
iv. Foster relationships btw families w/ special needs, Police.		Ongoing	December 31, 2020
5	Develop measureable actions and standards for the advancement of sustainable initiatives within the Village.	As Assigned	Bremer Hessling
Action Steps:		Cost	Timeline
i. Complete hiring of Comm and Econ Devel Director.		Ongoing	August 15, 2019
ii. Assess energy consumption through energy use audit.		\$25,000	June 30, 2020
iii. Develop program that promotes sustainability in Community.		TBD	December 31, 2020
iv. Build in sustainable features into facilities planning.		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>
i. Reaffirm Community Center development as a priority.		None	September 30, 2019
ii. Study Public Safety Facility concept through master planning.		\$15,000	March 31, 2020
iii. Study Community Center concept through master planning.		\$15,000	March 31, 2020
iv. 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>
i. Participate in the input development process.		None	July 31, 2019
ii. Attend workshops that engage discussion on long term vision.		None	August 31, 2019
iii. Collectively review and prepare final plan for acceptance.		None	September 30, 2019
iv. Actively follow plan for implementation.		TBD	January 1, 2020
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>
i. Develop mural design on well house at Discovery Garden Park.		None	March 31, 2020
ii. Implement mural design on well house.		\$5,000	September 30, 2020
iii. Develop plan for art feature at "Conversation Corner".		None	December 31, 2020
iv. 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>
i. Develop Policy List inventory with relevant tracking.		None	December 31, 2019
ii. Make accessible on website all applicable Village policies.		None	March 31, 2020
iii. 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>
i. Convert all meetings to paperless format.		None	December 31, 2019
ii. Paper packets for all meetings to be provided by request only.		None	January 1, 2020
iii. Link meeting videos with meeting agendas (if possible).		TBD	March 31, 2020
iv. Upload historical agendas and minutes to CivicClerk.		\$2,500	March 31, 2020
v. Continue to market subscription ability to CivicClerk platform.		None	June 30, 2020
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>
i. Update records retention policy and procedures.		None	December 31, 2019
ii. Convert to a digital time sheet process within payroll.		\$10,000	December 31, 2019
iii. Review and draft process to digitize Village records.		None	June 30, 2020
iv. Upgrade Meeting Room(s) Technology		\$50,000	December 31, 2020
v. Integrate paperless process into website.		TBD	December 31, 2020

2019/2020 - Village Board Goals

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>
i. Create policy for better utilization of Polco.	\$3,000	December 31, 2019
ii. Implementation of E-Newsletter.	\$500	December 31, 2019
iii. New opportunities for social media interaction.	TBD	March 30, 2020
iv. Develop and maintain a Community Calendar	\$1,000	June 30, 2020
v. Electronic/digital sign development to promote various events.	\$50,000	September 30, 2020
vi. Develop Village Board program to increase public interaction.	TBD	December 31, 2020
vii. 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>
i. Develop master roster/list of Committees.		None	December 31, 2019
ii. Align efficient and consistent minutes with meeting mgmt.		None	March 30, 2020
iii. Conduct orientation program for new members and chairs.		None	March 30, 2020
iv. Consider creation of instructional videos on various topics.		None	December 31, 2020

3	Create and promote opportunities to become involved in the Community.	Volunteer	Andersen
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
i. Enhance community Volunteer Day.		TBD	March 30, 2020
ii. 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
Action Steps: Cost Timeline		
i. Education efforts on the benefits and options for AH.	\$5,000	June 30, 2020
ii. Conduct Gap Analysis, utilize State, County, CARPC.	\$25,000	September 30, 2020
iii. Review, leverage opportunities as available.	TBD	December 31, 2020
iv. Establish Benchmarks, Goals to address Gap	None	December 31, 2020
2	Continuation of the implementation of Branding Initiative (Phase 2)	Comm Tech Miller
Action Steps: Cost Timeline		
i. Trademark new logo and tagline.	\$10,000	March 31, 2020
ii. Implement banner program with new brand design.	\$5,000	March 31, 2020
iii. Develop inventory of personal items with new branding.	\$5,000	June 30, 2020
iv. Initiate phase replacement of park signage.	\$20,000	June 30, 2020
v. Pursue new Gateway Signage on USH 51.	\$50,000	September 30, 2020
vi. 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
Action Steps: Cost Timeline		
i. Plan for Phase 2 of Farwell Underground Utility Work	\$25,000	March 31, 2020
ii. Develop inventory of areas desired for streetscape impr.	None	June 30, 2020
iii. Consider additional decorative Downtown Streetlight.	\$100,000	September 30, 2020
iv. 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
Action Steps: Cost Timeline		
i. Pursue annexation requests to diversify land use.	\$5,000	Case by Case basis
ii. Pursue land acquisitions that advance local economy.	TBD	Case by Case basis
iii. Build relationship with banks, brokers, developers.	None	Ongoing
iv. Build more formal relationship with Chamber of Commerce.	None	Ongoing
v. Business wayfinding signage from bike trail.	\$15,000	September 30, 2020
vi. Survey local businesses to identify areas of improvement.	\$10,000	December 31, 2020
vii. 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
Action Steps: Cost Timeline		
i. Each Department Head will determine 1-3 Opportunities.	None	March 30, 2020
ii. Each Opportunity will be vetted with surrounding municipalities.	None	June 30, 2020
iii. Committees will evaluate each opportunity case by case.	TBD	September 30, 2020



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Monday, June 29, 2020

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Discussion and establish Village Board goals and objectives for the period of July 2020 through June 2021:

PREVIOUS ACTION:

ISSUE SUMMARY:

The current Goals are listed below within the agenda. These goals can be modified and added to as desired by the Village Board. The intent of this process is confirm the goals of the Village Board and begin to set objectives as to how the board wants to achieve those goals. Certainly there are some objectives noted in the previous agenda item that remain ongoing or not started that could be carried over. Additionally, its likely that the board has new objectives it wishes to pursue or wants to adjust what is currently in place. The focus of this task is to prepare objectives within the goals that the board establishes for the coming year. Once this is complete, Village Staff reviews this work and prepares an action plan to carry out this work. Once Staff has done their part, we will schedule another meeting with Department Heads with the intent of finalizing this work and eventually incorporating into the budget as desired.

We will start with the first goal and work through desired objectives as time allows for each item. Whatever we do not complete in the first night we will address in the second night.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:



None