

Tuesday, June 30, 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/83948216701>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 839 4821 6701

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. 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.

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: Tuesday, June 30, 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 to 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.

Whatever is not completed the first night as part of this discussion we will carry over to the second night for additional discussion as needed.

The packet was updated on June 30, 2020 to incorporate requested conversion of Strategic Plan with Annual Retreat document. The new draft Plan Annex is included plus the email providing background on how it was prepared.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:



BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. 2020-2021 McFarland Strategic Plan Annex 06302020 mgs
2. Plan Update

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

All goals should be consistent with the Village Mission statement and vision statement.

A. Goal: Develop a multi-generational community center to serve seniors, youth, and families.				
Annual Retreat Objective:		Strategic Plan Objective:		
B(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 .	A(1)	Assess future community/senior center(s) space needs and design features and address indoor and outdoor activities and planned expansion areas.		
	A(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.		
	A(3)	Identify operational issues, challenges, and fiscal impacts associated with the development and construction of a community center.		
	A(4)	Build the community/senior center.		
Action Steps:		Cost	Timeline	Assignment
i.				
ii.				
iii.				
iv.				
v.				

B. Goal: Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.			
Annual Retreat Objective:		Strategic Plan Objective:	
B(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.		B(1) Plan, design, and construct a standalone public safety facility for fire, EMS, police, and court services.	
		B(2) Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.	
B(5) Complete the transition of meeting development process to online management platform including paperless packets.		B(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.	
B(6) The injection and incorporation of technology to improve the efficiency of day to day operations.			
		B(4) Develop a central Village plaza to connect the Library with the planned community/senior center.	
		B(5) Partner with the Library Board to plan for and support future library facility improvements.	
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
i.			<u>Assignment</u>
ii.			
iii.			
iv.			
v.			

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

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

Annual Retreat Objective:	Strategic Plan Objective:
B(3) Creation of a program that advances and promotes community art throughout the Village.	C(1) Enhance commercial and retail uses in the downtown area.
D(1) Actively promote and support affordable housing in the Village.	C(2) Improve the mix of commercial development along Highway 51.
D(2) Continuation of the implementation of Branding Initiative (Phase 2).	C(3) Develop incentives for business growth, such as incubator programs and tax increment financing districts (TIF) districts.
D(3) Continue Streetscaping enhancements throughout the Village as applicable.	C(4) Identify areas for expanding commercial and industrial development.
D(4) Evaluation of way to become more business friendly and flexible for economic growth.	C(5) Improve business retention and recruitment efforts.
	C(6) Promote Village history and heritage using statues, murals, music, special programming, etc.
	C(7) Create a public art program that enriches the community and enhances the local quality of life.
<u>Action Steps:</u>	<u>Cost</u> <u>Timeline</u> <u>Assignment</u>
i.	
ii.	
iii.	
iv.	
v.	

D. Goal: Improve the safety and well being of Village residents, businesses, and visitors.

Annual Retreat Objective:	Strategic Plan Objective:
A(2) Address traffic, transportation, biking, and walking deficiencies through joint initiatives and capital projects.	D(1) Evaluate staffing models and organization structure to meet future public safety service delivery needs.
A(3) Implement recommendations from Comprehensive Building Security Plan prepared for all Village Buildings.	D(2) Prioritize community-based policing practices and identify areas for extended outreach and program development.
A(4) Proactive recommendations from Public Safety Departments that advance services and meet necessary demands.	D(3) Enhance pedestrian safety for walkers and bicyclists throughout the community, including areas of Highway 51 that go through the Village.
A(5) Develop measureable actions and standards for the advancement of sustainable initiatives within the Village.	D(4) Promote the concept of a healthy community in an integrated way; from policy to planning and development.
B(4) Prioritize and update Village policies as may be applicable and necessary.	
C(3) Create and promote opportunities to become involved in the Community.	
<u>Action Steps:</u>	<u>Cost</u> <u>Timeline</u> <u>Assignment</u>
i.	
ii.	
iii.	
iv.	
v.	

2020/2021 - McFarland Strategic Plan Annex

Village Board Goals, Objectives, and Action Plan

E. Goal: Improve Community connectivity along pedestrian and vehicular corridors.			
Annual Retreat Objective:		Strategic Plan Objective:	
A(2)	Address traffic, transportation, biking, and walking deficiencies through joint initiatives and capital projects.	E(1)	Improve, maintain, and enhance bike/walking path connections throughout the Village and in cooperation with neighboring municipalities and government agencies.
		E(2)	Partner with neighboring municipalities to provide all forms of public transportation within and outside of the Village.
D(5)	Study and pursue opportunities for shared services with other local governments.	E(3)	Enhance and increase access to the lakefront and waterways.
Action Steps:		Cost	Timeline
i.			Assignment
ii.			
iii.			
iv.			
v.			

F. Goal: Support the development of active and passive recreational amenities that appeal to all age groups and abilities.				
Annual Retreat Objective:		Strategic Plan Objective:		
A(1)	Develop opportunities to create amenities for special needs kids, adults, and other health/wellness initiatives not otherwise provided through Community.	F(1)	Develop new and diverse park system amenities for indoor and outdoor use that are not currently offered in our Community.	
		F(2)	Dedicate resources to enhance existing parks and green spaces throughout the Village.	
		F(3)	Evaluate the costs and benefits of an outdoor aquatic facility, including construction and operation.	
		F(4)	Partner with the School District to expand recreational opportunities for families.	
		F(5)	Develop individual park master plans that prioritize future developments, including a new Community Park.	
		F(6)	Expand and develop programs to promote greater use of the lakefront, wetland conservancy, and waterways.	
Action Steps:		<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.				
ii.				
iii.				
iv.				
v.				

Items from the last Annual Retreat Not Included Above:

B. Goal: A well-run, efficient and responsive government that provides a high level of quality-of-life services to the community.	
Annual Retreat Objective:	
B(2) Engage a strategic planning process for the Village.	

C. Goal: A government that promotes and supports active citizenry participation in the Community.	
Annual Retreat Objective:	
C(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.	
C(2) Research Committee Structure and make recommendations to improve efficiency and communication.	

Other General Items of Note Included Above:

Resolution #2020-14: A Resolution to Advance Racial Equity, Social Justice, Diversity, and Inclusion within the Village of McFarland

From: [Matt Schuenke](#)
To: [Matt Schuenke](#)
Cc: [Cassandra Suettinger](#)
Subject: Plan Update
Date: Tuesday, June 30, 2020 5:23:07 PM
Attachments: [2020-2021 McFarland Strategic Plan Annex 06302020 mgs.pdf](#)

Good evening,

Attached to this email is what I am calling the 2020-2021 McFarland Strategic Plan Annex. I'm using the term "annex" in the title as a reference or link to when the Strategic Plan was first adopted to current times as we are considering the next year. Certainly with the document having recently been accepted earlier this year and considering our goals/objectives for next year there likely is not as much deviation. As the years roll on, the variance between the original plan and how we work through our priorities likely evolves. Thus, each year then we consider a new "annex" to bridge the gap from where we started to where we are at that point in time. Certainly subject to further discussion if that is the desirable terminology but the intent of establishing the attachment was finding that balance of combining the two documents going forward without having to rewrite their origins.

This document is built off the existing Goals established within the Strategic Plan. All 6 of those goals are lined up with two on each page in order of how they are presented within the plan. Underneath each goal then I attempted to align annual retreat objectives that I felt most closely aligned with each Strategic Plan Goal. Essentially, trying to create a crosswalk of sorts on how the objectives within the annual retreat process look under the goals of the Strategic Plan. I then partnered this all of the objectives (referred to as "strategies") within the Strategic Plan so that we could see how the objectives from both documents line up under one set of goals. This then allows everything to be present from the Strategic Plan even though some things may not be happening in the next year or not.

In order to account for what may or may not be happening as well as those things that are ongoing, I employed a similar color schematic as was presented in the update last night. Green items then represent things that we plan to address in the coming year. Red items represent things that we do not plan to address in the coming year. Yellow items represent things that remain ongoing from year to year. Admittedly, this works well for some things and for others might not be as neatly presently. Another topic for discussion as might be appropriate on how its presented.

Lastly, I left the Action Steps blank within this document. There would not be enough time for me to fill all of these in today but typically the Action Steps are completed by Staff once the Village Board has drafted the Goals and Objectives for the coming year, so we are not quite to that point anyway. Assuming some variation of what is attached is acceptable for the time being, I would build the Action Steps based on what has been suggested in the Strategic Plan for these purposes. This I would consider the base needed to draft the Action Plan but there are probably other ideas and nuances to now consider. So to that end, I recognize their may be certain action steps that board members would like to see come through as Staff prepares this work and I left it blank for the board to include their suggestions for Action Steps as desired through our discussion. You would have the ability to discuss Action Steps in more detail as part of the second portion of this retreat

process, so our focus should remain on Goals and Objectives while we will setup more time to talk about Action Steps in the future. But certainly if there are suggestions you want us to look at and consider for future discussion, I left space for this as well.

At the end of this document there are three objectives from the former Annual Retreat I didn't feel fit real well within the Goals established by the Strategic Plan. We can talk about these further on how we want to incorporate. I also listed the resolution title regarding diversity that was recently approved as an item that needs to be worked in. A few suggestions on how we do this: 1) create an additional goal within this document that established objectives, action based on what's established within the resolution; 2) instead of as a goal in item 1, we do the same thing but as an objective within an existing goal; and 3) extract elements from the resolution and build into the existing goals as new objectives.

Tried to give people as much of a head start as I could, we will discuss further tonight.

Thanks,
Matt