

VILLAGE OF MCFARLAND
Volunteer Committee Minutes

Thursday, February 4, 2021 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

Board Members Present: Brad Czebotar

Committee Members Present: Rachel Fisher-Kay, Ken Brost, Jim Mogden.

Staff Members Present: Andrew Bremer, Director of Community Development; Lori Andersen, Director of Senior Outreach Services; Katie Gletty-Syoen, Outreach Case Manager Senior Outreach Services and McFarland Volunteer Program

Committee Members Absent: Jennifer Tryzna, TJ Jerke, Justin Rupert

2. PUBLIC APPEARANCES.

3. APPROVAL OF MINUTES.

Czebotar approved minutes of January 7th, 2021 Volunteer Committee Meeting by unanimous consent.

a. Approval of Minutes from January 7, 2021 Volunteer Committee Meeting.

4. BUSINESS.

d. Review Fire Hydrant video, article and letter to residents with edits due to adoption of new Ordinance.

Gletty-Syoen reported that the Public Safety Committee drafted a new ordinance, and the Village Board subsequently passed said ordinance requiring the removal of snow/ice from residential fire hydrants within 24 hours of a snow event. The ordinance will go into effect June 2021. A letter will be sent out to all residents who have a hydrant on their property or within 30 feet of their property informing them of the proper snow/ice removal guidelines. Residents are encouraged to contact the Volunteer Program if due to age/ability they are unable to complete the snow removal in a timely fashion. Nick Boucher of Communication Technology Department presented the educational video that he created with the Fire/EMS Department and Volunteer Program. Brost suggested that some wording be adjusted to, "The Volunteer Program *will attempt to identify a volunteer* to assist," rather than, "The Volunteer Program *will identify a volunteer* to assist," in order to manage expectations. This will also prevent the Village from incurring the responsibility to fill this need. Boucher will work with Gletty-Syoen to re-record that section of audio and edit the video prior to posting it. Brost had some questions about what happens in the future when the ordinance is in place if a resident chooses not to remove snow/ice properly and is fined, but continues not to follow guidelines. Czebotar emphasized that the intent of the ordinance is to encourage voluntary compliance rather than to be punitive. Brost was wondering if this would parallel the process that the Village follows for lawn mowing ordinance, wherein the Public Works staff will mow the yard if the resident is not in compliance after a warning and bill the resident for the service. Czebotar will review the ordinance to discuss further. Boucher explained that the video will be published on the Village of McFarland website and Facebook page. Gletty-Syoen shared the article and image regarding Hydrant Snow Removal in the Spring 2021 Outlook, page 12. Fisher-Kay asked for

guidance regarding who should be clearing hydrants on public property. Andrew Bremer explained that residents are only responsible for clearing hydrants on their private property. Any hydrants on public property are the responsibility of that entity (County or Village) to clear.

a. *Discuss Community Arts Program, promoting Public Art Projects in the Village of McFarland with Andrew Bremer, Director of Community Development.*

Andrew Bremer, Director of Community Development discussed the development of a new Community Arts Program to implement and promote more public art displays. For example, the metal sculptures at McDaniel Park. Initial steps would be to engage artists in the community to form a roundtable to discuss creation of guidelines for a program, identify properties (public/private) that would serve as good options for implementing art, and develop guidelines. Gletty-Syoen clarified that the Volunteer Program could partner to assist with pairing up volunteers or volunteer groups during an implementation phase to support the artist's work and vision. Messaging would need to be nuanced to emphasize that artists would not be volunteering their work/time, but would be compensated fairly for that. The Volunteer Program would be involved to support and assist. McFarland Senior Outreach Department and E.D. Locke Public Library are partnering to promote a community art project currently, "Threads of Resilience," wherein community members donate individual 8" square knitted or crocheted blanket squares that will be incorporated into larger blankets by volunteers from the RSVP Sewing Group. Once it is deemed safe to gather again, the project will culminate in a gallery opening to view the completed blankets. This event may dovetail with the development of the Community Arts Program and serve as a kickoff event to promote the initiative. Gletty-Syoen will work with Andrew Bremer if he needs assistance with drafting an article for the May Outlook regarding the Community Arts Program.

b. *Discussion of neighborhood-based volunteerism through Neighborhood Association development with Andrew Bremer, Director of Community Development.*

Andrew Bremer discussed the potential overlap of Volunteer Program and Community Development Departments in the identification and/or development of Neighborhood Associations as a method to encourage greater community engagement both between neighbors and between residents and the Village Government. Bremer explained how subdivisions/plats have been delineated over the history of community developments in McFarland, and clarified the differences between Covenant Restrictions and Village Ordinances and Permitting. Within these neighborhood associations perhaps the Volunteer Program and Community Development can assist with identifying and providing resources to a leader based in that neighborhood as a "Neighborhood Captain". Bremer hopes to work with an intern mid-year to start researching maps and plats as a first step towards identifying neighborhood boundaries. Gletty-Syoen explained that this would be helpful in facilitating more neighbors-helping-neighbors examples of volunteerism. For example, helping a neighbor who is unable to move trash/recycling bins to/from the curb. This will also be ways to activate volunteers to engage in existing opportunities in the neighborhood in parks or natural areas.

c. *Review Volunteer Spotlight article for Tim McDowell in the February 2021 issue of The Outlook.*

Gletty-Syoen shared the Volunteer Spotlight article in the Spring 2021 Outlook featuring Tim McDowell, volunteer for McFarland Senior Outreach as a Meals on Wheels driver. A abbreviated article was also published in the February 2021 Senior Newsletter.

- e. *Discuss integration of Sign Up Genius platform for multiple departments' volunteer needs and possibility of upgrading into a premium paid plan.*
<https://www.signupgenius.com/pricing>

Gletty-Syoen explained that additional features on a Volunteer Sign Up Platform would be helpful. In particular, it would be very helpful to accommodate multiple administrators for sign ups that span different departments to provide more of a seamless staff communication and better consumer experience. Stephanie Miller from Communications Technology suggested that prior to moving towards a premium Sign Up Genius plan, we explore the new Village of McFarland website options, which may serve our needs better. Miller and Gletty-Syoen will review the options available and report back.

- f. *Discuss planning for McFarland Community Service Day, April 24, 2021.*

Gletty-Syoen reported on planning for the 2021 McFarland Community Service Day set for Saturday, April 24th. TDS is interested in a sponsorship and has requested information about levels of sponsorship with advertising and promotion options. Gletty-Syoen suggested that we include a request for funding tools for the ongoing Woodland Restoration Projects, which will also be featured as a option for volunteering on Community Service Day, in lieu of sourcing that funding solely through grant-writing. One Community Bank has been contacted, but Gletty-Syoen has not heard back from them. A larger request from previous years has been submitted to Kwik Trip (\$150 requested) in order to accommodate increased needs for individually packaged snacks/drinks since due to the pandemic, participants will not have access to buffet-style homemade treats. World of Ron is interested in participating and will be sending an updated price list for electronics recycling. ReStore is interested in participating also by having a truck available for construction materials drop off, but we will not be able to accommodate the opportunity to have volunteers put together furniture as that would require an indoor space. Gletty-Syoen will include the handout that ReStore provided her with the materials that can and cannot be donated. Gletty-Syoen spoke with a representative from Clean Sweep at Dane County Landfill. They would be unable to provide a drop off site for hazardous materials at the McFarland Community Service Day event in 2021, but we may be able to schedule something in the summer of fall of this year, and he suggested that we schedule a drop off for McFarland Community Service Day in 2022, and they should be able to accommodate that with advance notice. Gletty-Syoen spoke with a representative from Pelliterri who said that a shred event could be possible, but he discouraged implementing a shred event this spring due to the fact that demand would be very high since there are minimal shred events being offered in Dane County at this time. Brost suggested that the Curling Club parking lot may work well since there have been drive up Chamber of Commerce events held there. Gletty-Syoen reached out to the McFarland High School to see if the MHS parking lot might be available as a shred site. Last year we chose not to pursue the Curling Club Parking Lot as a site for shredding because of high community engagement in that area on Saturdays due to soccer games held at adjacent William McFarland Park. Committee agreed that

we should defer this service and explore it as an option for future years. Gletty-Syoen is awaiting responses from One Community Bank, McFarland House Cafe and McFarland Culvers. Waiting to hear back from Grant Signs regarding purchase of outdoor banners based on the updated design created in 2020. Badger Printing quoted us \$1.50 per poster for 70-- 13"x19" 80lb. gloss full color posters. Shipping is additional, but they can be picked up from the printer for free. Czebotar clarified what kind of sites will be available for volunteerism: parks, road ways, water ways, cemeteries, the McFarland Community Garden, and any other outdoor areas. We will not be offering indoor volunteerism this day during COVID-19 to maintain proper social distancing. Czebotar asked if the banner would be able to be adjusted if we needed to change the date due to public health crisis. Miller suggested that we potentially remove the banner and rely on posters if we need to change the date. Brost suggested that we ask Grant Signs if it could be patched if needed. Gletty-Syoen will reach out to Grant Signs. Brost suggested that Gletty-Syoen should go ahead and purchase 3 banners if they are \$150 or less each. Lori Andersen suggested that we ask if the McFarland Youth Center participants will still be able to distribute posters, and if some of the regular locations will not be available for posting due to COVID-19 closures. Gletty-Syoen will reach out to the McFarland Youth Center and review the list of locations for posters. Jim Mogden asked for clarification about how to promote guidelines for ReStore donations and World of Ron drop offs. Flyers specific to World of Ron and ReStore will be printed to display alongside our professionally printed posters, and that information will be posted on our website and social media.

5. SCHEDULE NEXT MEETING DATE.

a. Schedule meeting for Thursday, March 4, 2021 at 6pm.

Scheduled the next Volunteer Committee Meeting for Thursday, March 4th at 6:00pm.

6. ADJOURNMENT.

Ken Brost motioned to adjourn, Fisher-Kay seconded. Passed 4-0.