

**VOLUNTEER
COMMITTEE**

Thursday, April 1, 2021

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/84356742329>

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

Webinar ID: 843 5674 2329

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Approval of Minutes of March 4, 2021 Volunteer Committee Meeting.
4. BUSINESS.
 - a. Review Volunteer Spotlight for the Summer 2021 Outlook, featuring Poll Workers.
 - b. Discuss article in The Outlook for volunteerism for grave restoration with McFarland Cemetery Association.
 - c. Report from TJ Jerke and Leadership Program Work Group regarding Video Templates and Survey Questions
 - d. Final planning for McFarland Community Service Day on Saturday, April 24th.
5. SCHEDULE NEXT MEETING DATE.
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 OF MCFARLAND
Volunteer Committee Minutes

Thursday, March 4, 2021 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

Village Board Member Justin Rupert called the regular meeting of the McFarland Village Board to order at 6:00 pm in the Community Room of the McFarland Municipal Center.

Members present: Justin Rupert, Ken Brost, TJ Jerke, Jim Mogden, Brad Czebotar

Members not present: Rachel Fisher-Kay, Jennifer Tryzna

Staff Present: Katie Gletty-Syoen, Stephanie Miller

2. PUBLIC APPEARANCES.

3. APPROVAL OF MINUTES.

a. Approval of Minutes from Thursday, February 4, 2021 Volunteer Committee Meeting.

Motion by Czebotar, second by Mogden, to approve the consent agenda as presented.
Motion carries 5-0 by acclamation.

4. BUSINESS.

a. Review Adopt a Hydrant Program

Gletty-Syoen updated about the Adopt a Hydrant Program. After sending out letters, Gletty-Syoen was contacted by 10 community members who requested volunteer assistance with snow removal from hydrants. Volunteers were assigned to maintain those hydrants throughout the remainder of the winter season after major snow events. Since some of the hydrants were covered from multiple snow events, Public Works helped us by taking care of the initial clearing of snow/ice with their machinery. Recognition to the volunteers which included members of the MHS Eco-Club, volunteer fire department, and our village administrator. New letters referencing the adopted ordinance will be re-sent in the fall prior to the next snow season. Jerke asked for clarification about tracking residents who requested service. On Sign Up Genius, the residents were saved by their addresses (names redacted for confidentiality). Each resident is also saved on the Senior Outreach database, Schedules Plus in a group for Fire Hydrant Assistance. These entries include more contact information in addition to the address.

b. Report from McFarland Leadership Program Work Group and discussion and potential action on development steps.

TJ Jerke reported back from the Leadership Program Work Group, which included Jerke, Brost and Fisher-Kay. The work group determined to take a step back to re-look at the preliminary steps to encourage more engagement and involvement from village residents. Jerke proposed the development of a survey to send out to the community to better gauge how to proceed. The work group brainstormed 10 to 12 questions. Czebotar recommended that careful crafting of survey questions would be important with group input. Gletty-Syoen suggested that the committee collaboratively develops survey questions to be distributed to the public in conjunction with a public volunteering event, for example a fall event such as Coastal Clean Up Day. Committee agreed to set this autumn as a goal for distribution. Jerke and the work group also proposed the development of a video series, each approximately 5 minutes, of different departments/community programs. Gletty-Syoen offered that the Senior Outreach Department has been working towards the development of a video showcasing services offered, so perhaps that can serve as the initial template/pilot for the videos. Jerke will continue to work with Miller to develop a template and timeline to begin production.

c. Discuss comparison of web platforms for Volunteer Sign Ups (Sign Up Genius versus Village of McFarland website). <https://www.signupgenius.com/pricing>

Gletty-Syoen joined Miller and a member of the Communications and Technology staff, Andrew Day to discuss the options available for volunteer sign up through the new web portal for the Village of McFarland web page. The system is set up to accommodate sign ups such as classes at a community recreation center. The system did not have the options or flexibility to address many of our current needs as compared to the current system through SignUp Genius. Certain volunteer activities that are scheduled for a single date at a single location, for example Woodland Restoration Days, might work well with the new Village of McFarland webpage options. However, volunteer programs such as ongoing Meals on Wheels volunteering, McFarland Community Service Day, and Fire Hydrant Snow Removal would not work well with the VOM webpage. Gletty-Syoen presented the different premium, paid plan options through SignUp Genius and the committee agreed to purchase the annual Silver Plan. This will allow for one more administrator for sign ups which will be helpful for communication between staff from different departments. This will also allow for pdf attachments on the Sign Ups.

d. Planning for McFarland Community Service Day on Saturday, April 24, 2021.

Gletty-Syoen shared that she had met with Matt Schuenke, Village Administrator and Cassandra Suettinger, Village Clerk to discuss safety planning and messaging for the 2021 McFarland Community Service Day. The suggestion was made to review the framework for the event in light of the pandemic to ensure that our process minimizes gathering and reduces risk to the greatest extent possible. By eliminating the step to pick up supplies/snacks at the Municipal Center, and instead provide instruction to volunteers to supply their own trash bags there would be less congregating of people. All of the volunteer slots are outdoor tasks--mostly trash pick up, so supplies are minimal. Miller suggested that on the Sign Up volunteers can indicate one of three options: provide their own supplies, have supplies available for pick up on site at their volunteer post, or schedule to pick up as a drive through at the Municipal Center. Gletty-Syoen suggested that we postpone World of Ron and ReStore until a fall event, wherein we could

potentially include Clean Sweep and a Shred Event. Gletty-Syoen reported that the banners can be amended by purchasing a special patch if needed to cover certain information. The patches are \$25 per banner. Committee agreed to purchase three banners and 70 posters.

5. SCHEDULE NEXT MEETING DATE.

a. Schedule next meeting for Thursday, April 1, 2021

Next meeting is scheduled for Thursday, April 1, 2021 at 6:00pm.

6. ADJOURNMENT.

Motion by Member Ken Brost, second by Member TJ Jerke, to adjourn at 7:08PM, Passed 5-0

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,
Katie Gletty-Syoen
Volunteer Program Staff


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Thursday, April 1, 2021

SECTION: Business

DEPARTMENT: Outreach

CONTACT:

AGENDA ITEM: Review Volunteer Spotlight for the Summer 2021 Outlook, featuring Poll Workers.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Thursday, April 1, 2021

SECTION: Business

DEPARTMENT: Outreach

CONTACT:

AGENDA ITEM: Discuss article in The Outlook for volunteerism for grave restoration with McFarland Cemetery Association.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Thursday, April 1, 2021

SECTION: Business

DEPARTMENT: Outreach

CONTACT:

AGENDA ITEM: Report from TJ Jerke and Leadership Program Work Group
regarding Video Templates and Survey Questions

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Video Request Form McFarland Leadership Program
2. Video Request Form McFarland Leadership Program Page 1

Video series to help McFarland residents become more aware of services provided by the Village, the role and impacts these services have on residents, and how to engage with, and support, all aspects of the Village.

Logistics

- 3-5 minute videos
- Capture video all around the Village
 - Specific locations may be needed depending on the video
- May request one person from each of the department's to provide detail and narrate the video
- Video graphics will be required for the video introduction and within the videos, to help explain certain details and information
- Content can be published wherever Village residents can view it
 - YouTube, Facebook, Village websites
- Helpful resources:
 - <https://casagrandeaz.gov/city-premieres-new-department-spotlight-series/>
 - <https://www.youtube.com/watch?v=6PQAmL9DFos>
 - <https://youtu.be/lonebO8ovo0>
 - https://youtu.be/XP_T0w1o1uQ
 - <https://www.youtube.com/c/CityBeautiful/videos>
 - <https://planning.lacity.org/resources/videos>

Video series name

Making McFarland:

Engaging McFarland:

Phase 1 Videos

Video 1: Village Overview

- Introduction of the video series
- Why create it?
- Entities Involved
- What to expect and takeaway

Video 2: Village Board

Video 3: Village Administration

Video 4: Parks & Natural Resources

Video 5: Public Works

Video 6: McFarland Police

Video 7: Fire & Rescue

Information to consider for each video:

- Number of employees/members
- Governance structure/jurisdiction/oversight
- Annual budget
- Assets
- What village services do they cover?
- Meeting information
- How to get involved
- How it impacts a resident's daily life
- Frequently asked questions from residents
- Contact information
- Decision-making for regular activities/prioritizing

- How can village members' impact that decision making

Communications and Technology Video Request Form

Please return to the Comm and Tech Department in person or via email

Name: _____ Email: _____

Department: _____

What is your idea for the video?

Are there any specific locations the video will need to be filmed at?

Is there a specific time that the video will need to be filmed?

Are there any people you wish to appear in the video?

Do you have any resources (e.g. website links, graphics, etc.) that might help us?

Do you need the Comm and Tech Department to create any graphics for the video?

Where do you need this content to be published?

Around how long do you want the video to be?

Under 1 min 1 - 3 min 3 - 5 min 5 - 10 min 10+ minutes 1+ hour

Video Title: _____

Available Times/Dates for a Meeting: _____

Requested Start Date: _____ Final Product Due Date: _____

**Please note that the Comm and Tech Department requests a minimum of two weeks to create the video before the requested due date. Production time will vary based on the complexity of the project.*


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Thursday, April 1, 2021

SECTION: Business

DEPARTMENT: Outreach

CONTACT:

AGENDA ITEM: Final planning for McFarland Community Service Day on Saturday, April 24th.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. McFarland Community Service Day Poster Final Proof
2. Community Service Day Banner Invoice Grant Signs

VILLAGE OF McFarland

Naturally Connected

COMMUNITY SERVICE DAY



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SIGN UP ONLINE

WWW.MCFARLAND.WI.US/COMMUNITYSERVICEDAY

AS A PART OF YOUR COMMUNITY SERVICE, WE ENCOURAGE YOU
TO SUPPORT LOCAL MCFARLAND BUSINESSES!



2810 Syene Road
 Madison, WI 53713
 (P) 608.838.7794
 (E) AR@grantsigns.net

March 23, 2021

Sold To

Village of McFarland
 5915 Milwaukee Street
 McFarland WI 53558

Work Location

Village of McFarland
 5915 Milwaukee Street
 McFarland WI 53558

Customer P.O. #:	Payment Terms: Net 15
Order Date: 3/12/2021	Salesperson: Dan Pietrzykowski

<u>INVOICE</u> 5886	<u>REMIT TO</u> DP Industries LLC 2810 Syene Road Madison, WI 53713
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<u>Line</u>	<u>Name</u>	<u>Qty</u>	<u>Unit Price</u>	<u>Line Price</u>
1	Signage	3.00	\$116.00	\$348.00

Work Description

Produce banner as shown on referenced design drawing. Picked-up by Katie on 3/23/2021.

Taxes			\$348.00
Description	Percentage	Taxable Amount	
Total with Taxes			\$348.00

Payments \$0.00

Payment Schedule	
Date	Amount Due
4/7/2021	\$348.00

Amount Due	\$348.00
Please make payable to DP INDUSTRIES LLC	

Thank you for your business!

Past due balances are subject to a 1.5% service charge per month.