

LIBRARY BOARD

Monday, August 2, 2021

5:15 PM

E.D. Locke Public Library

AGENDA

1. CALL TO ORDER
2. PUBLIC APPEARANCES AND COMMUNICATION
3. ACTION ITEMS
 - a. Approval of the draft minutes of the July 6, 2021 Library Board meeting
 - b. Approval of the June 2021 general fund and gift fund bills
4. INFORMATION ITEMS
 - a. 2021 Budget Update
 - b. Library Director's Report
 - c. Monthly Statistics Report
5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION
 - a. Pandemic service modifications
 - b. 2022 Budget
 - c. Village Board Strategic Goals and Library Board Strategic Goals
 - d. Strategic Planning
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.

McFarland
SUMMARY SHEET

MEETING DATE: Monday, August 2, 2021

SECTION: Approval of Minutes

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Approval of the draft minutes of the July 6, 2021 Library Board meeting

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Minutes 7-6-21

VILLAGE OF MCFARLAND
Library Board Minutes

Tuesday, July 6, 2021 - 5:15 PM

1. CALL TO ORDER

Peter Sobol called the Library Board to order at 5:15 p.m. the E.D. Locke Public Library, meeting room 103.

2. PUBLIC APPEARANCES AND COMMUNICATION

3. ACTION ITEMS

a. Approval of the draft minutes of the June 7, 2021 Library Board meeting.

Motion by Member Evan Richards, second by Village Trustee Michael Flaherty, to approve the draft minutes of the June 7, 2021 Library Board meeting. Motion carries 6 - 0 - 0 by acclamation.

b. Approval of the June 2021 general fund and gift fund bills.

Motion by Member Karin Mandli, second by Member Staci Fritz, to approve the June 2021 general fund and gift fund bills totaling \$23,738.01. Motion carries 6 - 0 - 0 by acclamation.

4. INFORMATION ITEMS

a. 2021 Budget Update

b. Gift Fund update

c. Library Director's Report

d. Monthly Statistics Report

5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

a. 2022 Budget

b. Joint village board and library board meeting

c. Library Closing December 26th, 2021

Motion by Member Karin Mandli, second by Member Mona Nelson, to approve Library Closing December 26th, 2021 Motion carries 6 - 0 - 0 by acclamation.

d. Office Chair Purchase

Motion by Member Karin Mandli, second by Member Mona Nelson, to approve purchasing 4 office chairs not to exceed \$1800. carries 6 - 0 - 0 by acclamation.

6. ADJOURNMENT

Motion by Village Trustee Michael Flaherty, second by Member Staci Fritz, to adjourn at 6:15

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,
Heidi Cox
Library Director

McFarland
SUMMARY SHEET

MEETING DATE: Monday, August 2, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Approval of the June 2021 general fund and gift fund bills

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Library - July Invoices

July 2021 Library General Fund Bills

Vendor	Sum of Amount	Description
ALLIANT ENERGY	\$2,552.56	Utilities
AMAZON CAPITAL SERVICES	\$516.28	DVDs, CDs, Library Supplies
ARAMARK	\$210.52	Mat Rental
BAKER & TAYLOR BOOKS	\$1,787.19	Books
CARDMEMBER SERVICES	\$644.85	Visa Bill
CORPORATE BUSINESS SYSTEMS	\$315.60	Copier Lease
ENVIRONMENT CONTROL	\$2,499.00	Janitorial Services
EUA	\$4,497.00	Lang Range planning Fees
INGRAM LIBRARY SERVICES	\$347.31	Books
JEFFERSON FIRE & SAFETY INC	\$400.00	Fire panel monitoring
MCFARLAND ACE HARDWARE	\$105.33	Building repair
MICROMARKETING LLC	\$69.98	Audio Books
SOUTH CENTRAL LIBRARY SYS	\$159.98	Wireless printing
TDS	\$45.08	Phone Bill
(blank)		
Grand Total	\$14,150.68	

Trust Fund Bills

NONE

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, August 2, 2021

SECTION: Staff Reports

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: 2021 Budget Update

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. 2021 Budget Update

2021 Budget Update

REVENUES									
		Budget Amount	May Actual	June Actual	July Estimated	YTD Actual	% of Budget total	% to hit target	amount it should be to hit target
Property Tax		\$ 626,250.00	\$ -	\$ -	\$ -	\$ 626,250.00	100.00%	58%	
County Library Aids		\$ 328,250.00	\$ -	\$ 324,872.00	\$ -	\$ 328,120.73	99.96%	58%	
State - COVID 19 Grants		\$ -		\$ -	\$ -	\$ -			
Library Fines		\$ -	\$ 7.75	\$ 33.88	\$ -	\$ 216.18			
Miscellaneous Revenue		\$ 500		\$ -	\$ -	\$ -			
Interest		\$ 3,500	\$ 40.24	\$ 50.08	\$ -	\$ 418.62	11.96%	58%	
Library Fees		\$ 1,500	\$ 62.35	\$ 223.15	\$ -	\$ 445.90	29.73%	58%	\$ 875.00
		\$ 960,000.00	\$ 110.34	\$ 325,179.11	\$ -	\$ 955,451.43	99.53%		
Expenditures									
						\$ -			
Salaries	110	\$339,500.00	\$ 28,164.49	\$ 27,386.63	\$ 31,770.40	\$197,936.58	58.30%	58%	\$ 198,041.67
Part-time	120	\$175,500	\$ 9,209.19	\$ 8,675.23	\$ 5,271.78	\$57,098.22	32.53%	58%	\$ 102,375.00
Health Insurance	130	\$107,000	\$ 8,358.05	\$ 8,358.05	\$ 6,358.05	\$56,506.35	52.81%	58%	
Retirement	131	\$29,250	\$ 2,193.24	\$ 2,210.44	\$ 2,237.49	\$16,489.55	56.37%	58%	\$ 17,062.50
SS/Medicare	132	\$40,500	\$ 2,695.20	\$ 2,583.37	\$ 2,653.61	\$19,459.00	48.05%	58%	
Other Benefits	135	\$2,000	\$ 67.20	\$ 72.88	\$ 72.88	\$605.10	30.26%	58%	
Wage Adjustment	140	\$ 14,000	\$ -	\$ -	\$ -	\$0.00	0.00%	58%	\$ 8,166.67
Expense Reimbursement	141	\$ 500	\$ -	\$ -	\$ -	\$0.00			
Total Personnel		\$708,250.00	\$50,687.37	\$49,286.60	\$48,364.21	\$348,094.80	49.15%	58%	\$ 413,145.83
Support Services	210	\$ 36,250	\$ 1,929.00	\$ 2,499.00	\$ 2,499.00	\$ 14,643.00	40.39%	58%	\$ 21,145.83
Consulting Services	211	\$ 45,500	\$ -	\$ 7,495.00	\$ -	\$ 53,554.00	117.70%	58%	\$ 26,541.67
Utilities	220	\$ 28,000	\$1,772.04	\$ 1,934.00	\$2,552.56	\$ 14,323.31	51.15%	58%	\$ 16,333.33
Communication	221	\$ 1,500	\$168.91	\$ 168.91	\$95.08	\$ 1,063.80	70.92%	58%	\$ 875.00
Equipment Maintenance	240	\$ 9,000	\$337.02	\$ 572.96	\$142.30	\$ 4,417.08	49.08%	58%	\$ 5,250.00
Facility Maintenance	242	\$ 21,250	\$2,255.13	\$ 2,518.87	\$713.20	\$ 7,457.64	35.09%	58%	
Other Contractual Services	290	\$ -	\$1,221.92	\$ -	\$0.00	\$ 1,221.92	5.75%	58%	\$ 12,395.83
Total Services		\$ 141,500.00	\$ 7,684.02	\$ 15,188.74	\$ 6,002.14	\$ 96,680.75	68.33%	58%	\$ 82,541.67
Office Supplies	310	\$ 9,000	\$ 981.63	\$ 649.64	\$ 45.19	\$ 2,554.49	28.38%	58%	\$ 5,250.00
Postage	311	\$ 250	\$ -	\$ 0.51		\$ 0.51	0.20%	58%	\$ 145.83
Dues	320	\$ 500	\$ (100.00)	\$ -		\$ 344.00	68.80%	58%	\$ 291.67
Meeting Expenses	330	\$ 1,000	\$ 15.38	\$ -		\$ 40.38	4.04%	58%	\$ 583.33
Training Expenses	331	\$ 2,750	\$ -	\$ 79.00		\$ 802.50	29.18%	58%	\$ 1,604.17
Operating Supplies	340	\$ 5,500	\$ -	\$ -		\$ 316.29	5.75%	58%	\$ 3,208.33
Technology	342	\$ 15,500	\$ 483.70	\$ 303.78		\$ 3,009.75	19.42%	58%	\$ 9,041.67
Collection - Print	344	\$ 55,000	\$ 2,461.47	\$ 5,170.83	\$ 1,701.24	\$ 28,327.65	51.50%	58%	\$ 32,083.33
Collection - AV	345	\$ 12,500	\$ 831.07	\$ 932.34	\$ 396.49	\$ 3,468.60	27.75%	58%	\$ 7,291.67
Library Miscellaneous	390	\$ 250	\$ -	\$ -	\$ -	\$ -		58%	
Programming	391	\$ 8,000	\$ 270.16	\$ 1,845.10	\$ (944.03)	\$ 4,234.78	52.93%	58%	\$ 4,666.67
Other Total		\$ 110,250.00	\$ 4,943.41	\$ 8,981.20	\$ 1,198.89	\$ 43,098.95	39.09%	58%	\$ 64,312.50

McFarland
SUMMARY SHEET

MEETING DATE: Monday, August 2, 2021

SECTION: Staff Reports

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Library Director's Report

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Director's Report July 2021



E.D. LOCKE PUBLIC LIBRARY
DIRECTOR'S REPORT
August 2021

July Highlights

- **Patron comments**

Thank you so much for following up on my recent inquiry. I appreciated speaking with you at the library this morning, your phone call and then email below.

I will check out those Libby Resource links you shared to become more knowledgeable for how Libby works.

As I mentioned when we spoke, I'll try to check the Notification Center on my IPAD on a more regular basis looking for alerts from Libby.

Again, I appreciated your assistance today. While I have enjoyed reading books in Libby the past year, I am reminded how fortunate we as a community are to have a wonderful library nearby and I still do enjoy reading hard copy books. Nice to have options though.

I hope you are having a pleasant evening.

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- **Village News** - Mike Flaherty will give an update
- **Endowment** – The committee has not met. The current balance as of June 30, 2021 is \$156,395.62
 - Due to concerns about the Corona virus, the fundraising event that was scheduled for October has been postponed
- **Friends** –
 - Book sale – The July book sale was the Friends' most successful book sale ever. They raised about \$2500 which is about three times what is normally raised. The next book sale will be September 16-18. There will also be a house plant sale in conjunction with the book sale.
 - Pie sale – Due to worsening numbers of COVID-19 infections, the Friends will not be holding their annual pie sale in 2021.
- **Library Systems Report** The system meeting was held July 15 and the different system budgets were discussed. Most areas will remain flat or see a small increase. The exception is the cost of our delivery service which has seen larger increases in fees. The fees for the Dane County libraries are paid by the Dane County Library Service so we don't get billed directly. But it will cut into the monies that we'll get for serving patrons outside of McFarland.
- **Facilities Management**
 - **New Bollards** – I am working with All Comfort to coordinate the project for replacing the bollards that are in the front of the building.
 - **Audio/Video** – I have been working with the Communication and Technology dept. and Fearings to come up with a plan to easily stream programs when we return to doing our programs in-house. I am also looking at other possibilities such as the ability to stream story time into the kids area as an overflow space and upgrading the other technology in our meeting room.
 - **HVAC** – Nothing to report
 - **Building and window wash**—Madison Window Cleaning came out and did a soft wash of the exterior of the building and then cleaned the exterior windows.
 - **Landscaping**— The landscape has been a very frustrating project. I spent a lot of time starting in February trying to get costs for landscaping maintenance to no avail. Even in February, companies were so booked up they couldn't fit us in. Others didn't want to do landscape maintenance but wanted to

focus on project. A third group never responded to my requests. Public Works said that they were going to hire someone to maintain the village hall and the library. While they did come down once and pull weed, it didn't work out because what they really want to do is pull or spray everything. We had so many complaints that I spent a morning pulling weeds and ended up with a pinched nerve in my back. After that I emailed Avante and found that they were able to fit us into their schedule for fall. We will also be hiring them through 2022.

- **Long Range & Space Needs Planning Committee** – I met with EUA on July 15th to review preliminary costs and the draft final report for our project.
- **Changing Book Vendors**– We've begun changing from Baker & Taylor to Ingram for book purchases. B&T has had issues with their warehouse staff that has caused major delays in shipping materials. We discussed the issues with B&T many times and they were unable to provide permanent fixes.
- **New mobile app now available**– We have begun the paperwork to customize the new mobile app. The customization will include our logo and direct links to our online resources.
- **Program sponsorship** – Madison Pediatric Dentistry has donated \$500 to sponsor the summer reading program *Milwaukee Steve*.
- **Family Festival** – After long discussions with the Family Festival board, we have decided that the library events will just be library events and that the Family Festival will not hold any events in 2021.
- **McFarland Equity Project Partnership** – The library will be partnering with the McFarland Equity Project and UCC to do a community reads program around the 2021 Go Big Read selection *Transcendent Kingdom* by Yaa Gyasi. <https://gobigread.wisc.edu/> We are in the planning stage right now.
- **DEI** – 5 staff members will be attending *Fostering an Antiracist Library Culture* via webinar and presented by the Library Journal. The course will be presented two hours on three different days and will cover topics such as: creating antiracist programming, challenging implicit bias, building diverse collections, and community engagement. This course will be paid for with grant funds from SCLS.
- **Sen. Melissa Agard** – Sen. Agard visited the library for a tour on July 28th. We spent a few hours walking around the building and discussing library services and the McFarland community. Sen. Agard also held a listening session at the library on July 30th.

Youth Services highlights (Heather Kent)

Storytime:



- Storytimes at Lewis Park continued this month on Monday Mornings. We typically saw between 50-70 people at each session. Families have enjoyed being able to gather outdoors with other children and participate in this program. We will be taking a break from storytimes in August but they will return this fall with Mondays in the park (Sept/Oct).
- We are still posting a Saturday morning storytime virtually each week. This is a pre-recorded program for people who are not ready for the in-person programming or want an extra storytime.
- Programming:



- Zumbini continued on Wednesday Mornings at 9:00 am at Lewis Park. This program requires registration due to instruments and the age of the participants. At our last meeting each child received a certificate for being part of the program and a little stuffed character. (they came free with the books that we ordered) We are taking a break for August but classes will resume in the library in September. There will be two sessions and limited registration to keep the number of children low enough for indoor social distancing.
- For July our virtual performers we had two performers that were each sponsored by a grant/donation. On July 15th Juggler/Comedian Milwaukee Steve presented a virtual performance sponsored by Madison Pediatric Dentistry and Orthodontics. On July 22nd the Blue Willow Chinese Dance presented a virtual performance sponsored by a grant from the Center for East Asian Studies at UW Madison. The video for this presentation was filmed and edited by the village cable department – they did an awesome job putting this together.



- On July 8th we had a Zumba Kids Dance Party at Lewis Park. This was so much fun to do with an enthusiastic group of kids. Ms Heather lead the class and hopefully Zumba Kids will return in 2022 when we can safely dance together indoors.
- Puppet club finished this month. It was our hope that we would have video and picture submissions to present a final program with but it didn't come together this year.

Outreach



- Outreach has started again with Learning and Beyond. The day care has been walking their children down each week on Tuesday morning for outdoor storytime (weather permitting). This month Heather had Stacy, the practicum student from UW Madison iSchool, lead two of these storytimes. It's a great way for her to learn about one of the essential job duties of being a children's librarian – storytime.

Other

- On July 1 Heather attended an ALA webinar on presenting Anti-Racist Storytimes and creating a more inclusive environment in your public/school library. It gave a great overview about how to become more inclusive and creating an environment that ensures that children develop “meaningful positive relationships with people of different backgrounds, different cultures, and different identities.” Stacy was also able to attend this program and gather tools from it.

Teen Services (Abby Seymour)

- The summer reading program is in full swing! I'm excited to have teens back at the library and see some of them in person again. I had forgotten how great it felt to help a young reader pick out books and see them be so excited about their book haul.
- As with so much in our world right now, summer programming for teens looks a little different this year. Many of the programs are similar to programs done this spring with the difference being that two of the programs are meeting in person. The remaining programs are still done virtually.
- Dungeons and Dragons is one of the programs that is still done virtually. This is also the only program that requires registration since the group needs to be small in order to be a successful game and I'm happy to say that registration filled up fast! Every Monday, the six teens meet up on Zoom to play Dungeons and Dragons. Led by the Dungeon Master, Michael, from the Sun Prairie Library, each teen has a different character in the game. They work together to advance the game!
- Tuesday is Snack & Chat day on the library lawn. It was an easy decision to convert this program into being in person. Every Tuesday afternoon, you will find a small group of teens sitting outside at the picnic table in the grassy area on Anthony St. by the Curbside Pickup spot. We sit under a canopy (since there is no shade there), eat individually portioned snacks, and chat together. It's a very simple program and the teens love that they get some food out of it. We've started playing a card game that the teens ask for every week.
- Also held on the library lawn is Crafternoon on Wednesdays. We also sit at the picnic table for this one and do a variety of crafting projects. So far, the teens have done bookend painting (you can find them on the YA shelves), clay magnets, knot bookmarks, and a scrapbook paper banner. It is certainly an added challenge to do crafts outside in the elements. For example, I have to bring out several heavy objects so that nothing blows away with the wind! These crafty teens (some of whom have never come to one of my programs before) have made this a successful one!
- Teen Hangout on Thursday has been happening virtually. The group meets on Zoom and we play a variety of online games. In July, the gaggle of teens played Head's Up, did Trivia on Kahoot, roleplayed at a Murder Mystery party,

escaped from an Escape Room, and played Mafia. I hope to make the final two of these events in person at the end of the summer, now that we know the drill.

- New this summer is book club, which is also happening virtually. There is no structure or assigned book, which is done with the hopes of getting more teens to come. All we do is talk about books! We talk about what they've read recently, books they love, books they hate, and more. Even though I have some voracious readers, only a small handful of teens are logging into this program.
- The reading challenge is also in full swing on Beanstack. So far, there are 76 teens who have been keeping track of their reading this summer. Several have finished the challenge already! Once they finish the challenge, they get a free book.

Adult Services Highlights (Ann Engler)

Programming

- July's programming went very well. Ron Larson's walking tours continue to be very popular and attract a wide range of ages—our youngest attendee appears to have been several months old. Ron also kindly donated more Wisconsin History perpetual calendars that I will use for giveaways.
- Craft Club at Lewis Park was a lot of fun. We set up on the picnic tables outside on the "porch" of the shelter because I didn't realize I needed to have a garage door key to open up the large doors. It worked out very well as it was a beautiful evening to sit by the water and watch the birds, and the shelter was open for people to use the facilities and for us to use the electrical outlets for the glue guns (we made glass gem magnets!). One attendee mentioned that she found our craft club listing when she was looking for things to do around town as a newer resident, and when she was done she explored the boardwalk and bird-watching scope. I'm not sure if she was familiar with Lewis Park already or not, but holding events there is a great way to showcase it. Another attendee enjoyed the craft so much she called me the next day to inquire about weeded magazines because she bought gems and magnets to make more. I was able to give her a couple of the leftover magazines from the craft as well as some leftover individually packaged Mod Podge supplies, which she was delighted about.
- We held Zumba at Lewis Park again, and had two new, very enthusiastic attendees in addition to our mother/daughter duo regulars. The sand hill cranes who checked us out prior to the music starting chose not to participate.
- I did my first post-Covid outreach visit to Marianne's Elder House. There was some confusion amongst the staff about whether or not I would be given a rapid Covid test before I could go in (I am fully vaccinated), and I ended up just speaking briefly with the activities coordinator outside and handing her the books I'd brought. So, although I will miss getting a chance to chat with the residents, we decided that for now an outside delivery would be best. They are delighted the services has resumed and have emailed me some specific requests.

Collection Development

- The books we were able to purchase via funding from the READ Africa Grant have been on display and about half are currently checked out. I've also added two books to my next book order that were recommended by the Madison Area Chinese Community Organization (MACCO).
- I placed my first book order in Ingram and so far, so good. They seem to have excellent selection and I am looking forward to getting popular books sooner.
- The Lucky Day fiction collection continues to be very popular. To capitalize on having new books and Lucky Day all in one spot for easy browsing, we're going to start putting new DVDs, CDs, and audiobooks on a shelf in the new section. I'm confident that will be a popular move with patrons who tend to browse rather than place holds but still want something new.

Continuing Education

- I'm working on my Consumer Health Information Specialist certification through the National Library of Medicine. I have one class left to go before I achieve level 1 certification and plan to complete it in the next week or so. The courses have been practical and full of good information on how to help patrons navigate health resources.
- I attended virtual book previews from Harper Collins and Simon and Schuster, as well as two grant information sessions. Whether or not we apply for and receive the grants, it's helpful to hear what the groups are looking for on applications so I can improve any future applications we may submit.

Circulation Services Highlights (Kelly Heasty)

CURBSIDE DELIVERY ON-GOING:

- Book bundles: 1
- Curbside pick-up numbers: 38 (thru 7/22), AVG = 2/DAY

OTHER:

- Working with Ann Engler and McF Equity Project to do a "Community Reads" project to be run alongside UW Madison's Go Big Read selection for this summer: Transcendent Kingdom by Yaa Gyaasi- provided this information to the MEP committee and solicited any other ideas they might have surrounding this book club event. No feedback received so far.
- Analyzing traffic in the Children's library to help with staffing the reference desk there in the fall.
- Reviewing magazine subscription service – Rivistas and researching other subscription services, getting quotes.
- Requested staff feedback about current phone system in preparation for new village phone system
- Researching pager possibilities for staff in other areas of the library
- Materials spreadsheet brought up to date with all incoming new materials received in July.
- Managed new books to ensure they go to McFarland patrons as much as possible.
- Managed bookmark folder on Xerox – adding & deleting curbside bookmarks, as needed.

BOOKCLUBS:

- Managing Book Club holds for Prairie Stone – provided Carolyn Grede with information regarding her list for next year's books.
- Continuing to plan for Wed afternoon book club to restart in Sept – first book choice coming in last week of July. Amy to add book club info to Aug newsletter and information added to events calendar on webpage.

Amy Lawrence (Technical Services)

- Cataloging and processing new materials
- Mending materials, handling damaged and parts missing items
- Website/social media updates as needed
- Monthly and special newsletters
- Monitoring bulletin boards and keeping flyers up to date
- Evaluating donations to swap/add to collection

- Withdrawing items weeded by librarians, moving books from new to regular collection
- Monitoring and ordering supplies as needed
- Monthly fire alarm system test, including testing exit signs and flood lights
- Assisting with circ duties as needed-computer/copier assistance, opening checklist, curbside, patron reference questions
- Proofreading programming flyers
- Outerlibrary loan requests
- Monitoring, reconciling and recording funds from cash register/copier; submitting deposits to Village
- Troubleshooting and reporting technical issues to SCLS or other vendors
- Prepared Test the Waters citizen science kit for circulation
- Attended Collection Maintenance Subcommittee meeting
- Coordinating with Katie Gletty-Syoen to set up a volunteering event to split and repot library plants to sell as Friends fundraiser

---Heidi Cox, Library Director

McFarland
SUMMARY SHEET

MEETING DATE: Monday, August 2, 2021

SECTION: Staff Reports

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Monthly Statistics Report

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None

McFarland
SUMMARY SHEET

MEETING DATE: Monday, August 2, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Pandemic service modifications

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: Monday, August 2, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: 2022 Budget

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

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ATTACHMENTS:

1. 2022 Budget ideas

2022 Budget ideas

(all numbers are approximate)

Operating

- Hoopla streaming service – online movies, tv, books and audiobooks \$1,000-\$2,000
- Washington Post online -- \$1500
- Wall Street Journal online -- \$1100
- Comics Plus <https://library.librarypass.com/> \$1200
- MorningStar Investment database <https://www.morningstar.com/>

Capital

- Replace automatic door opener for main library door - \$5,000
- Library signage
- Remodel exterior book drop
- New toy tables for kids areas \$8,500-12,000
- Patron lockers - \$24,000
- Hybrid programming equipment \$16,000
- Children's area shelving \$10,000
- Community Room Speaker replacement \$2,267.94

there are three key benefits to replacing your current speakers in the main meeting room:

- PLACEMENT – the new speakers would be positioned to the Left and Right of the screen, instead of placed in odd locations around the room. This centers and aligns the audio with the video, so that the sound appears to come from the same “window” as the image (like in a movie theater or home TV setup).
 - Noise/echo cancelling of the ceiling microphones will be much more effective with in-room sound coming from only the front wall speakers vs. the current odd speaker positions around the room.
 - Overall increase in sound quality. The QSC 6.5” speakers we are proposing have a much wider frequency range than the current 4” JBL Control 1 speakers, resulting in increased bass and depth.
-
- Scanning/Faxing/Printing equipment - \$6200
 - Replace projector and screen with 84” flat panel TV \$5,836.55 (including installation)
 - Upgrade staff breakroom to allow more than one person to take a break at one time. This would include the purchase of a larger table a bench seat and two chairs. It could also serve as a workspace for staff watching training videos or working on special projects. \$2300

McFarland
SUMMARY SHEET

MEETING DATE: Monday, August 2, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Village Board Strategic Goals and Library Board Strategic Goals

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Strategic Plan 2019 June 2019 update
2. 2021-2022 McFarland Strategic Impl. Plan 07212021 mgs

E.D. Locke Public Library

Strategic Plan

2019-2024

Library Board approved: July 1, 2019

Introduction:

Mission Statement:

The mission of E.D. Locke Public Library is to provide high quality materials and services to fulfill the informational, recreational, educational and cultural needs of the entire community in an atmosphere that is welcoming and respectful.

Vision Statement:

E.D. Locke Public Library: Welcoming all to an engaging environment, providing state-of-the-art library services.

Goals and Objectives:

After researching the best practices of creating and maintaining strategic plans, we decided to identify no more than five major goals and about four objectives within each goal so that the process of tracking and revising this plan will be straightforward.

Goal #1: Create new sources of financial support

The McFarland Community has demonstrated its capacity and willingness to financially support the Library, beyond taxpayer revenue, by its grassroots creation of the Library and its capital contribution to the present building. The McFarland Community has the potential to establish new financial support mechanisms that could provide for expanded programming and services beyond what is possible within the current budget.

One example and potential model is the McFarland Education Foundation. However, there are many possible ways this could be approached including creating a new foundation, creating a fund within the Madison Community Foundation, and others.

Objective 1.1: Continue to grow the Library's Endowment Fund

A sub-committee of the Library Board has been created to oversee the Library's endowment fund. In December of 2017, the Library was awarded a challenge grant from the Madison Community Foundation for \$35,000. The Friends of McFarland Library have also issued a challenge grant of \$30,000. Both grants will be paid when \$105,000 total dollars (including the challenge grants) have been reached.

The subcommittee should keep these donors engaged and continue to grow the Foundation to \$125,000.

- **The balance of the endowment as of 5/31/2021 is \$153,476.00**

Objective 1.2: Pursue more grant writing

A survey should be done periodically using such sources as the Marquette list of foundations to see if there are potential sources that have not been explored. The Madison Community Foundation should also be consulted from time to time for suggested sources.

- Investigate grants that would fund a Public Art project at the library.
 - The village has hired staff in the Community Development Department and one of his duties is to work on public art. We will be working with Community Development on art that will go in Discovery Gardens park on the pump house.
 - Heather is working on a public art project for the kids area. It will be above the Juvenile DVDs and will feature the village.
- Investigate grants that would fund Community Conversations on Diversity
 - The Beyond the Page Endowment will be supporting these conversations as a part of their 2021-22 budget cycle.
 - Received a grant to do South East Asian preprogramming and book purchases.
 - We received a grant from the School of Southeast Asian studies at UW-Madison to do program and purchase materials about South East Asia
 - We received a grant from the School of Africa studies at UW-Madison to do programs and purchase material about Africa

Objective 1.3: Establish Planned Giving options

Once a foundation/endowment is established, a planned giving option should be created to provide a means for individuals to make legacy gifts. Endowment gifts provide a means for those donors who wish to make their support of the library permanent and can be for projects or programs of special interest to the donor. The Endowment Subcommittee should create a plan on how to go about soliciting planned giving donations.

- *Evan has updated the Endowment's portion of the website.*

Goal #2: Use technology to help library personnel be more productive and efficient.

The library will continually evaluate available technology to identify ways to improve efficiency, productivity and the patron experience.

Objective 2.1: Improve technology resources for patrons and staff

1. *Added Creative Bug Database*
2. *Added Food AtoZ database*
3. *Currently working on a digital signage project,*
4. *Added the New York Times*
5. *Four new self checks with software that will allow for social distancing*
6. *Implemented Wireless printing software*
7. *Implemented Curbside Delivery scheduling software*
8. *Implemented a new mobile App for the catalog*
9. *Implemented new staff scheduling software*
10. *Computer software to allow staff to help patrons with computer issues remotely.*

Coincides with Village Board Goal B3 and C1

Computer resources and internet access will be regularly updated and improved to meet the evolving needs of patrons. RFID technology has been implemented to improve self-checkout and circulation efficiency; this technology will be further used to collect key statistics to keep services in line with users' needs.

Sample Projects include:

- *Upgrade to the new version of BiblioNation – complete*
- *Training for staff on BiblioNation – Completed*
- *Training for the public on the new online catalog that comes with BiblioNation – done*
- *Upgrade our current AWE station for preschool children - done*
- *Add an additional AWE station for school age children - done*
- *Investigate using iPads for online catalogs throughout the building - done*
- *Create an online registration process for Library Programs – request is in the 2020 budget. Put on hold because of COVID but we will be working on this during the summer of 2021.*
- *Adding digital signage to the outdoor library sign.*
- *Investigate digital signage for the vestibule to replace Government notices – done (thanks to COVID and closures government notices are now online)*
- *Work with the schools to create library accounts for students - done*
- *The ability to accept credit card payments at the circulation desk – done*
- *Replace existing library app for the catalog with an improved one – done*

Objective 2.2: Maintain library website and social media presence.

Coincides with Village Board Goal B3

Library staff will maintain social media avenues to ensure relevant information is easily accessible to patrons, including an online reservation form and calendar for the community meeting room. The library will continually evaluate opportunities to expand use of social media to connect with the community and increase visibility of library programming and services.

Library staff will upgrade the Library website to make it more interactive and a better fit for patron needs. – Done

Objective 2.3: Provide technology learning opportunities to patrons.

To help patrons navigate and take advantage of the evolving information technology available, the library will increase staffing and explore collaborating with other community organizations to offer training opportunities to patrons. Staff will be equipped to provide assistance with the technology and resources available to patrons in the library.

- *Increase Technology training and computer training for seniors. Maybe an open forum. Maybe have outside instructors come in.*
- *Provide opportunities for resume and employment search workshops.*

Goal #3: The E.D. Locke Public Library will provide a clean, comfortable, accessible, safe library facility.

Coincides with Village Board Goal B1

Objective 3.1: Establish a plan for building item replacement for maintenance.

Library staff will create a list of items that will need to be replaced and/or updated as the building ages. The list will include an approximate replacement cost and the approximate life span of the item. The Library Board will create and maintain a long-term replacement budget for the facility, furnishings, and fixtures. This should facilitate more effective multi-year budgeting by having a plan beyond the current or next budget year.

The Library will investigate new shelving and reorganizing existing collections to make them more efficient. – ongoing

Objective 3.2: Create a long-term space needs plan. – ongoing

Conduct a space needs assessment to determine facility needs for the next 20 years, factoring in population growth and the changing needs of patrons.

Goal #4: Adapt staffing to the changing needs of the Library.

Coincides with Village Board Goals A1

In order to provide a full range of library services, the Library requires a skilled, professional staff. To best serve patrons, every staff person must be trained in the implementation of new procedures and current technologies.

Objective 4.1: Add a second full-time Children's Services librarian position. This position would support the Children's Services department by concentrating on service to school age children and teens. – done.

Objective 4.2: Increase training for staff - done

The Library will close for a staff in-service annually. The Library budget will also provide extra funds for staff to receive training outside of their normally scheduled hours.

Staff would like training in American Sign Language and Spanish.

Some examples of staff training that have been attended in the last year are:

- Webinar on American Sign Language and Deaf Culture
- Diversity, Equity, and Inclusion Training
- Anti-racist story time webinar
- Teen Programming Webinars
- Social Media trends
- Graphic Design for non-designers
- Customer Service Training
- Working with homeless patrons training

Goal #5: Create a marketing plan

The Library should serve the broadest possible community. Therefore, the community should be made aware of the resources and services provided by the Library.

Objective 5.1: Create a speakers bureau of individuals prepared to speak at community organization meetings.

Objective 5.2: Increase collaboration with schools, Chamber of Commerce, businesses and other community organizations.

- For the last year, we have been working with the McFarland Equity Project
- We frequently check in with the school district to see if there's anything we can work on together.

Objective 5.3: Increase marketing/awareness with community residents by working with the Food pantry, attending the Business Expo, giving library brochures to the Chamber for welcome-bags, having auction items at Blues in the Night event and the ChocolateFest.

Goal #6: Increase offerings and amenities for underserved groups
Coincides with Village Board Goal A1

Objective 6.1 Increase program offerings and amenities for special needs kids and adults.

Pre Covid, Heather Kent had partnered with the school district on sensory story times. She has also added mobility and sensory elements to her mainstream programs.

Objective 6.2 Increase programs on the topics of diversity, social equity and racial justice.

We have had cooking clubs with Korean cooking, Indian cooking, and Mentoring Positives (a nonprofit that mentors at-risk Dane County youth real-world business and food science).

We are partnering with the McFarland Equity Project on the programs around the Go Big Read 2021 book *Transcendent Kingdom*.

We received a grant to do programming about East Asia. The programs included Chinese dance, Indian food cooking club, and Anime and Japanese snacks for Teens.

We received a grant to do programming about Africa. The programs will include an African Drum circle at Family Festival and a speaker from Ghana who will talk about the immigrant experience.

Objective 6.3 Increase training opportunities for staff on services for underserved groups.

The full-time staff have attended training sessions on Diversity, Equity, and Inclusion from organization such as Cream City Conservation and the American Library Association.

Implementation: Tracking, review, and revision

The Strategic Plan Committee recommends:

- The Library Board review and approve this plan.
- The Library Board should review the status of the Goals and Objectives frequently (we suggest quarterly) with the Library Director so that implementation progress is closely followed.
- The Library Board should review, revise, and update this plan after an appropriate interval. We suggest this should be done after three years. A new Strategic Plan Committee could be appointed at that time if needed.

2021/2022 - McFarland Strategic Implementation Plan

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 <i>in conjunction with expansion of the library and connecting Village plaza including the development of programs</i> to serve seniors, youth, and families.			
Strategies (i.e. - Objectives)			
(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 <i>and operations/utilization</i> .		
(3)	Identify operational issues, challenges, and fiscal impacts associated with the development and construction of a community center.		
Action Steps:		Cost	Timeline
i.	Review former Facilities Master Plan and prepare further definition as to the development of a Community Center and connecting plaza space.	N/A	December 2021
ii.	Collaborate with the Library Board on reviewing their needs for facility expansion.	N/A	December 2021
iii.	Consider committee/group representation for review and input.	N/A	January 2022
iv.	Draft, develop, and solicit Request for Proposals (RFP) to create plan outlining facility improvements at the Municipal Center, Library, and Plaza. Analysis will include developing facility improvements as well as programs to utilize new spaces.	N/A	March 2022
v.	Further evaluate partnership with the School District regarding ongoing delivery of Community Recreation services.	TBD	June 2022
vi.	Select and award contract for lowest qualified Consultant for facility planning RFP.	\$150,000	June 2022
vii.	Complete facility planning project outlined within RFP.	N/A	June 2023
(4)	Build the community/senior center, <i>library expansion, and connecting plaza</i> .		
Action Steps:		Cost	Timeline
i.	Complete Design	\$750,000	July 2023
ii.	Bid Project/Hire Contractor	\$25,000	June 2024
iii.	Construct Facility	\$10-\$15 mil.	July 2024

2021/2022 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

B. Goal: Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.			
Strategies (i.e. - Objectives)			
(1) Plan, design, and construct a standalone public safety facility for fire, EMS, police, and court services.			
Action Steps:	Cost	Timeline	Assignment
i. Award contract to the lowest responsible bidder within established budgetary parameters and approve implementation of project.	\$19,532,000	August 2021	Administrator Architect Fire & Rescue Municipal Court Owner's Rep Police
ii. Begin Construction	Included Above	October 2021	See Above
iii. End Construction	Included Above	September 2022	See Above
iv. Transition impacted Departments to new facility.	Included Above	October 2022	Fire & Rescue Municipal Court Police
(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.			
Action Steps:	Cost	Timeline	Assignment
i. Continue to update 5 year CIP to inventory and outline all improvement needs for all Village Facilities, Infrastructure. Budget year to be used as base year plus the next 5 years thereafter.	N/A	March 2021	Administrator
ii. Review and implement recommendations from Sustainability Plan.	TBD	June 2022	All Departments
iii. Develop, Advance, and Implement new GIS Technology through field work, training, and applications.	\$10,000	December 2022	Community Development Community Development
iv. Develop plan and implement digital archiving project. Factor archiving needs into facility planning within Goal A.	\$100,000	December 2022	Public Works Administration
(4) Develop a central Village plaza to connect the Library with the planned community/senior center.			
Action Steps:	Cost	Timeline	Assignment
Integrated into Goal A.			
(5) Partner with the Library Board to plan for and support future library facility improvements.			
Action Steps:	Cost	Timeline	Assignment
Integrated into Goal A.			

2021/2022 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

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

Strategies (i.e. - Objectives)

- (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 districts (TIF) districts.
- (4) Identify areas for expanding commercial and industrial development.
- (5) Improve business retention and recruitment efforts.

Action Steps:	Cost	Timeline	Assignment
i. Draft, develop, and solicit RFP to address Economic Development Objectives and Update the East Side Neighborhood Growth Plan as Comprehensive Plan Amendments including all annexed properties.	N/A	August 2021	Community Development
ii. Consider additional Staffing to support planning efforts, meeting demand, GIS development, sustainability, and other core services.	\$75,000	November 2021	Administrator Community Development
iii. Select and award contract for lowest qualified Consultant for above outlining planning RFP.	\$100,000	December 2021	Community Development
iv. Develop TID #6 Project Plan as TID #3 Overlay District.	\$25,000	October 2022	Community Development
v. Complete planning project to address Economic Development Objectives and update East Side Neighborhood Growth Plan.	N/A	December 2022	Community Development
vi. Pursue Recodification of Subdivision and Zoning Codes as they impact planning decisions, zoning, diversity, and commercial uses.	\$100,000	January 2023	Community Development
vii. Begin process (i.e. - RFP, Award, Plan Devel) to Establish new Downtown redevelopment plan. Consider TID #7 Project Plan as TID #4 Overlay.	\$75,000	January 2023	Community Development
viii. Consider property acquisition where appropriate.	Case by Case	Duration	Administrator

- (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.

Action Steps:	Cost	Timeline	Assignment
i. Consult with local historians and artists to plan for mural on Well #1.	N/A	December 2021	Community Development Library
ii. Partner with local groups on implementaton of historical mural.	\$5,000	June 2022	Community Development Library
iii. Consider public art projects and history promotions where appropriate.	Case by Case	Duration	Administrator

2021/2022 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

D. Goal: Improve the safety and well being of Village residents, businesses, and visitors.			
Strategies (i.e. - Objectives)			
(1) Evaluate staffing models and organization structure to meet future public safety service delivery needs.			
Action Steps:	Cost	Timeline	Assignment
iv. Create long term staffing plans, identify efficiencies, and align with 2020 Compensation and Classification Study.	N/A	March 2022	Fire and Rescue Police
i. Study the future inclusion of a multi-disciplinary Case Manager within the Village to assist Police, Fire/Rescue, and Senior Outreach in alternative emergency response and followup.	N/A	June 2022	Administrator Fire and Rescue Police Senior Outreach
iii. Intergovernmental cooperation between like Departments.	Case by Case	Duration	Fire and Rescue Police
(2) Prioritize community-based policing practices and identify areas for extended diversity initiatives, outreach, education, and program development.			
Action Steps:	Cost	Timeline	Assignment
i. Prioritize and enhance opportunities for community outreach and education within the Police Department.	\$2,500	November 2021	Police
i. Review policies and procedures on use of force and align with allowable best practices.	Case by Case	Duration	Police
ii. Research, advise, develop, train, etc. on Community Based policing best practices.	TBD	Duration	Police
iii. Utilization of Community Restorative Court (CRC).	None	Duration	Police
(3) Enhance pedestrian safety for walkers and bicyclists throughout the community, including areas of Highway 51 that go through the Village.			
Action Steps:	Cost	Timeline	Assignment
i. Review opportunities for pedestrian safety enhancements.	\$25,000	September 2022	Police
ii. Work with WisDOT on Environmental Document for USH 51 to improve pedestrian safety including the addition of sidewalks and work with Dane County on an underpass at Babcock Park.	TBD	Duration	Administrator Public Works
(4) Promote the concept of a healthy community in an integrated way including diversity, equity, and inclusion initiatives; from policy to planning and development.			
Action Steps:	Cost	Timeline	Assignment
i. Continue to partner with the DEI Subcommittee on shared initiatives and community engagement.	Case by Case	October 2021	Administrator Comm and Tech
ii. Work with Consultant to conduct the Equity Audit, SWOT Analysis, Equity Institute, and Leadership Development for Diversity, Equity, and Inclusion.	\$43,000	June 2022	Administrator Comm and Tech All Departments
iii. Research and document best practices to integrate healthy living, draft related policies, and train/educate as needed.	TBD	Duration	Community Development Senior Outreach

2021/2022 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

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

Strategies (i.e. - Objectives)

- (5) Enhance Community communication and presence through the Communications Plan which includes the use of a broad range of electronic mediums to reach residents, businesses, and the general public alike.

Action Steps:	Cost	Timeline	Assignment
i. Update the Communications Plan and develop it also for enhanced Community engagement. Utilize Committee for feedback.	N/A	October 2021	Comm & Tech
ii. Consolidate information on the Village Website for capital and development projects while also creating interactive mapping later within GIS system.	None	January 2022	Comm & Tech Community Development
iii. Prepare marketing plan to support Communications Engagement Plan identifying opportunities to advertise our information.	TBD	December 2022	Comm & Tech
iv. Consider creating regular process for resident engagement to gather public input and allow the public to meet with Village Officials.	N/A	Duration	Administrator Comm & Tech Village Board

E. Goal: Improve Community connectivity along pedestrian and vehicular corridors.

Strategies (i.e. - Objectives)

- (1) Improve, maintain, and enhance bike/walking path connections throughout the Village and in cooperation with neighboring municipalities and government agencies.

Action Steps:	Cost	Timeline	Assignment
i. Maintain existing network as applicable.	Varies	Duration	Public Works
ii. Identify and pursue new off-road pedestrian improvements.	Case by Case	Duration	Community Development Public Works

- (2) Partner with neighboring municipalities to provide all forms of public transportation within and outside of the Village.

Action Steps:	Cost	Timeline	Assignment
i. Review opportunities to collaborate with neighboring municipalities to extend public transportation, develop cost sharing and fare models.	TBD	December 2022	Administrator
ii. Review Options with Board, Public, Staff.	TBD	December 2022	Administrator

- (3) Enhance and increase access to the lakefront and waterways.

Action Steps:	Cost	Timeline	Assignment
i. Study and evaluate the feasibility of water access within Lewis Park.	\$10,000	December 2022	Public Works
ii. Identify options to add access points, consider targeting properties adjacent to McDaniel Park.	None	Duration	Public Works
iii. Estimate Costs of increasing access points and review funding sources to add access points.	TBD	Duration	Public Works
v. Develop long range funding plan to add access points.	TBD	Duration	Public Works

2021/2022 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

F. Goal: Support the development of active and passive recreational amenities that appeal to all age groups and abilities.			
Strategies (i.e. - Objectives)			
(1) Develop new and diverse park system amenities for indoor and outdoor use that are not currently offered in our Community.			
Action Steps:	Cost	Timeline	Assignment
i. Plan, Design, and Construct Pickleball Court with supporting amenities as applicable.	\$300k-\$600k	May 2021	Public Works
ii. Design/Build Playground Improvements within aged or under utilized existing park.	\$50k-\$100k	July 2021	Public Works
iii. Review Opportunities for Public/Private Partnerships.	TBD	Duration	Administrator Public Works
iv. Conduct surveys and public input sessions where feasible.	Case by Case	Duration	Administrator Comm & Tech
(2) Dedicate resources to enhance existing parks and green spaces throughout the Village.			
Action Steps:	Cost	Timeline	Assignment
i. Create inventory of all active and passive uses on a park by park basis, create interactive web based platform.	None	March 2021	Comm & Tech Public Works
ii. Prepare annual maintenance plan to address current need and make recommendations on future needs.	None	June 2021	Public Works
iii. Collaborate to bring together funds and resources to enhance system.	Case by Case	September 2021	Public Works
iv. Generate budget requests to address higher maintenance priorities as funds are available.	Case by Case	September 2021	Public Works
(3) Evaluate the costs and benefits of an outdoor aquatic facility, including construction and operation.			
Action Steps:	Cost	Timeline	Assignment
i. Finalize Master Plan for McFarland Park to finalize desired location of aquatic facility.	None	September 2021	Administrator Public Works
ii. Finish Planning Process for aquatic facility once location has been accepted.	\$10,000	December 2021	Administrator Public Works
iii. Study capital/operating financial cost implications, gather additional public input, economic impact, determine funding raising parameters, extent of referendum question if desired.	TBD	December 2022	Administrator
(4) Partner with the School District to expand recreational opportunities for families.			
Action Steps:	Cost	Timeline	Assignment
Integrated into Goal A.			

2021/2022 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

F. Goal: Support the development of active and passive recreational amenities that appeal to all age groups and abilities (CONTINUED).

Strategies (i.e. - Objectives)

(5) Develop individual park master plans that prioritize future developments, including a new Community Park.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Complete Master Plans for Community Park and McFarland Park.	\$50,000	September 2021	Administrator Community Development Public Works
ii. Develop multi-year phasing plan for all desired park capital improvements, build phased improvements into the 5 year CIP.	N/A	December 2021	Administrator Community Development Public Works
(6) Expand and develop programs to promote greater use of the lakefront, wetland conservancy, and waterways.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Prepare plan for utilization of programmable space at McDaniel Park.	TBD	December 2021	Administrator
ii. Review and evaluate new programs that promote waterfront use within Village.	TBD	Duration	Public Works
iii. Review costs, and public/private partnerships for programs that promote waterfront.	TBD	Duration	Public Works

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, August 2, 2021

SECTION: Business

DEPARTMENT: Library

CONTACT:

AGENDA ITEM: Strategic Planning

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None