

**DIVERSITY, EQUITY,
AND INCLUSION
COMMITTEE**

**Wednesday, October 20,
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/84530671141>

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

Webinar ID: 845 3067 1141

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Diversity, Equity, and Inclusion Subcommittee. 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.
3. APPROVAL OF MINUTES.
 - a. Discussion and action regarding minutes of the meeting held on September 15, 2021.
4. BUSINESS.
 - a. Discussion on various diversity, equity, and inclusion initiatives within the McFarland School District.
 - b. Discussion and action to make a recommendation to the Village Board to establish the Diversity, Equity, and Inclusion Subcommittee as a standing committee.
 - c. Discussion and participation in a diversity, equity, and inclusion SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis Framework.

5. SCHEDULE NEXT MEETING DATE.

- a. Wednesday, November 17, 2021 at 6:00 pm.
- b. Requests for future agenda items.

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.

Diversity, Equity, and Inclusion Committee Minutes

Wednesday, September 15, 2021 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

Chair Patrick Miles called the regular meeting of the Diversity, Equity, and Inclusion Subcommittee to order at 6:00 PM.

Members present: Hilary Brandt, Stephanie Brassington, Patrick Miles (left at 7:05 PM), Mona Nelson, Dave Pagenkopf, Edward Wreh

Members not present: Bridget Bell, Monica Bruce

Staff Present: Stephanie Miller, Matt Schuenke

2. PUBLIC APPEARANCES.

- a. *This is an opportunity for members of the public to address the Diversity, Equity, and Inclusion Subcommittee. 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.*

Anne Nichols of 5414 Lani Lane, and representing McFarland High School brought updates on efforts being made at the school district, particularly at the high school level, on DEI initiatives.

3. APPROVAL OF MINUTES.

- a. *Discussion and action regarding minutes of the meeting held on August 18, 2021.*
Motion by Member Dave Pagenkopf, seconded by Member Hilary Brandt, to approve the minutes of the meeting held on August 18, 2021. Motion carries 6 - 0 - 0 by acclamation.

4. BUSINESS.

- a. *Update and discussion regarding the Equity Audit and additional engagement.*
This item was taken second in the agenda. Dr. Rainey Briggs was in attendance to discuss and explain the equity audit. Questions brought up by various subcommittee members included, "How does communication tie in with this audit? Will statistics of the 'who' and 'how' be provided?"; "What's the objective for the meetings listed on the quantitative data document?"; and "How are we going to collect the data?"

The audit data will be collected by various departments as well as looking at US Census data. The SWOT Anyaleses will be more stakeholder and community-based data

collection.

It was noted that certain data cells did not match others regarding ethnicity. This was a mistake within the document and will be edited before the data collection takes place.

- b. Discussion and action to make a recommendation to the Village Board to establish the Diversity, Equity, and Inclusion Subcommittee as a standing committee.

This agenda item was taken first. Matt Schuenke provided information regarding updates on the changing of committee restructuring goals within the Village. The hopes are to have everything finalized by the start of next year.

Subcommittee member and Village Trustee Wreh made an apology regarding bringing this initiative to the Board before consulting the subcommittee. Subcommittee member and Village Trustee Brassington wanted to make sure the committee is set up with intention and purpose.

No action was taken.

5. SCHEDULE NEXT MEETING DATE.

- a. Wednesday, October 20, 2021 at 6:00 pm.

- b. Requests for future agenda items.

Requests for future agenda items include:

- Further specific discussion on the roles of the subcommittee
- Anne Nichols to present on behalf of McFarland High School and School District
- The Village's vision and mission statement
- DEI director position

6. ADJOURNMENT.

Motion by Member Dave Pagenkopf, seconded by Member Mona Nelson, to adjourn at 7:28 PM. Motion carries 5 - 0 - 0 by acclamation.

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,
Stephanie R. Miller
Director of Communications and Technology

McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, October 20, 2021

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion on various diversity, equity, and inclusion initiatives within the McFarland School District.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Anne Nichols will be present for our next meeting to talk about Diversity, Equity, and Inclusion initiatives within the McFarland School District. Anne is the Associate Principal at the High School and also presently the Equity Coordinator for the District. She spoke to the Subcommittee under Public Appearances at the last meeting and we wanted her to come back to continue some of that dialogue where appropriate. Anne is planning to go over a few points and then we'll leave some time for discussion with Subcommittee members. She has some school obligations that evening as well and we are planning this agenda item for approximately 30 minutes in duration.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

No action needed on this item.

ATTACHMENTS:

None

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Wednesday, October 20, 2021

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board to establish the Diversity, Equity, and Inclusion Subcommittee as a standing committee.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

The Village Board is going through a process to evaluate all of its Boards, Commissions, and Committees for possible revisions to improve their functionality. They are also looking at their structure and how they are established. To that end, Staff has prepared a Worksheet (enclosed) that provides some background on this group as well as makes some recommendations to consider going forward. Between this Subcommittee and the Village Board, there appears to be agreement on establishing this group within the code as a Standing Committee. This process is meant to then work through the process of conceptualizing that language in order to develop what revisions are needed for the code to add this group going forward.

The worksheet was prepared by Staff to go over a number of particulars on this type of group as background and help provide the frame work for discussion. The first two sections go over how they were established and what their current structure is. The next two sections provide recommendations first on what their structure could look like in the future and then what the essential functions could be developed into. The essential functions are probably the most important part as this outlines the work and expectations of the group going forward. These were developed based on our current experience and a review of comparable communities.

Which is the last section, it notes several other groups like this in other Communities to help serve as a guide for our discussion.

Staff will plan to present the worksheet section by section and we'll work through its contents as needed. We will gather and summarize your input back to the Village Board for their consideration when they plan to review the document. While the worksheet lists a review date for the board of October 25th, this has been pushed into November as more time is needed to review other groups in the process.

FINANCIAL/BUDGET IMPACT:

None.



VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This item is presented for action as a recommendation to the Village Board. We will review the worksheet, gather the feedback from the Subcommittee, and when ready take action to make that recommendation to create this group as a Standing Committee.

ATTACHMENTS:

1. B(1) DEI Worksheet 09302021 mgs

Diversity, Equity, and Inclusion Committee Worksheet

Link to Current Code Language

- The current Diversity, Equity, and Inclusion Subcommittee is established as [a Special Committee under Section 2-481 of the Village Code](#). This is “a special working committee created to advise an authority, board, commission, or standing committee on a narrow issue or range of issues.”
- The charge for the Subcommittee was established by the Village Board via Resolution #2020-19 (attached) as follows:
 - Review and provide feedback on Village practices, policies, procedures, objectives, and goals as related to diversity, equity, and inclusion.
 - Identify ways to encourage all Village elected/appointed officials, resident appointees, and Community members at large to learn about diversity, equity, and inclusion.
 - Promote the engagement of all voices of the Community.
 - Identify initiatives for how the Village can work towards advancing racial equity, social justice, diversity, and inclusion while also reflecting these values within our Community.
 - Make a recommendation to the Village Board regarding the DEI Subcommittee being established within the McFarland Village Code of Ordinances as a Standing Committee.

Current Structure

- Total Members not more than 10.
- At least one member is appointed from the Village Board, remainder are residents.
- Chair and Vice-Chair could be any member of the Subcommittee.
- Presently no terms due to it being a Special Committee.
- Third Wednesday of each month at 6:00 pm.

Recommended Structure

- Total Members = 7 (2 Village Board members, 5 Residents)
 - Alternative consideration of 5 members (1 Village Board member, 4 Residents).
- Village Board members appointed annually. Residents serve staggered 3-year terms.
- Village Board members Serve as Chair and Vice-Chair
- Create liaison appointment to the Committee from the School District.
- Meeting schedule date/time to be determined.

Essential Functions (Scope)

- Making recommendations to the Village Board on diversity, equity, and inclusion planning, auditing, and related projects.
- Advocacy to advance opportunities for affordable housing within the Community.
- Village liaison to the Government Alliance on Race and Equity and/or other comparable organizations as authorized by the Village Board.
- Serve as a resource, recommend goals, and advise the Village Board on existing and/or proposed ordinance, programs, actions, and other best practices that promote diversity, equity, and inclusion within the Community.
- Serve as a resource to Departments and Staff on the development of racially and culturally inclusive structures, programs, and training with equity-sensitive leadership through the Village.
- Promote the Village's efforts to involve residents from underrepresented communities on Village boards, commissions, and committees as well as seeking employment with the Village.
- Promote the Committee to the public and help implement the strategies recommended for diversity, equity, and inclusion. Assist in informational opportunities, presentations, open houses, and other public initiatives providing information about the Committee to the public.
- Make recommendations to the Village Board for widespread and ongoing diverse public involvement and to assist the Village Board by advising on methods by which the public can better participate in the decision making process.

Comparables

- No other established Standing Committee exists within comparable communities for Dane County regarding solely Diversity, Equity, and Inclusion. There are several examples of special committees like what we have established, but nothing to the extent locally that has been established by ordinance as we are considering. Our current charge is based very similar on what was also established in Cottage Grove.
- Oshkosh – The City of Oshkosh [has established a Diversity, Equity, and Inclusion Committee](#). The total membership of this group is of 9 members with “due consideration [shall be] given to ensuring membership reflects the gender, racial, LGBTQ, and ethnic characteristics of the Oshkosh community.” They have one appointed Council Member as a liaison but in an ex-officio capacity. This group is [established by ordinance under Section 2-41](#) (page 26-27) through the included link. Overall this group exists in an advisory capacity to address policy matters, gathering input, and providing educational opportunities.

- Wauwatosa – This group is established as the [Equity and Inclusion Commission](#). Members of this group are meant to be a “racially and culturally diverse population that live and work in Tosa.” There are 11 total seats with 4 ex-officio seats. Two of the members are to be from the High School and one member from the City Council. The 4 ex-officio seats are for Staff appointments/support. This group acts in an advisory capacity to the City Council “providing comment and support regarding appropriate strategies to develop and implement activities, resources, and services that promote a positive environment of equity, inclusion, and the celebration of diverse identities.” This group is [established by ordinance through Section 2.92](#).
- Beaverton (Oregon) – The [Diversity Advisory Board](#) was created “to advise the Mayor and City Council on equity and inclusion that strengthen connections among diverse communities living in Beaverton and with the city government.” The full ordinance language for this group can be found by [clicking this link](#).

Process Timeline – Review #1

- September 30th – Staff Prepares Draft Worksheet
- October 1st – Staff Distributes Draft Worksheet for Review
- October 15th – All Feedback Due back to Staff
- October 18th (week of) – Final Review
- October 25th at 5:30 pm – Committee of the Whole Review

Staff Support: Communications and Technology Department

Original: September 30, 2021 **Revisions:** _____

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Wednesday, October 20, 2021

SECTION: Business

DEPARTMENT: Administration

CONTACT: Stephanie Miller, Comm & Technology Director, Matt Schuenke,
Village Administrator

AGENDA ITEM: Discussion and participation in a diversity, equity, and inclusion
SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis
Framework.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Dr. Rainey Briggs and Percy Brown will be engaging the Village of McFarland through its committees in listening sessions to capture thoughts about the work, programming, and services provided to the Community specifically related to the work of your committee. Dr. Briggs and Mr. Brown will use a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis Framework to guide this conversation. This process is one of many steps to support the Diversity, Equity, and Inclusion work within the Village.

Both individuals presenting in our meeting were hired earlier this Summer by the Village as consultants assist in the advancement of several diversity, equity, and inclusion initiatives within the Village and Community. Backgrounds on both individuals is provided as follows:

- Dr. Rainey Briggs - Baraboo School District Superintendent and former Elementary Education Director for the Middleton-Cross Plains School District. Also founder of Meraki Consulting, LLC. www.somethingwithsoul.com
- Percy Brown Jr. - Percy is currently the Director of Equity and Student Achievement for the Middleton Cross Plains Area School District, Senior Outreach Specialist for the Wisconsin Center for Education Research at the University of Wisconsin-Madison and an adjunct instructor for Edgewood College in the school of education. www.percybrown.org

The SWOT analysis is used to identify internal strengths and weaknesses of an organization as well as its external opportunities and threats. Please find enclosed the worksheet we will use for this analysis. Specifically the discussion with this group will focus on these areas as seen through the lens of the Public Safety Committee and the work that it does. There will be several of these listening sessions held with multiple different groups in this capacity to help build working knowledge in these areas to support education and training areas determined within the



consulting process.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

There will be aspects of this that will be presented along with discussion, but mainly focused on your participation with the Consultant helping to provide feedback in these different areas as you see them within your role on this Committee.

ATTACHMENTS:

1. DEI Subcommittee SWOT Group 2

DEI Subcommittee SWOT Group 2

STRENGTHS What do we do well that matters to the stakeholders of the Village (e.g., students, parents, and the community)? •	WEAKNESSES What are the areas with which we either struggle or fail to deliver? •
OPPORTUNITIES Are there emerging trends or situations that could prove beneficial to either improve a weakness or further develop a strength? •	THREATS Are there emerging challenges that we should be aware of in order to better position itself for the future? •