

**Joint Diversity, Equity,
and Inclusion (DEI)
Subcommittee & Village
Board**

**Wednesday, January 19,
2022**

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/81074913894>

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

Webinar ID: 810 7491 3894

Press *9 to raise/lower hand. Press *6 to mute/unmute.

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. BUSINESS.
 - a. Presentation and update from Diversity, Equity, and Inclusion Consultants on the Equity Audit and SWOT Analysis.
 - b. Discussion regarding the creation of the Diversity, Equity, and Inclusion Subcommittee as a standing committee.
 - c. Discussion and action to adjourn the Village Board portion of the joint meeting.
 - d. Discussion and planning regarding Community Listening Session scheduled for January 31st and February 1st.
4. APPROVAL OF MINUTES.
 - a. Discussion and action regarding minutes of the meeting held on December 15, 2021.

5. SCHEDULE NEXT MEETING DATE.

- a. Wednesday, February 16, 2022 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

McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, January 19, 2022

SECTION: Business

DEPARTMENT: Administration

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

AGENDA ITEM: Presentation and update from Diversity, Equity, and Inclusion
Consultants on the Equity Audit and SWOT Analysis.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Rainey Briggs and Percy Brown will be present in our meeting to provide an update on the work they have conducted to date regarding diversity, equity, and inclusion review in McFarland.

They have completed the Equity Audit and also completed several SWOT Groups to be able to provide perspective on some of their initial findings. The final SWOT Group through the Community Listening Session will be held at the end of the month to wrap up that section of the project. All of this input is being used to develop educational efforts and ultimately goals/objectives that we'll be transitioning to as part of the next steps in the project.

Both individuals will be present via Zoom and lead this discussion for the benefit of both the Subcommittee and Village Board.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

No action required on this item.

ATTACHMENTS:

None

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Wednesday, January 19, 2022

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion regarding the creation of the Diversity, Equity, and Inclusion Subcommittee as a standing committee.

PREVIOUS ACTION:

The DEI Subcommittee took action at its meeting on October 20, 2021 to make a recommendation to the Village Board in order to create the DEI Standing Committee.

The Village Board met on November 8 and 22, 2021 to discuss this recommendation.

The DEI Subcommittee received an update regarding the board's discussion and plan for January's meeting at their meeting on December 15, 2021.

ISSUE SUMMARY:

Enclosed is the worksheet summarizing the creation of a Diversity, Equity, and Inclusion STANDING Committee versus its current format as a SUBCOMMITTEE. The subcommittee designation means that it is temporary assisting the board on the issues of diversity, equity, and inclusion. This groups recommendation is to transition it to a Standing Committee going forward so that it is built into our code like other groups created to tackle special interests of importance within the Community. The enclosed worksheet is updated following review by the Village Board last November in which they proposed some changes to what was recommended by the Subcommittee. The recommendation on moving forward with this group was also updated to reflect a slightly different path as we consider its creation.

As we know the board is going through a larger effort to update is Board, Commission, and Committee structure considering many changes system wide. This group was extracted from that process to give it better focus and discussion on what is desired to create since it will be entirely new to our code of ordinances. The plan remains to host a joint meeting with the Village Board and Subcommittee as part of this meeting on January 19th to allow for shared discussion on what is to be created through this worksheet. This discussion then will outline next steps in the process on how the group can move forward and the worksheet will be updated again to reflect that direction.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:



None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

There is no action needed on this item. Presented for discussion between the board and subcommittee as is needed.

ATTACHMENTS:

1. B(1) DEI Worksheet 11192021



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Diversity, Equity, and Inclusion Committee

Review Sheet

UPDATED Recommendation

Comments Received:

President Clow

- I do not want the DEI committee to work on affordable housing. This is a staff responsibility. Talking about affordable housing does not get us affordable housing.
- I also want to remove [liaison to GARE as a Committee responsibility], as this is a staff function.
- I think the scope of this committee is too broad as written. What do we want them to DO that is useful to the Village and relates to our other activities.

Trustee Nelson

- I'm generally happy with the direction I think we're suggesting for these committees, but for all of them the language of the bullets in the scope make it difficult to tell what we're really saying. It would be easier for me to endorse these if each bullet had a clear and distinct statement of something the committee does or is responsible for. I'd rather see fewer bullets with each one saying something different.

Trustee St. Clair

- DEI should be a permanent committee. First meetings after the board year begins should focus on identifying issues to address during the year with Staff input (in addition to items that come up and are referred).

Diversity, Equity, and Inclusion Subcommittee – October 20, 2021 (General Comments)

- The Subcommittee provided the following comments as part of its discussion and recommendation to the Village Board on whether or not to transition the Subcommittee to a Standing Committee. The Subcommittee took action and unanimously recommended to the Village Board that Diversity, Equity, and Inclusion be created going forward as a Standing Committee.
- Additionally during this meeting they reviewed the worksheet and offered the following comments:
 - Requested a larger role in affordable housing projects beyond simply providing advocacy.
 - Serving as a link between goal setting and equity work, helping to apply a long-term approach to their involvement on these topics.

Chairperson Miles (Diversity, Equity, and Inclusion Subcommittee)

- Include the Communications and Technology Director as an Ex-Officio member of the Committee.
- Questions whether advocacy for affordable housing should be part of the charge for this group. This group could support these projects through policy development, but not directly on a project by project basis.
- Promotion of the Committee as a charge could be better defined. This Committee should stay focused on municipal functions and could shift its focus on this item to outreach and engagement as a partnership with the Communications and Technology Department.

Comparables

Staff further reviewed the following communities in order to summarize what their workload has been based on their meeting agendas.

- 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 already 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 has created a Diversity, Equity, and Inclusion Committee that meets on a monthly basis with as many as 12 members. Some of the items over their last several meetings include working on developing a strategic plan for the City and DEI efforts, policy matters affecting the Community, presentations from local groups, reviewing GARE resources, and review of local mission/vision statements.
- [Wauwatosa](#) – Their Equity and Inclusion Commission is meeting monthly. They have 11 members with 4 ex-officio members (this includes the Mayor, Administrator, and both Chiefs). Their work includes making recommendations on equity and inclusion to their Common Council, reviewing demographic data as available, discussing equity and inclusion initiatives with Departments, targeted discussions with Police Department where necessary, developing new resources, recognition for their diverse workforce, developing equity officer position, policies/ordinances affecting DEI within the Community, training initiatives, staff presentations, local group presentations, and goal setting. Most recently they are considering a name change for the group to Diversity, Equity, and Inclusion Commission.
- [Beaverton, Oregon](#) – This municipality while not in Wisconsin has created a Diversity Advisory Board to advise the Mayor and City Council on equity and inclusion strategies within their Community. They are a group of 15 that meets monthly. Their work includes an established liaison program, annual DEI plan development/review, special projects, cultural sharing, host open house specifically to recruit new members, provide updates on community vision, aide in other plan development, code changes, policy revisions, retreats, and interactions with Departments.

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, [mission statement](#), [vision statement](#), [long-term Village wide goals/objectives](#), and other best practices that promote diversity, equity, and inclusion within the Community.

Commented [MS1]: Removal requested by President Clow. This bullet point was also questioned by the Subcommittee and its Chairperson for additional discussion.

Commented [MS2]: Removal requested by President Clow.

Commented [MS3]: Requested by the DEI Subcommittee.

- 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 in order to and help implement the outreach and engagement 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.
- Hold joint meeting with the Village Board at least annually to align goals and objectives.

Commented [MS4]: Requested by DEI Chairperson Miles.

Commented [MS5]: Requested by Trustee St. Clair.

Recommendations – *UPDATED*

The current format of this group is in a temporary capacity, and this action would establish Diversity, Equity, and Inclusion as a Standing Committee going forward in accordance with our municipal code. All reviews conducted to date support this action. The key next step is figuring out how the code is revised to accommodate this change. At our last meeting it was suggested additional time be committed to this item separately to properly align these proposed code additions with the intended work of the Committee going forward. To that end, Staff recommends the following in order to proceed with further consideration of this Committee:

- Village Administrator will coordinate a joint meeting between the Village Board and Subcommittee in January of 2022. Likely target will be January 19, 2022 at 6:00 pm which is the regularly scheduled Subcommittee meeting that month.
- Topics for joint meeting will include:
 - Update on Consulting Work.
 - Discussion on creation of this group as a Standing Committee.
 - Other topics as desired.
- We will remove the creation of the Diversity, Equity, and Inclusion Committee from the larger restructuring project. We will continue to address this group on an individual basis based on the process discussed in the previous bullet points helping to give it more focus going forward.

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, January 19, 2022

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion and action to adjourn the Village Board portion of the joint meeting.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

At the conclusion of the first two items, the Village Board work as part of the joint meeting is done and those members are free to leave following adjournment.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended Action:

Motion and second (from a Village Board member) to adjourn the Village Board portion of the joint meeting.

ATTACHMENTS:

None

McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, January 19, 2022

SECTION: Business

DEPARTMENT: Administration

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

AGENDA ITEM: Discussion and planning regarding Community Listening Session scheduled for January 31st and February 1st.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

The Community Listening Session has now been officially scheduled for January 31st (Virtual) and February 1st (In Person). Additionally, it is being advertised across many different platforms to generate interest.

A general summary of what is planned is provided as follows (flier enclosed within the packet):

On behalf of the Village of McFarland, we cordially invite you to a community listening session moderated by Dr. Rainey Briggs and Percy Brown. This will be held virtually on January 31st and in-person on February 1st. To begin the event, our moderators will provide a summary presentation of their initial findings regarding the Village's strengths, weaknesses, opportunities, and threats as understood through meetings with various Village Committees. Following this presentation, community members will have an opportunity to share their perspectives (strengths, weaknesses, opportunities, and threats) on the Village through facilitated discussion and dialogue. Your voice, along with the voices of community members serving on Village committees will be used to engage the DEI subcommittee members and other community stakeholders. The input you provide will benefit future DEI initiatives for the future of the McFarland community.

The event on January 31st will be held via Zoom similar to how we've hosted other events in a virtual setting. The event on February 1st will be held at the Municipal Center in the Community Room. With the Zoom option the first night we are not expecting a large in person turnout and opted to keep the event within the Municipal Center versus the previous location at Waubesa Intermediate School.

Rainey Briggs and Percy Brown will be present in the meeting on Wednesday to discuss final logistics for the event. They also want to plan for the Subcommittee's involvement in the discussion as we consider your participation in the event.



FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

No action is needed on this item. Presented for discussion.

ATTACHMENTS:

1. DEI Community Listening Session Flyer

The McFarland Diversity, Equity & Inclusion Subcommittee Invite you to a

COMMUNITY LISTENING SESSION

Join us, with DEI consultants, Dr. Rainey Briggs, and Percy Brown Jr. Your voice, along with the voices of community members serving on Village committees will be used to engage the DEI subcommittee members and other community stakeholders. The input you provide will benefit future DEI initiatives for the future of the McFarland community.

JANUARY 31, 2022

VIRTUAL | 6PM | VIA ZOOM

FEBRUARY 1, 2022

IN PERSON | 6PM | MUNICIPAL CENTER

Due to the pandemic, we are offering the **same** event in two formats to meet the comfortability of all who would like to attend.

For more information, please visit
www.mcfarland.wi.us/communitycalendar



DR. RAINEY BRIGGS
DEI Consultant



PERCY BROWN JR.
DEI Consultant

McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, January 19, 2022

SECTION: Approval of Minutes

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Discussion and action regarding minutes of the meeting held on December 15, 2021.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. DEI Minutes 12-15-2021_DRAFT

Diversity, Equity, and Inclusion Committee Minutes

Wednesday, December 15, 2021 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

Chair Patrick Miles called the regular meeting of the Diversity, Equity, and Inclusion Committee to order at 6:03 PM.

Members present: Hilary Brandt, Stephanie Brassington, Monica Bruce, Patrick Miles, Mona Nelson, Dave Pagenkopf, Edward Wreh, Angela Bazan

Members not present: Maya Thompson

Staff Present: Matt Schuenke, Stephanie Miller

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.*

No public appearances.

3. APPROVAL OF MINUTES.

- a. *Discussion and action regarding the minutes of the meeting held on October 20, 2021.*
Motion by Member Dave Pagenkopf, seconded by Village Trustee Edward Wreh, to approve the minutes of the meeting held on October 20, 2021. Motion carries 8 - 0 - 0 by acclamation.

4. BUSINESS.

- a. *Introduction of new members.*
The DEI Subcommittee welcomed newest member, Angie Bazan, and did a round table of introductions.
- b. *Discussion and action to set the calendar list of recognition items for the first quarter of 2022.*
Communications and Technology Director, Stephanie Miller, presented the recognition calendars for the first quarter of 2022.

Motion by Member Hilary Brandt, seconded by Member Dave Pagenkopf, to approve

the calendar list of recognition items for the first quarter of 2022. Motion carries 8 - 0 - 0 by acclamation.

c. Discussion regarding the 2022 Budget related to diversity, equity, and inclusion initiatives.

Village Administrator, Matt Schuenke, provided an update regarding the 2022 budget and funding that will be directed toward DEI initiatives. He discussed how the budget is broken down and how various departments are adding in additional funds for training and support of DEI. The Board established funds of \$25,000 specifically to the subcommittee for 2022. Schuenke also mentioned that most boards and committees do not have their own line item in the budget, except for the Village Board.

d. Update on diversity, equity, and inclusion consulting work including the community event scheduled for January.

Schuenke discussed the initial plans for the January 31st community event. The event will be moderated by consultants, Dr. Rainey Briggs and Percy Brown starting at 6 p.m. in the multi-purpose room at Waubesa Intermediate School. This event was indicated that it was going to be held in person.

The subcommittee continued to discuss and ask questions about the event, specifically the total number for attendance, how and when it will start to be advertised, if there can be a virtual option provided, if it will be recorded, and a backup plan in case there is overflow of attendance. Concern of hosting it at the school was mentioned and how we don't want the public to get this confused as a school event. Schuenke mentioned that the village doesn't have a space that could hold a large capacity of attendees, hence why the multi-purpose room was decided on as a location.

Subcommittee members showed concern about not offering a virtual option due to the pandemic. Members offered the idea of holding the event in a hybrid fashion or potentially offering in two ways, one virtual and one in-person.

Staff offered to bring these questions and concerns to the consultants and make plans after speaking with them.

The meeting planned for January 19th will be a joint meeting with the Village Board, as well as the consultants, who will present an update on their current work. There will also be discussion on making the subcommittee a standing committee.

e. Update on the process to create the Diversity, Equity, and Inclusion Standing Committee.

Schuenke provided a brief update on the current status of making the subcommittee a standing committee.

Trustee Edward Wreh commented on why he delayed moving forward with making DEI a standing committee, as he and Village Board members want to make sure that it isn't rushed because it's the right thing to do, but to make sure the proper time is taken so it can be sustained for the future.

Chair Patrick Miles commented on how the standing committee can assist with housing initiatives in the future.

5. SCHEDULE NEXT MEETING DATE.

a. Wednesday, January 19, 2021 at 6:00 pm - Joint meeting with the Village Board.

b. Monday, January 31, 2022 at 6:00 pm - DEI Community Event

c. Requests for future agenda items.

No requests were made due to the full agenda planned for the January 19, 2022 meeting.

6. ADJOURNMENT.

Motion by Village Trustee Edward Wreh, seconded by Member Mona Nelson, to adjourn at 7:14 PM

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