

Tuesday, July 5, 2022

6:30 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/84927235538>

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

Webinar ID: 849 2723 5538

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 Parks and Recreation Committee. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the Committee 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 Committee for their consideration. Members of the public who are present in person and wish to address the Committee 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 public.works@mcfarland.wi.us to be included as part of the meeting.
3. APPROVAL OF MINUTES.
 - a. Discussion and action regarding the minutes from the Parks & Recreation meeting held on June 7, 2022
4. BUSINESS.
 - a. Update regarding Skatepark planning and Public Information Meeting.
 - b. Discussion regarding the McFarland Diversity, Equity, and Inclusion Report as the goals and objectives of the Diversity, Equity, and Inclusion Committee.
 - c. Discussion and action on a request to add the McFarland Spartan Sharks to Chapter 2 Athletic Field Usage Policy-Appendix A.
 - d. Discussion regarding the development of a Park System Capital Improvement Plan.
 - e. Discussion on transition of the Village's meeting format effective August 1, 2022.
5. SCHEDULE NEXT MEETING DATE.

a. Tuesday, August 2, 2022 at 6:30 p.m.

6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND
Parks and Recreation Committee Minutes

Tuesday, June 7, 2022 - 6:30 PM

1. CALL TO ORDER, ROLL CALL.

Village Trustee TJ Jerke called the regular meeting of the Parks and Recreation Committee to order at 6:30 PM in the Municipal Center Community Room. This meeting was held via Zoom webinar.

Members present: TJ Jerke, Carrie Nelson, Tanya Lancaster, Justin Rupert, Jim Lacy

Members not present: Sarah Kuba

Staff Present: Village Administrator Matt Schuenke, Public Works Director Jim Hessling, Parks Superintendent Sayer Larson, Assistant to the Public Works Director Aimee Irwin

2. PUBLIC APPEARANCES.

- a. This is an opportunity for members of the public to address the Parks and Recreation Committee. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the Committee 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 Committee for their consideration. Members of the public who are present in person and wish to address the Committee 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 public.works@mcfarland.wi.us to be included as part of the meeting.*

None.

3. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the May 3, 2022 meeting.*
Motion by Village Trustee TJ Jerke, seconded by Tanya Lancaster, to approve the minutes of the May 3, 2022 meeting. Motion carries 3 - 0 - 2 with Justin Rupert and Jim Lacy abstaining.

4. BUSINESS.

- a. Discussion and action on a request from Derek Heckel to have amplified sound at Lewis Park shelter on July 9, 2022 pursuant to Chapter 44-20 of the Village Code of Ordinances.*
Aimee Irwin reviewed the amplified sound request enclosed within the packet for a single event on July 9, 2022.

Motion by Village Trustee Jerke, seconded by Trustee Nelson, to approve a request from Derek Heckel to have amplified sound at Lewis Park shelter on July 9, 2022 pursuant to Chapter 44-20 of the Village Code of Ordinances. Motion carries 5 - 0 - 0.

- b. Discussion and action on a request from the McFarland Library to have amplified sound pursuant to 44-20 of the Village Code of Ordinances for various events proposed over the summer.

Aimee Irwin reviewed the amplified sound request enclosed within the packet for multiple events hosted by the McFarland Library.

Motion by Trustee Jerke, seconded by Trustee Nelson, to approve a request from the McFarland Library to have amplified sound pursuant to 44-20 of the Village Code of Ordinances for various events proposed over the summer. Motion carries 5 - 0 - 0.

- c. Discussion and action to make a recommendation to the Village Board regarding the award of contract for the Community Park Phase I project.

Blake Theisen provided an overview of the Community Park Master Plan.

- Jim Lacy asked when soccer would move to the new Community Park location. Theisen responded that the estimated timeline shows the fall of 2024. Lacy asked what planning or discussions had occurred related to how park users would get to this area. Theisen stated that discussions with Dane County along with Community Development have occurred about the need for pedestrian traffic flow out to this area. Matt Schuenke added that a study is currently underway for the East Side growth area which includes connectivity to this area. Lacy asked if soccer was in support of moving to Community Park. Theisen responded that yes, soccer does support this plan and multiple discussions have occurred and continue to occur.

Theisen reviewed the bid results enclosed within the packet. There were six bids received with Meise Construction being the lower bidder. Theisen stated that the project completion was by November of 2022 but offered an extension option which resulted in some bids presenting a deduction or credit for the estimated bid cost. Theisen and staff recommend award of a contract to Meise Construction. Theisen reviewed the option of removing the gate installation from the contractor's responsibility. The village would install the gate. Theisen reviewed irrigation options including water wheels or inground irrigation, current wells and possible additional wells to assist with irrigation and future plans.

Schuenke explained that the estimates for total bid project costs show a surplus and that the surplus could be utilized to assist with irrigation. This option would be inground irrigation, which would be more expensive but less labor intensive for movement of water wheels. Full inground irrigation will likely exceed the surplus amount. A new high capacity well is needed regardless of the irrigation plan. Staff are requesting award of contract, a high capacity well and two additional water wheels.

- Trustee Nelson asked how the additional items are awarded. Theisen responded that the Village would directly purchase the additional items.
- Lancaster asked if the additional items would go out to bid. Theisen stated the additional items would not go out for bid. The Village would utilize direct quotes from specialty trades.

- Lacy asked what the full in-ground irrigation would cost and who would maintain the water wheels. Theisen provided the estimated cost of \$225,000 for full in-ground irrigation. Theisen also stated that village staff would need to maintain the water wheels. Schuenke explained that there will be two budget years to plan for and allocate for maintenance needs.
- Lancaster asked if there is any advantage to making a decision on in-ground irrigation earlier. Theisen explained it would be advantageous to install in-ground irrigation lines toward the beginning of the project instead of installing after the fact. Schuenke explained that 2023 and likely 2024 will be growing years.
- Lacy asked if additional items are added what other projects or items would be impacted. Schuenke responded that with the project falling within the budget, it would not take away from other projects.
- Lacy asked how the current fields at William McFarland are irrigated. Theisen responded that the fields are watered with water wheels.
- Rupert asked what the contractor would be maintaining during 2023. Theisen explained that mowing and fertilization is required by the contractor. The contractor is also responsible for substantial growth which would involve watering.
- Trustee Nelson asked if, because the project is showing as under budget, we wanted to add additional water wheels and well. Theisen explained that at the time the project went for bid, the specifications of the current well were not collected and therefore not included within the project bid package.

Motion by Village Trustee Jerke, seconded by Justin Rupert, to recommend approval to the Village Board regarding the award of contract to Meise Construction Inc. of Sauk City in the amount of \$745,447 for the Community Parks Phase 1 Project including the base bid and contract alternate with additional expenses for engineering/construction administration, gating, watering improvements, other services, and contingency for a total project cost in an amount of \$1,090,500. Motion carries 5 - 0 - 0.

- d. Update and discussion regarding Skate Park planning within William McFarland Park.
Blake Theisen provided an update regarding the Skate Park planning within William McFarland Park. Theisen provided the Public Outreach Plan which includes an online survey, materials to encourage completion of the surveys, and Public Information Meetings which are planned for June and August.
- e. Discussion and action regarding a request from the McFarland Chamber of Commerce to post bicycle mapping, Bands by the Boardwalk promotion materials, and pamphlet materials at McDaniel Park in accordance with Section 44-20(d) of the Municipal Code.
Schuenke provided an overview of possible tourism promotion materials as presented within the packet. Schuenke stated that the current code requires that the committee approves the presented materials.

Motion by Village Trustee Jerke, seconded by Village Trustee Nelson, to approve a request from the McFarland Chamber of Commerce to post bicycle mapping, Bands by

the Boardwalk promotion materials, and pamphlet materials at McDaniel Park in accordance with Section 44-20(d) of the Municipal Code. Motion carries 5 - 0 - 0.

f. Discussion regarding dog park rules and regulations

Larson provided an overview of the need to update current signage at the dog park.

- Committee members discussed possible options. Trustee Nelson, Jim Lacy, and Tanya Lancaster encouraged the installation of the provided dog "language" sign.

Larson provided an overview of regulations with similar dog parks limiting areas to small or large dogs.

- Jerke stated that there are no known concerns that have occurred with small versus large dogs. Committee members discussed the possibility of a small dog area including elderly dogs.

5. SCHEDULE NEXT MEETING DATE.

a. Tuesday, July 5, 2022 at 6:30 p.m.

6. ADJOURNMENT.

Motion by Justin Rupert, seconded by Tanya Lancaster, to adjourn at 8:10 p.m.

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,
Aimee Irwin
Assistant to the Public Works Director

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, July 5, 2022

SECTION: Business

DEPARTMENT: Public Works

CONTACT: Sayer Larson, Parks Superintendent

AGENDA ITEM: Update regarding Skatepark planning and Public Information Meeting.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Parkitecture will provide an update to the Committee regarding Skate Park planning along with review of the comments received from the June 30, 2022 Public Information Meeting. The following outreach plan was provided by Parkitecture at the Parks & Recreation meeting held on June 7, 2022.

McFarland Skate Park Public Outreach Plan

June 7	PR Meeting (startup discussion)
June 10 – July 8	Online survey - solicit preliminary design input
June 13 th week	Distribute flyers w/ QR code and Facebook messaging
June 30, 5-6 PM	PIM #1 via Zoom - solicit preliminary design input
July 5	PR Meeting (review PIM comments)
Aug 1, 5-6 PM	PIM #2 via Zoom - present conceptual design(s) and solicit final feedback
Aug 2	PR Meeting (review PIM comments)
Sept 6	PR Meeting (review final design and OPC)

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

No action is required. Update only.

ATTACHMENTS:

None



McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, July 5, 2022

SECTION: Business

DEPARTMENT: Communications & Technology

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

AGENDA ITEM: Discussion regarding the McFarland Diversity, Equity, and Inclusion Report as the goals and objectives of the Diversity, Equity, and Inclusion Committee.

PREVIOUS ACTION:

The Parks, Recreation, and Natural Resources Committee met with the Consultants as part of a SWOT analysis at its meeting on October 28, 2021. The results of that discussion are included within this report as Appendix F.

ISSUE SUMMARY:

Please find enclosed the McFarland Diversity, Equity, and Inclusion Report that was accepted by the Village Board and Diversity, Equity, and Inclusion Committee to establish the goals and objectives for this group. This report is the culmination of a year's worth of work with our Consultants and longer than that with the Committee that was formed whom originally created the idea of this effort. The report outlines the original proposal, Equity Audit, SWOT Analysis, and Equity Institute in order to develop goals and objectives for the Village to follow regarding diversity, equity, and inclusion. The Village Administrator will summarize and review the outcomes presented in the report.

FINANCIAL/BUDGET IMPACT:

The costs for the proposal are detailed within Appendix A of the attachments and paid for outside of funding that supports park operations.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion only and no action necessary.

ATTACHMENTS:

1. McFarland DEI Report 06162022
2. Appendix A - Contract



3. Appendix B - Equity Audit
4. Appendix C - DEI SWOT
5. Appendix D - Public Safety SWOT
6. Appendix E - Senior Outreach SWOT
7. Appendix F - PRNR SWOT
8. Appendix G - Library SWOT
9. Appendix H - Community SWOT
10. Appendix I - Exit Slip

Village of McFarland DEI Committee Report

"Naturally Connected"



June 20, 2022

INTRODUCTION

This Village of McFarland believes they must create an inviting, dynamic, diverse community that offers a high quality of life and a supportive environment in which all citizens may practice their individual value choices. Village elected officials and employees will maintain and enhance the quality of life of the community by delivering quality services in an efficient and accountable manner and by providing an orderly, unbiased system of government that is transparent and accessible.

The Village of McFarland (VoM) decided to follow their belief and engage in consultation with Meraki Consulting to support and guide the Village to unpack their mission and vision for the community. VoM started with a presentation to the Village Board and DEI that resulted in the following contract (Appendix A).

OVERVIEW OF PROCESS

July 26th, 2021 signing of the contract for Meraki Consulting to consult with the VoM.

August 3rd and September 8th, 2021 Prep work began Meraki Consulting met with Village Administrator and Communications and Technology Director to flush out the next steps.

September 20th, 2021 Equity Audit (Appendix B) development and sharing to collect data from all stakeholder groups. September 27th and October 4th served as check-ins related to the Equity Audit.

September 27th, 2021 Strengths, Weaknesses, Opportunities, and Threats (SWOTs) began with the Diversity, Equity, and Inclusion Committee that was formerly known as the DEI Subcommittee (Appendix C).

October 13th, 2021 SWOT completed with the Public Safety Committee (Appendix D).

October 21st, 2021 SWOT completed with the Senior Outreach Committee (Appendix E).

October 28th, 2021 SWOT Completed with the Parks, Recreation, and Natural Resources Committee (Appendix F).

November 1st, 2021 SWOT completed with the Library Board (Appendix G).

January 31st and February 1st, 2022 SWOT completed with the Community (Appendix H).

May 13th, 14th, and 15th, about 20-30 people from the respective Village committees participated in the Equity Institute. Attached you will see the results of the exit slip (Appendix I) for day 3.

EQUITY INSTITUTE OVERVIEW AND TESTIMONIALS

The Equity Institute is designed for government staff and community members who want to address equity challenges in the Village of McFarland. Through experiential based learning, participants will explore the implications of historical and contemporary discrimination in governmental policies, housing policies, economic opportunities and hiring practices on historically disenfranchised groups. Data from the Village of McFarland Equity Audit and SWOT Analyses will be used to bridge foundational learning and place it in the context of the Village of McFarland. The facilitators will use personal narratives and research-based content to engage Village of McFarland staff and community members in meaningful self-reflection, small/large group dialogue and community building.

Participants in the workshop will experience:

1. a deepened awareness of why discrimination exists
2. learning about equity challenges in the Village of McFarland
3. learning about inequities through personal narratives from facilitators
4. action planning to advance the work of the Village of McFarland DEI Committee

Testimonials just to give some perspective to the experience people had with the institute.

- “The Equity Institute was an incredibly illuminating experience. It provided a wonderful opportunity to dig in deep and understand my individual beliefs and understanding of the topic, and exposed me to new information and ideas that I know I will bring to other spaces and discussions in the community.”
- “This was an invaluable experience. The information was well-structured and provided essential groundwork that we all need to continue to develop. I am grateful for the opportunity to clean insights from this experience!”
- “The institute was an amazing experience. Percy and Rainey did an amazing job of creating an atmosphere where everyone could let their walls down, and have an honest, raw, powerful experience but in a controlled manner where the space was safe. My only one thought after going through it, it is likely best split up perhaps over a longer period of time. I know that was not an option, and we had a reason and purpose for the schedule we chose. But definitely wishing I had more time to process before coming back to unpackage things. Again not a criticism as I understand why the decisions were made.”

RESULTS

Event Development:

Guest Speaker/Program Development	Specific: • The DEI Committee will work with the Village Board to develop and implement programs that celebrate diversity within the Community. • The DEI Committee will collaborate with the Library, School District, and applicable community groups on program development within the for Village. Measurable: • Community events that acknowledge and celebrate events such as but not limited to Juneteenth, Latino Heritage Month, Black History Month, Women's History Month, etc... Attainable: • DEI Committee will review opportunities for guest speakers and program development through the quarterly review of planned recognition within the Community Calendar. Relevant: • The DEI Committee already works to provide recognition throughout the year to various groups, issues, causes, etc. that can become part of the educational of the group. Time Bound: • Community events will be developed and implemented by June of 2023 and will be ongoing.
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Community Space:	Specific: • The DEI Committee will create opportunities for community dialogue and discussion. • The DEI Committee will collaborate with the Library, School District, and applicable Community partners to develop and implement community round tables. Measurable: • In person and virtual “community roundtables • Annual schedules, topics for discussion and agendas for in person and virtual roundtable • Goal is to hold one Community Space round table event per year. Attainable: • DEI Committee in partnership with the Village Board and Staff will work through existing events or consider new events. • Opportunities for inclusion within existing events include Community Service Day, Winter Wonderland in the Village, and/or McFarland Community Festival. Relevant: • Provides opportunity to bring people together in a social setting to talk about what is important to them within the Community. Time Bound: • Community Roundtables will be developed and implemented by the Fall of 2022.
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Land Acknowledgement	Specific: • The Village of McFarland will complete a land acknowledgement by Indigenous Peoples' Day (Monday, October 10, 2022). Measurable: • The land acknowledgement is annual. • Community members become increasingly aware of Indigenous Persons Day in October. Attainable: • Village Staff in partnership with Community Partners and the DEI Committee have had preliminary discussions on this action with planning ongoing. Relevant: • Request originated from within the Community. • Has purpose and respect within the Native American Community. Time Bound: • October of 2022 will be the launch and annual recognition thereafter.
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Improve Staff Support:

Explore Resource Allocation	Specific: • Continue resource allocations to support DEI work in the Village. Measurable: • Village Staff is able to track allocations within the budget process in line with the goals and objectives of this plan. • Resources allocated will be used in alignment with the Mission and Vision of the Village as well as these goals and objectives for diversity, equity, and inclusion. Attainable: • Recommendations regarding the allocation of resources to support diversity, equity, and inclusion may be made to the Village Board by the DEI Committee and/or Village Staff as is applicable and appropriate. Relevant: • Resource allocation for diversity, equity, and inclusion supports the action steps of this plan for our goals and objectives. Time Bound: • Six to twelve months to develop and implement protocols that support equitable decision making in the budget process.
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Develop Data Collection on Applicable Demographics	Specific: • The DEI Committee will utilize the equity audit to maintain and update demographic data in the Village. Measurable: • Village departments will use equity audit data to inform areas of growth and track impact of diversity, equity, and inclusion initiatives. Attainable: • Maintain and update equity audit, review at least annually. • Community partnerships (YWCA, Anesis, etc...) Relevant: • Continuing to review key data points in the Community can help to guide Village services and our efforts to enhance diversity, equity, and inclusion. Time Bound: • Fall of 2022 and annually thereafter.
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Recruitment/Staffing	Specific: • The Village of McFarland will review its employment policies to ensure plans for recruitment, hiring, and retention reflect values of diversity, equity, and inclusion. • Consider collection of demographic data in recruitment/staffing to measure effectiveness of policy changes related to diversity, equity, and inclusion. Measurable: • Conduct revisions to employment policies to take into consideration applicable elements of diversity, equity, and inclusion. • Build partnerships within the Community to provide open position networks. Attainable: • Process overseen by Village Staff in line with policies and recruitments led by applicable Village departments. Relevant: • Actions within recruitment to reflect diversity, equity, and inclusion align with the Mission and Vision of the Village. • Helps to build a diverse work force that is knowledgeable regarding equity and inclusion within the organization/Community. Time Bound: • Completion of policy updates scheduled by December of 2022 for implementation in 2023.
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Training Program	Specific: • The Village of McFarland will develop and implement a DEI professional learning plan to support the growth of Village staff. Measurable: • The Village will commit resources to support DEI professional learning for Village staff. • Village will schedule DEI professional learning for staff at least annually. Attainable: • Village Staff will be working to prepare a training program for the Village that is system wide and includes aspects of diversity, equity, and inclusion. Relevant: • Topics of diversity, equity, and inclusion are important to the continued growth and development of Staff to fulfill the Mission and Vision of the Village. • Core development within these skill sets help broaden and improve outreach within the Community. Time Bound: • Work on developing the training program by December of 2022 for implementation in 2023.
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CONCLUSION

In conclusion there has been great growth within the Village. When building the Beloved Community the framework of Information gathering, Education, Commitment, Negotiation, Direct Action, and Reconciliation are a must! The Village of McFarland have lived over the last 1.5 years in many of these areas and have moved to the next stage of “Direct Action”. This journey is never complete, however, there is continued growth that takes place with those that are engaging in the building of the “Beloved Community.” The Village Board in consultation with the Diversity, Equity, and Inclusion Committee are planning to meet jointly to discuss goals and objectives within the board year. Through that process this work can continue to evolve from year to year as the Community makes progress completing some items while desiring to grow in other areas. Next steps will be to finalize action steps that are relevant, measurable, attainable, time bound and realistic. The equity institute supported in the development of these goals and the focus of these goals. Please see the structure above.

APPENDICES

Appendix A	McFarland Equity Consulting Proposal
Appendix B	Equity Audit for the Village of McFarland
Appendix C	Diversity, Equity, and Inclusion Committee SWOT Analysis
Appendix D	Public Safety Committee SWOT Analysis
Appendix E	Senior Outreach Committee SWOT Analysis
Appendix F	Parks, Recreation, and Natural Resources Committee SWOT Analysis
Appendix G	Library Board SWOT Analysis
Appendix H	McFarland Community SWOT Analysis
Appendix I	Equity Institute Exit Slips



Village of McFarland Consultant Proposal:

This agreement is by and between Meraki Consulting LLC and the Village of McFarland (herein referred to as VOM). For the purposes of this agreement, reference to the Village of McFarland through the acronym VOM will refer to the municipal organization and the use of the word Community shall refer to the Village at large. The parties agree to the following terms:

1. Consultant, Rainey Briggs (Meraki Consulting) shall participate as trainer/facilitator for VOM administrator and community based teams in the development of systemic critical consciousness for the remainder of 2021 and 2022, ending on June 30, 2022.
2. Sub-Consultant, Percy Brown (Critical Consciousness) shall assist the lead Consultant as a trainer/facilitator for VOM administrator and community based teams in the development of systemic critical consciousness for the remainder of 2021 and 2022, ending on June 30, 2022.
3. Scope of Work: Consultation with VOM staff on the planning and preparation for each session.

A. **Equity Audit**

- i. Description – Quantitative data collection and analysis of the VOM as an organization based on areas selected by the Village Board upon recommendation of the DEI Subcommittee and Department Heads. Dates to be determined in consultation with VOM leaders.
- ii. Definition – The goal of an Equity Audit is to identify institutional practices that produce discriminatory trends in data that affect communities, students, school systems, and organizations. Equity Audits are conducted to analyze data in three key areas: Departmental Equity; Recruitment, Hiring and Retention Equity; and Community Collaboration Equity (Skrla, McKenzie & Scheurich, 2009). In Section 3(A)(iii) are examples of guiding questions related to each of the three areas of equity to study. These questions help community leaders find areas of concern that may require further investigation.

iii. Guiding Questions:

Departmental Equity

- Which population groups are underrepresented in particular areas of focus?
- Which groups are overrepresented or underrepresented in particular departments etc?

Recruitment, Hiring and Retention of VOM Staff Equity

- What efforts have taken place to recruit and hire VOM staff that reflects McFarland?
- What are the current demographics of VOM staff?
- What efforts have taken place to provide village staff equity based professional learning opportunities?
- Are there certain departments that have high employee mobility? Why?

VOM and Community Collaboration Equity

- In what ways does the VOM collaborate with the McFarland School District?
- In what ways does the VOM collaborate with community-based stakeholders (community-based organizations, clergy, chamber of commerce, etc...)?
- What is the purpose and mission of the VOM DEI Committee?

When the Meraki Consulting facilitates equity audits with organizations, we work together to discover the institutional changes that will ensure equitable, diverse and inclusive environments for all community members.

iv. Data Collection and Review – An equity audit requires data collection from stakeholders across the VOM organization. Organizations collect data in many forms to provide them with a wide range of influences that contribute to better service for all residents of the VOM. Data collection can come from a variety of sources, including but not limited to the following:

- Listening sessions with stakeholders/community leadership;
- Organization observations;
- Focus group interviews with community members;
- Reviews of VOM policies, mission statement, vision statement, and ordinances;
- Information provided on the organization's website;
- Organization climate surveys;
- Attrition and retention reports; and
- State reports based on the organization.

Several community characteristics help tell the story of data. These include race, gender and gender identity, family income, national origin. Data indicators for community achievement include job opportunities; incarceration rates; restorative opportunities within the community with criminal justice system; and family and community engagement and leadership etc.

v. Deliverables – The deliverables of this process will be identifying challenges in the Community regarding diversity, equity, and inclusion. Additionally it will provide involvement from people who do not always have a voice at the table to give them a chance to be heard. That input collected through this audit will be crucial in plan development within the institute process to shape desired outcomes that consistently address the challenges outlined within the audit and SWOT analysis. This alignment between these efforts are key to ensure our message is consistent so that our targeted outcomes can be achieved. The Consultant will work with the VOM on the development of a survey template in order to extract and collect the necessary data from the organization. Consultant will organize and engage data collection where necessary as identified in Section 3(A)(iv) of this proposal with assistance from VOM as needed.

B. **SWOT Analysis**

- i. Description – Planned to run concurrently with or adjacent to the Equity Audit as a means to gather more information about the Village as an organization and how it operates within the Community. SWOT analysis with following groups: Families, VOM staff, Students, and Board members and other stakeholder groups as recommended by the Village Administrator. (Dates to be determined in consultation with VOM leaders.)
- ii. Definition – SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. The analysis will look at these four elements against the organization drawing vantage points from several different stakeholders both internal and external the organization. The intent is to partner this information with the data collected in the Equity Audit in order to fuel the learning process in the Equity Institute and recommendation planning within Leadership Development.
- iii. Deliverables – Each session will be approximately 90-120 minutes in length led by the Consultant(s). A report will be prepared upon completion of the sessions that summarizes the findings and input received. Consultant will provide presentation to Village Board and DEI Subcommittee on preliminary findings at the conclusion of this item.

C. **Equity Institute**

- i. Description – Equity Institute for up to 60 individuals within key stakeholder groups to be determined by the Village Board upon recommendation of the DEI Subcommittee. Dates to be determined in consultation with VOM leaders.
- ii. Definition – The Equity Institute is designed for government staff and community members who want to address equity challenges in the VOM. Through experiential based learning, participants will explore the implications of historical and contemporary discrimination in governmental policies, housing policies, economic opportunities and hiring practices on historically disenfranchised groups. Data from the Equity Audit and SWOT Analysis will be used to bridge foundational learning and place it in the context of the VOM. The facilitators will use personal narratives and research-based content to engage participants in meaningful self-reflection, small/large group dialogue and community building.

- iii. Deliverables – The Institute will take place over the period up to three workshops with dates/times to be determined with the Consultant. Flexibility can be provided to conduct this work over consecutive days, nights, and weekends at the availability of all involved. The objective of the institute is to deepen the awareness of inequities in the VOM and its relationship to inequities across Dane County and the State of Wisconsin. Outcomes of the institute will be the development of recommendations, benchmarks, and progress monitoring tools that will guide the work of the VOM. Participants in the workshop will experience:
- A deepened awareness of why discrimination exists.
 - Learning about equity challenges in the Community.
 - Learning about inequities through personal narratives from facilitators.
 - Action planning to advance the work of the VOM DEI Subcommittee.

D. Leadership Development

- i. Description – Delivery of a full day in person or virtual leadership development in the area of diversity, equity and inclusion for the VOM including the Village Board, Diversity, Equity, and Inclusion (DEI) Subcommittee, and Department Heads. Dates to be determined in consultation with VOM leaders and responsive discussion of next steps.
- ii. Definition – Leadership Development is an exercise to take all the data through the audit, gather all the input through the SWOT analysis, and create education awareness through the institute in order to prepare recommendations for the VOM. These recommendations will outline goals and objectives on key diversity, equity, and inclusion initiatives that are specific to improving the VOM and its work within the Community. Additionally this will also include built in tools to monitor progress on how these recommendations can be implemented and maintained.
- iii. Deliverables – This step will take place over the course of a workshop at a time and date to be determined. It will be completed with a report provided outlining the recommendations developed and monitoring tools provided.

4. Cost Proposal: VOM agrees to pay Meraki Consulting LLC for services rendered as follows:

A. **Year 1- 2021/2022** – VOM agrees to pay educational consultant for services rendered as follows:

- i. Equity Audit – \$8,000 for the items listed in Section 3(A). Paid within 30 days of completion.
- ii. SWOT Analysis – \$7,000 for the items listed in Section 3(B). Cost is per group that is paid within 30 days of the workshop.
- iii. Equity Institute – \$20,000 for the items listed in Section 3(C). Paid within 30 days of workshops.
- iv. Leadership Development – \$8,000 for the items listed in Section 3(D). Responsive discussion, goal setting, & next steps. Paid within 30 days of the workshop.
- v. If applicable- milage to be paid at the rate of \$.58 per mile.

B. **Year 2- 2022/Beyond** – Community Engagement to be determined.

5. The parties agree and understand that Meraki Consulting, LLC retains sole and exclusive right and title to all intellectual property produced under this agreement. Furthermore, the parties agree VOM retains the right to use the work products from the consulting engagements to support the VOM boards, commissions, committees, and departments in DEI activities. The right does not extend to hosting workshops using the consultant's intellectual property or materials.

6. Consultants enter into this agreement as, and shall continue to be, an independent contractor. In no circumstances shall educational consultants look to VOM as her/his employer, partner, agent, or principal. Educational Consultant shall not be entitled to any benefits accorded to VOM.

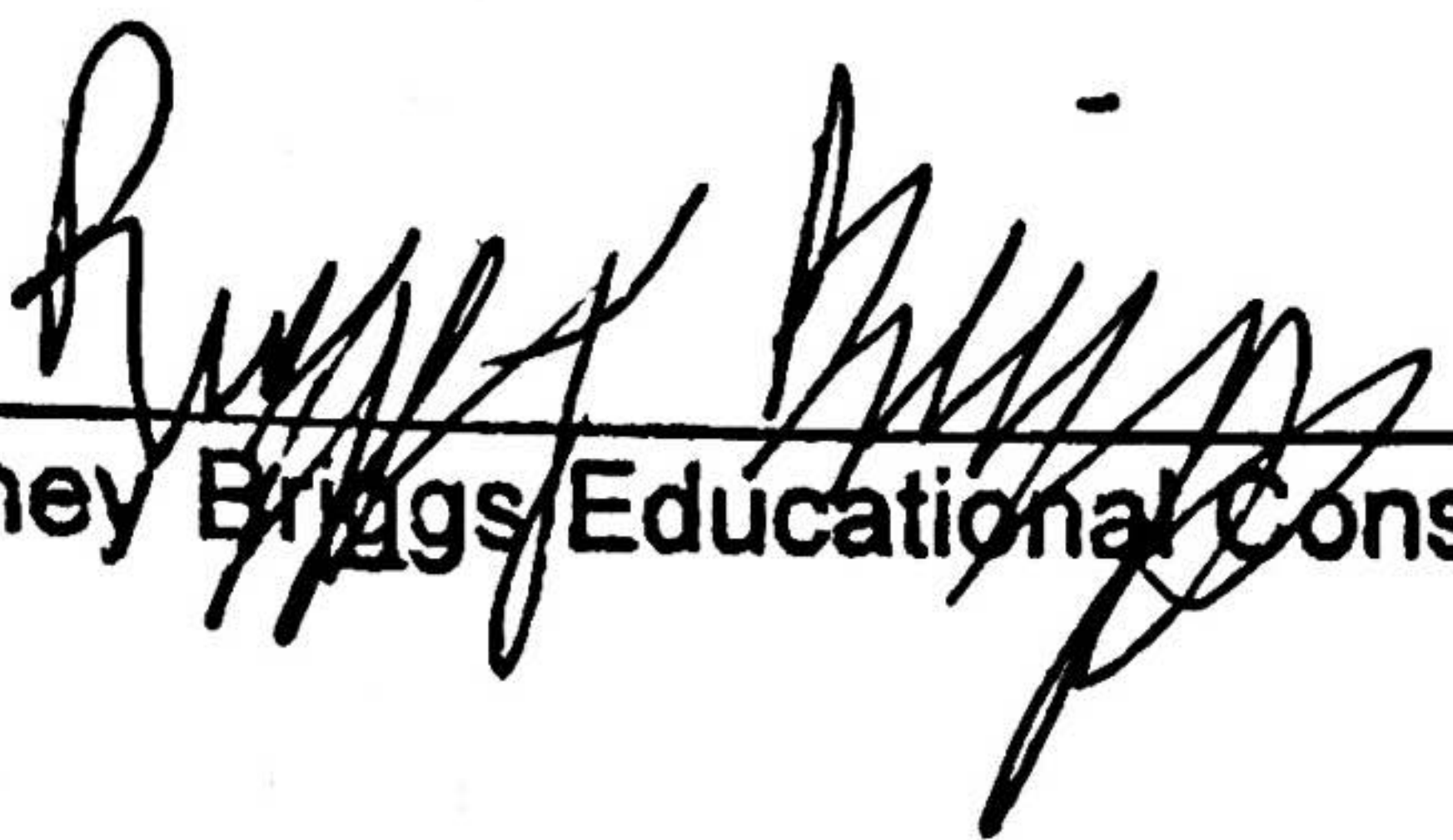
7. The undersigned Consultants shall be solely liable and responsible to pay all required taxes and other obligations including, but not limited to, withholding and Social Security.

8. The Consultants will maintain insurance coverage and shall provide the VOM with a copy of the Certificate of Insurance.

9. The Consultants will adhere to all privacy policies, practices and laws with regard to information, events, anecdotal, qualitative and quantitative data collected and used as part of this contract.

10. This contract may be terminated under mutual agreement of both parties or due to negligence or violations of policy, statute, or federal law.

For Meraki Consulting, LLC:

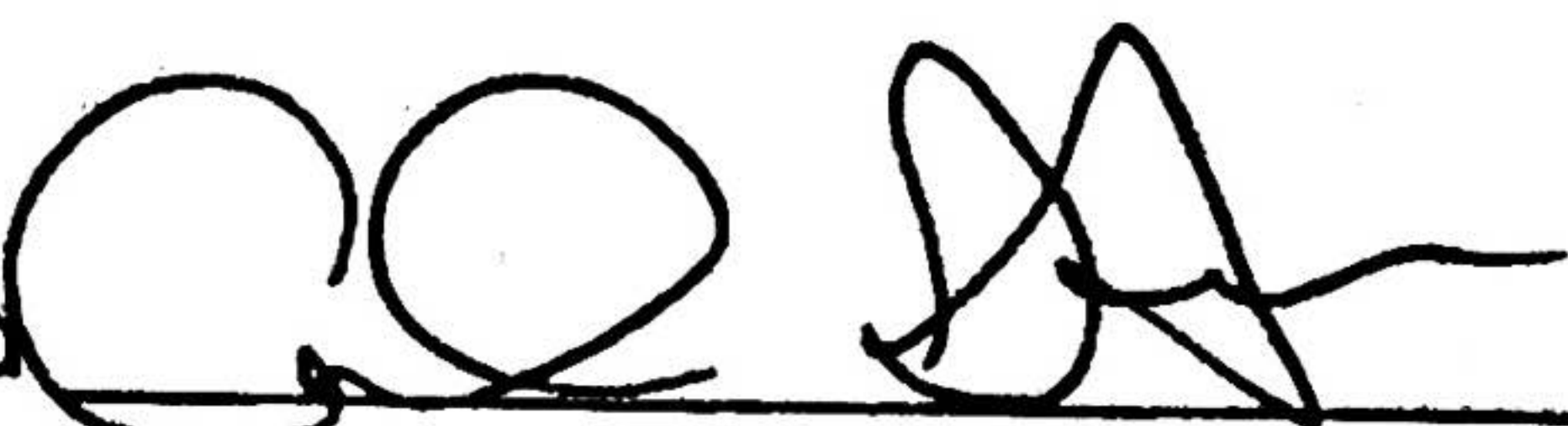
Signed 
Dr. Rainey Briggs Educational Consultant

Date 7/26/2021

For Village of McFarland:

Signed 
Carolyn A. Clow, Village President

Date 7/26/2021

Signed 
Cassandra Suettinger, Village Clerk/Treasurer

Date 7/26/2021

2020 Equity Audit for the Village of McFarland

Prepared by Rainey Briggs, Meraki Consulting and Percy Brown, Critical Consciousness, 2020

	2018	2019	2020
A. General Data			
1. Number of residents in the Village of McFarland	8,527	8,700	8,952
2. Number of single family homes in the Village of McFarland	2,863	2,839	2,889
3. Number of businesses in the Village of McFarland			
4. Number of students in the McFarland School District	2,607	2,591	2,483
B. Demographic Breakdown	2017	2018	2019
1. Residents identified as American Indian in the Village of McFarland	0	6	6
2. Residents identified as Asian in the Village of McFarland	88	90	97
3. Residents identified as Black in the Village of McFarland	164	191	202
4. Residents identified as Hawaiian/Pacific Islander in the Village of McFarland	0	0	0
5. Residents identified as Hispanic in the Village of McFarland	106	117	61
6. Residents identified as 2 or more races in the Village of McFarland	121	109	93

Residents identified as White in the Village of McFarland	7837	7979	8191
C. Police Department Data			
1. Citations received	See Appendix C1	See Appendix C1	See Appendix C1
2. Arrests made	See Appendix C2	See Appendix C2	See Appendix C2
3. 911 Calls	See Appendix C3	See Appendix C3	See Appendix C3
D. Affordable Housing			
1. Home ownership	See Appendix D1	See Appendix D1	See Appendix D1
2. Average Price Per Home			
E. Fire and Rescue			
1.Fire & Rescue calls made	See Appendix E1	See Appendix E1	See Appendix E1
2. Fire & Rescue calls made by neighborhood	See Appendix E2	See Appendix E2	See Appendix E2

F. Fire and Rescue			
1. Business Ownership	See Appendix F1	See Appendix F1	See Appendix F1
G. Park & Recreation			
1. Budget by park	See Appendix G1	See Appendix G1	See Appendix G1
2. Geographical location of parks	See Appendix G2	See Appendix G2	See Appendix G2
H. School District			
1.Academic Reading Proficiency	See Appendix	See Appendix	See Appendix

	H1	H1	H1
2. Office Discipline Referrals K-5	See Appendix H2	See Appendix H2	See Appendix H2
3. Office Discipline Referrals 6-8	See Appendix H3	See Appendix H3	See Appendix H3
4. Office Discipline Referrals 9-12:	See Appendix H4	See Appendix H4	See Appendix H4
5. Police Calls resulting in citation or arrest	See Appendix H5	See Appendix H5	See Appendix H5
I. Village Construction Projects			
1. Contract Bidding	See Appendix I1	See Appendix I1	See Appendix I1
J. Senior Outreach Services			
1. Case Management	See Appendix J1	See Appendix J1	See Appendix J1
2. Nutrition Services	See Appendix J2	See Appendix J2	See Appendix J2
3. Health and Wellness Activities	See Appendix J3	See Appendix J3	See Appendix J3
4. Educational Programs	See Appendix J4	See Appendix J4	See Appendix J4
5. Social Groups	See Appendix J5	See Appendix J5	See Appendix J5

Appendix C1 Citations Received

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	All Residents	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female
2018	2,150	18	55	242	Unknown	39	1,792	0	Not Collected	Not Collected	1,276	874
2019	2,552	9	75	376	Unknown	41	2,039	0	Not Collected	Not Collected	1,530	1,022
2020	1,276	12	30	237	Unknown	35	955	0	Not Collected	Not Collected	834	442

Appendix C2 Arrests Made

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	All Residents	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female
2018	143	2	1	28	Unknown	2	110	N/A	Not Collected	Not Collected	104	39
2019	143	0	2	39	Unknown	0	101	N/A	Not Collected	Not Collected	99	44
2020	83	0	0	19	Unknown	2	62	N/A	Not Collected	Not Collected	61	22

Appendix C3

911 Calls

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	Total Calls Made	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female
2018	319	Data Not Collected.										
2019	388											
2020	446											

Appendix D1

Home Ownership

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	Total # of Homeowners	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female
2017	2,657	0	38	0	0	18	2,588	31	736	7,484	1,729	1,620
2018	2,688	6	40	0	0	50	2,608	34	946	7,794	1,683	1,741
2019	2,615	6	46	0	0	28	2,563	0	946	7,687	1,713	1,696

Appendix E1 Fire & Rescue Calls Made

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	Total Calls Made	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female	Male to Female	Female to Male
2018	661	n/a	1	22	n/a	11	592	n/a	Not Collected	Not Collected	320	338	0	n/a
2019	740	n/a	n/a	36	n/a	4	597	n/a	Not Collected	Not Collected	348	364	1	2
2020	860	1	5	25	2	13	638	3	Not Collected	Not Collected	356	354	2	1

Appendix E2 Fire & Rescue Calls Made by Neighborhood

(Insert neighborhood names or areas of the Village into headers below)

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	Total Calls Made	<i>Please see maps for 2018, 2019, and 2020 at the end of this document.</i>												
2018														
2019														
2020														

Appendix F1 Business Ownership

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	# of Businesses	American Indian owned	Asian owned	Black owned	Hawaiian/ Pacific Islander owned	Hispanic owned	White owned	2 or more races owned	Residents with Disabilities owned	Male owned	Female owned
2018											
2019											
2020											

Appendix G1 Budget by Park

(List names of parks in headers below)

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	Capital Budget by Park	Arnold Larson	Brandt	Cedar Ridge	Community Park	Discovery Garden	Egner	Jaeger	Lewis	McDaniel	Dog Exercise Area	Orchard Hill
2018	\$2,685,000	0	\$396,933	0	0	\$200,562	\$45,955	\$304	0	\$275,787	0	\$183,741
2019	\$3,800,000	0	(\$839)	0	\$867,936	0	0	0	0	\$79,537	0	\$38,574
2020	\$1,665,000	\$11,724	0	\$26,314	\$10,319	0	0	0	\$12,292	\$405,326	\$710,569	\$2,070

Cont.	Ridgeview Tot Lot	Siggelkow Road	William McFarland		Presently, we do not have a mechanism to track operating expenses according to individual parks. This would require a pay code for each park and employees would need to track their time according to which park they worked on. Additionally, we would need to establish an activity code within accounts payable to track which expenses applied to which park. It's not impossible, but just noting it would require a shift in procedure and time to adjust. -MGS
2018	0	0	\$665	\$1,103,946	
2019	0	0	0	\$985,209	
2020	\$17,627	\$5,824	\$9,439	\$1,211,503	

Appendix G2

Geographical location of parks

(List names of neighborhoods in headers below)

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	Total # of parks		Please visit our Parks Facilities website . <i>Map of the geographical location of each park within the Village's inventory has been provided at the end of this document.</i>
2018	The Village of McFarland is home to 16 parks, 2 tot lots, and 8 conservancy areas (26 in total).		
2019			
2020			

*Indicates affordable housing in the area

Appendix H1

4th Grade Reading Proficiency

(Include total number of students and percent proficient)

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	Total # of Students in 4th grade	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Students with Disabilities	Students without Disabilities	ELL	Not ELL	Male	Female
2018-2019	175	2 1.14%	1 0.57%	0 0.00%	0 0.00%	3 1.71%	86 49.14%	5 2.86%	7 4.00%	90 51.43%	1 0.57%	96 54.86%	47 26.86%	50 28.57%
2020-2021	142	0 0.00%	2 1.41%	0 0.00%	0 0.00%	4 2.82%	53 37.32%	4 2.82%	5 3.52%	58 40.85%	1 0.70%	62 43.66%	33 23.24%	30 21.13%

Appendix H2
Office Discipline Referrals K-5
[Return to top](#)

	Total # of referrals	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Students with Disabilities	Students without Disabilities	EL4L	Not ELL	Male	Female
2018-2019	604	0	1	15	0	14	466	108	175	429	4	600	550	54
2019-2020	543	0	2	5	0	5	423	108	186	357	2	541	498	45
2020-2021	100	0	1	1	0	1	88	9	34	66	1	99	78	22

Appendix H3
Office Discipline Referrals 6-8
[Return to top](#)

	Total # of referrals	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Students with Disabilities	Students without Disabilities	ELL	Not ELL	Male	Female
2018-2019	729	0	5	21	0	16	628	59	322	407	7	722	574	155
2019-2020	473	0	5	7	0	12	379	70	252	221	7	466	362	111
2020-2021	336	0	5	20	0	11	253	47	133	203	3	333	233	103

Appendix H4
Office Discipline Referrals 9-12
[Return to top](#)

	Total # of referrals	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Students with Disabilities	Students without Disabilities	ELL	Not ELL	Male	Female
2018-2019	3,051	10	155	213	0	300	2,111	262	631	2,420	110	2,941	1,971	1,080
2019-2020	1,917	5	37	91	0	126	1,517	141	535	1,382	44	1,873	1,337	580
2020-2021	1,490	9	18	107	0	107	1,156	93	337	1,153	28	1,462	998	492

Appendix H5
Police Calls to Schools Resulting in Citation or Arrest
[Return to top](#)

	Total # of police calls to the school district	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Students with Disabilities	Students without Disabilities	ELL	Not ELL	Male	Female
2018														
2019														
2020														

Appendix I1 Contract Bidding

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	Total # of Contract Bids	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female
2018	5	<i>Demographics not collected.</i>										
2019	3											
2020	2											

Appendix J1 Case Management

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	Total # of residents with case managers	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female
2018	121	0	0	0	0	4	121	Unknown	n/a	n/a	43	78
2019	138	1	1	2	0	2	138	Unknown	n/a	n/a	47	95
2020	165	1	0	2	0	4	162	Unknown	n/a	n/a	52	113

Appendix J2 Nutrition Services

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	Total # of residents receiving nutrition services	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female	Other
2018	156	n/a	n/a	2	n/a	7	144	n/a	Not Collected	Not Collected	47	109	3
2019	173	1	1	4	n/a	6	159	n/a	Not Collected	Not Collected	58	115	2
2020	154	1	1	1	n/a	8	139	n/a	Not Collected	Not Collected	56	98	2

Appendix J3 Health and Wellness Activities

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	Total # of residents participating in health & wellness activities	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female
2018	<i>No data collection was taken before 2020.</i>											
2019												
2020	260	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	n/a	n/a	32	228

Appendix J4 Educational Programs

[Return to top](#)

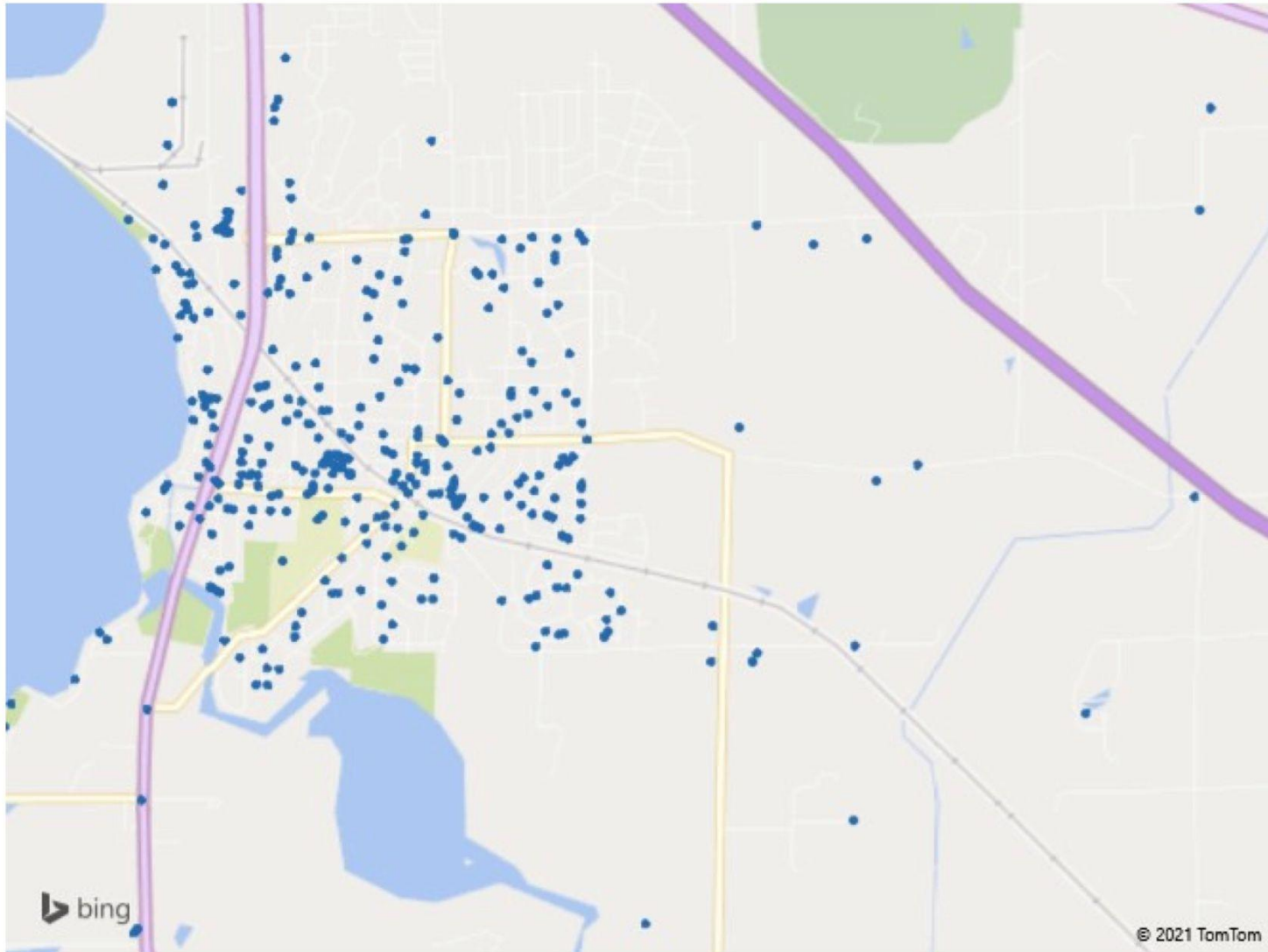
	Total # of residents participating in educational programs	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female
2018	<i>No data collection was taken before 2020.</i>											
2019												
2020	15	0	0	1	0	0	14	Unknown	n/a	n/a	3	12

Appendix J5 Social Groups

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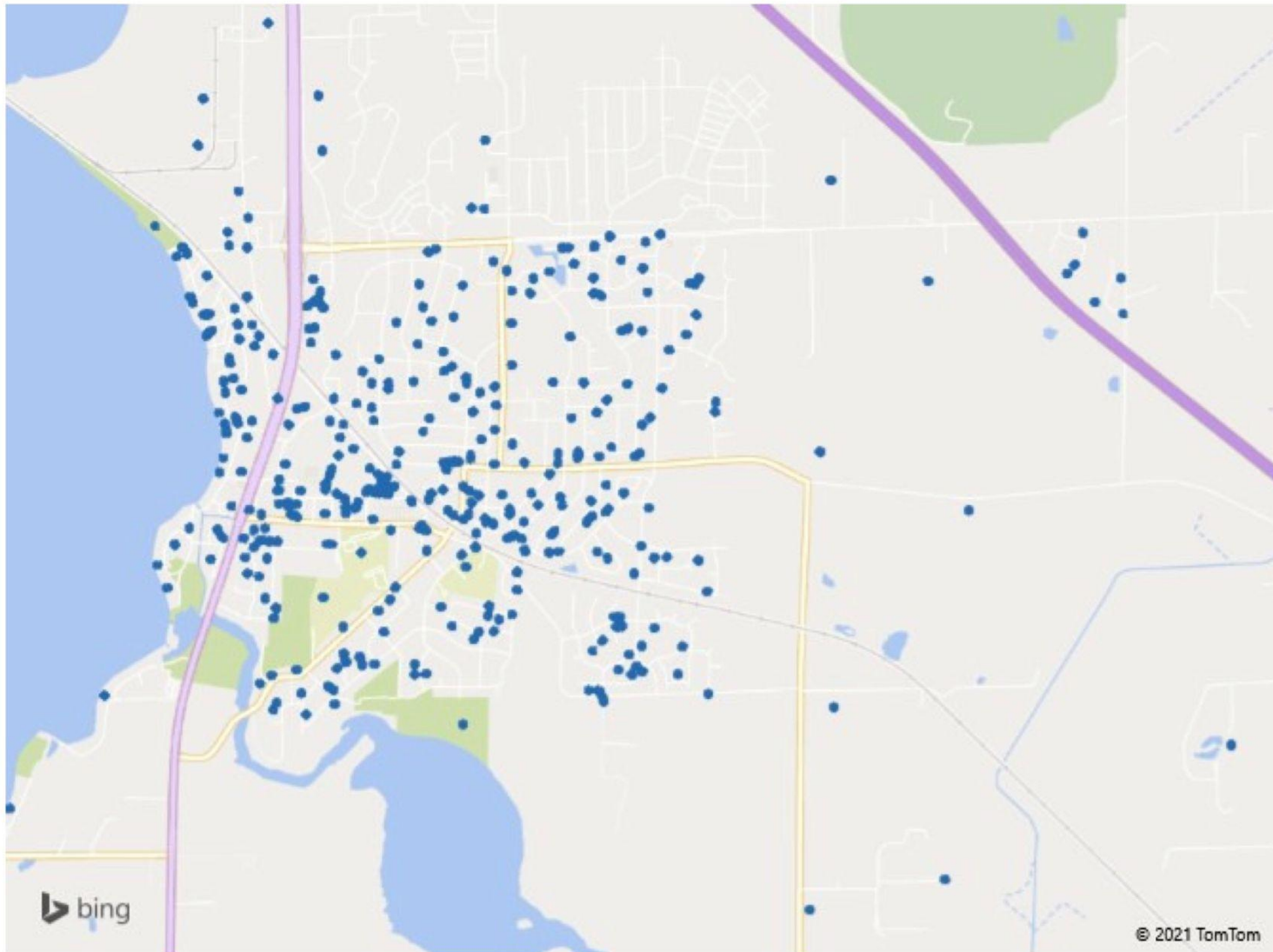
	Total # of residents participating in social group activities	American Indian	Asian	Black	Hawaiian/ Pacific Islander	Hispanic	White	2 or more races	Residents with Disabilities	Residents without Disabilities	Male	Female
2018	<i>No data collection was taken before 2020.</i>											
2019												
2020	123	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	n/a	n/a	Unknown	Unknown

E2. Fire & Rescue Calls (2018)



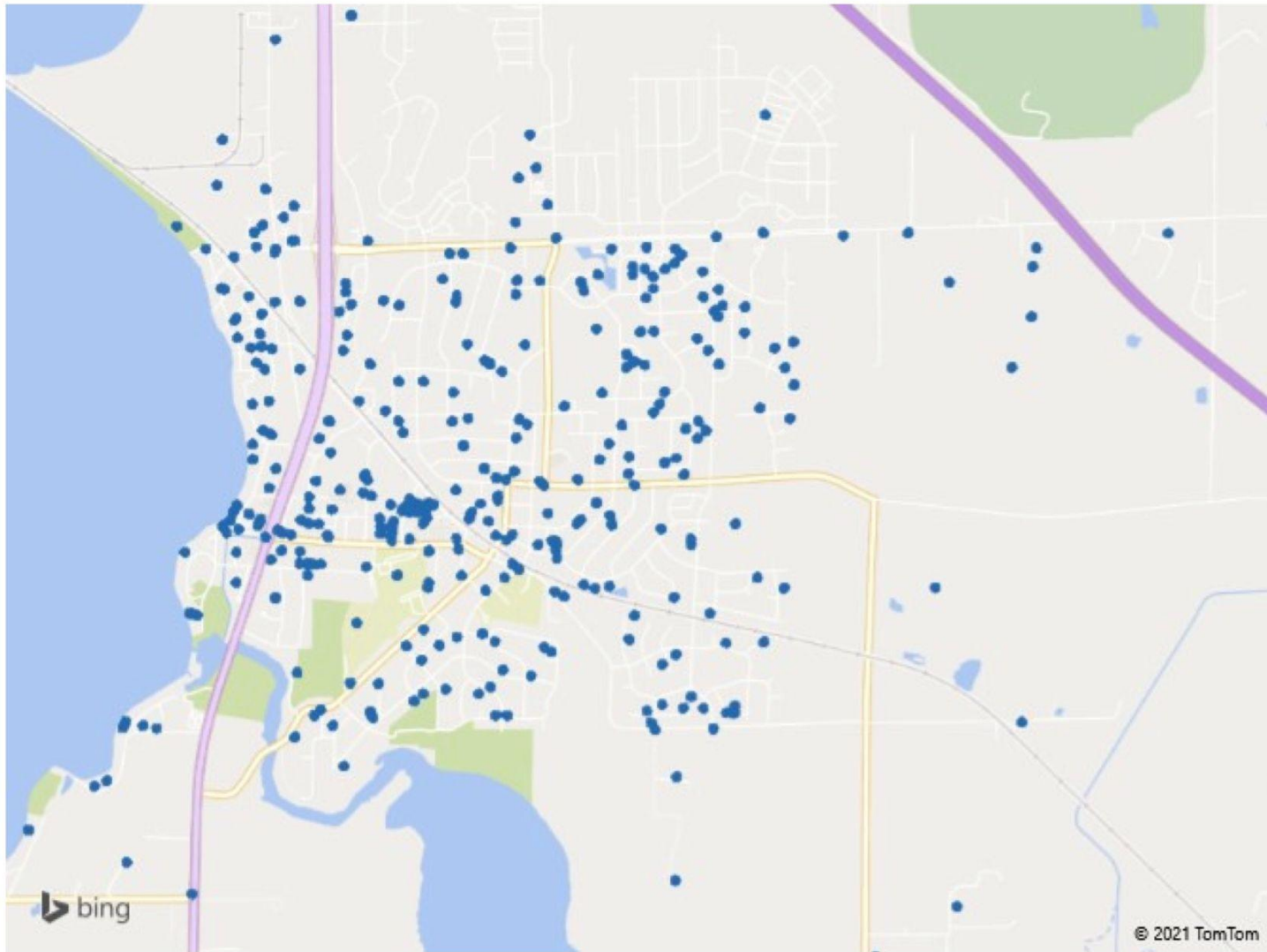
2018

E2. Fire & Rescue Calls (2019)



2019

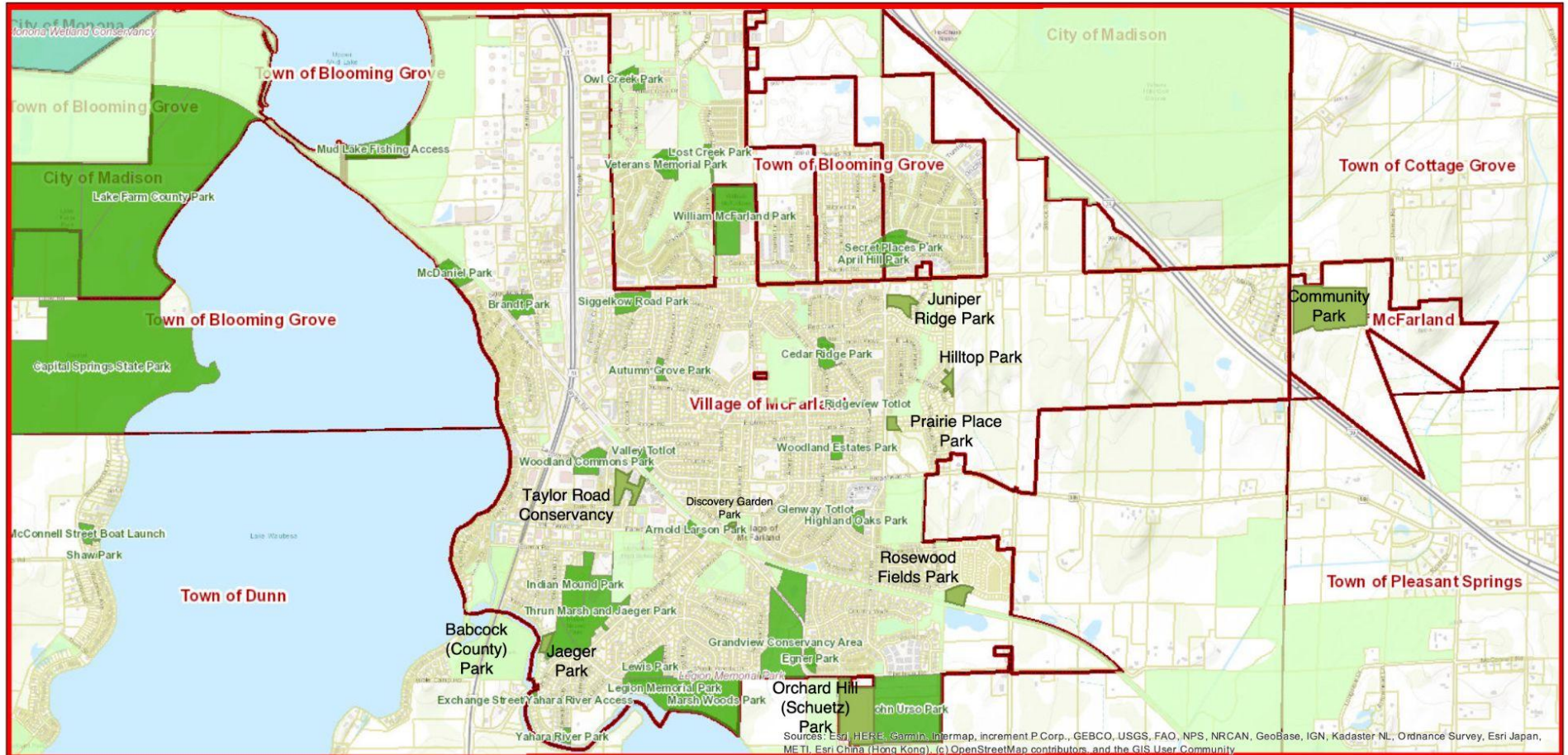
E2. Fire & Rescue Calls (2020)



2020

G2. Parks Map

Dane County Map



October 5, 2021

Dane County Mask

□ Dane County Mask

Municipal Parks

■ Park

■ Natural Area

■ Other Public Lands

Municipalities

□ City

□ Village

□ Town

□ Parcels

0 1,150 2,300 4,600 Feet



DEI Committee SWOT

STRENGTHS

What does the DEI do well that matters to the stakeholders of the Village (e.g., students, parents, and the community)?

- Original resolution helped us focus as a subcommittee and community
- Connecting the school and village
- Collaborative approach
- Result-oriented
- Engaging with the public, esp with concerns
- Progress that has been made by committee and Village staff, as well as efforts to sustain

WEAKNESSES

What are the areas with which DEI either struggles or fails to deliver?

- Gov't [sub]committee and understanding the process that it takes
- Attracting more diversity to subcommittee
- Scope of responsibilities; power to true change
 - i.e. budget
- Identify what works and what doesn't within the public sector/municipal entity
- Early on, what to focus on
- Employment & diverse talent
- Training [internally] - not a part of regular curriculum for staff
- Communications/Marketing - purpose and goals

OPPORTUNITIES

Are there emerging trends or situations that could prove beneficial to either improve a weakness or further develop a strength?

- Communications/Marketing - purpose and goals
- Educational opportunities within community
 - Communicate effectively & be a resource
 - Don't come off as aggressive or blaming
- Partner with school district
- Create safe spaces with community members for thoughts they want to share
- Exposure; getting to know the issues

THREATS

Are there emerging challenges that DEI should be aware of in order to better position itself for the future?

- Lack of communication between school, village, community members; leads to misinformation
- [Financial] support, esp from village residents
- Alienating those while still trying to be inclusive
 - balance
- Communication and messaging
- External and internal threats
- Remembering that it's not just about race, but also gender, religion, sexual orientation, etc.

Public Safety Committee SWOT Group 1

STRENGTHS

What does Public Safety do well that matters to the stakeholders of the Village (e.g., students, parents, and the community)?

- McPD- support racial diversity & providing resources
- McPD- making public statements in support of DEI
- PS providing open & honest communication within the committee (which then benefits our shareholders (community))
- McPD/EMS understanding diverse needs (eg: special needs residents and the need for family/community support)
- PS/McPD/EMS/community: all willing to listen, grow and adapt to demand for change
- Willingness to be involved (members, committees, community)
- Diversity within our committee (organically, recruitment based)
- Community sense of value for Public Safety (financial, social, time commitment)

WEAKNESSES

What are the areas with which Public Safety either struggles or fails to deliver?

- Visibility to groups outside of mainstream (eg: schools, municipal events, etc); for example: families with children <5yo, no children, elderly, etc?
- Diversity within the workforce ("majority of PD force is white male")
- Recruitment (police, fire, EMS) aside from part time staffing (within and without diversity)
- Space/storage/training limitations (new Public Safety Center in 2022!)
- Providing an avenue for outside feedback based on encounters of the Public with members of our safety teams (PD, fire, EMS) without fear or concern for retaliation (neutral third party feedback system?)
- Work life balance vs training & maintaining competence

OPPORTUNITIES

Are there emerging trends or situations that could prove beneficial to either improve a weakness or further develop a strength?

- Leverage social media (enhance transparency between PS and community)
- Create/form new relationships (post COVID interaction surge)
- "Department 360" "Post Hoc analysis" "Post response Huddle" "After Action Report"
- Safety Teams from MHS/IMMS/WIS/CEPS (diversity recruiting from the diversity within our schools)- school to work programs
- pay/benefit increases across positions within public safety teams (current compensation analysis in process)
- Potential federal dollars for COVID support?

THREATS

Are there emerging challenges that Public Safety should be aware of in order to better position itself for the future?

- Misinterpretation of motives (eg: fake news, etc)
- Being "ahead" of the negativity narrative and divisive dialogue (eg: fostering collaboration vs being engaged in the threat)
- Missing (or fear of missing?) the proactive ways to find common ground
- Constant threat of division (not just racially, but politically, and other ways, as well)
- THEME: DEHUMANIZING FACTORS
- Staffing to meet demands of a growing community
 - Allocation and reallocation of resources

Senior Outreach Committee SWOT

STRENGTHS

What does the Senior Outreach Specialist do well that matters to the stakeholders of the Village (e.g., students, parents, and the community)?

- Reaching out and connecting to senior citizens.
- Commitment from the Director of Senior Outreach Services
- Ability to identify and secure funding
- Current programming: Meals on Wheels and other social services are strong
- Effective in reaching seniors outside of the Village
- Commitment from long standing community members
- The Director has vision for the future
- Depth and width of experience the committee members have
- McFarland Area Outreach Endowment
- Commitment from department staff
- Tax levy has more than tripled
- Coffee in the park
- 96% of residents have technology and access to internet

WEAKNESSES

What are the areas which Senior Outreach Specialists either struggle or fail to deliver?

- Lack of space needed for staff
- Inability to provide programming because of space and how department is structured
- Cross communication between department and subcommittees.
 - Ex. Parks having discussions without considering senior citizens perspectives
- Communication and alignment between the Village board members, departments and subcommittees
- No Senior Center for one stop shop servicing (recreation, community building, reading, etc...)
- Department is understaffed
- Space is a huge barrier to programming and opportunities for senior citizens
- Call to sacrifice social services funding for recreation
- Senior citizens may not be as civically engaged as others in the community when lobbying for resources
- Communicate programming to everyone in the village. Some residents don't have internet, cell phones, etc...

OPPORTUNITIES

Are there emerging trends or situations that could prove beneficial to either improve a weakness or further develop a strength?

- Design a new program focused on the needs and wants of the community.
- Developing square footage for office space and programming at the Senior Citizen community center
- Building on programming that is currently strong
- Building on people that are nearing senior citizen status
- Considering what the village can do for the community b/c of the increase in tax levy
- Financial opportunities (Dane County funding, meals program, etc...)
- 110 square miles of area serviced by the Senior Outreach Services Dept. The Village may find opportunity to do more specific to the village if services beyond the village are discontinued
- Shared resources with building and space for more opportunities
- Wellness component
- Practical goal setting or blue print
 - Short term and long term goals
- Building a village for walkers

THREATS

Are there emerging challenges that Senior Outreach Specialists should be aware of in order to better position itself for the future?

- Pushback on spending because of other projects
- The pandemic has opened eyes about the ways in which senior citizens are served
- In person programming because of the pandemic
- The senior community has a diverse range and make up 16% of the population. The senior community is not as unified as it should be to support lobbying for programming and services
- More community based care and people living with limited capabilities much longer
- Gun violence and sexual assault across the greater Madison area
- Diversity: Uptick in racial slurs being used in schools and parents reaction
- Mission is so broad that nothing is accomplished
- Access to affordable housing, transportation and health care
- The village was built for cars
- Communication
- Varying degrees of communication styles within the community

Parks, Recreation and Natural Resources **SWOT**

STRENGTHS

What does the Parks, Recreation and Natural Resources do well that matters to the stakeholders of the Village (e.g., students, parents, and the community)?

- Completed a 15 month project for new parks
- Provides sound long term planning
- Parks provides a resource for community members of all ages, particularly the youth
- Open mindedness
- Committee provides diverse perspectives
- Support to village staff
- Planning project involved the community to get their voice
- Electronic and print surveys
- Newspaper to communicate with the community
- Collaboration with other groups

WEAKNESSES

What are the areas with which Parks, Recreation and Natural Resources either struggles or fails to deliver?

- Short term projects can get lost because of detailed long term planning and the amount of time it takes.
- Public input may be skewed (most times from people who are against) and not reflective of the broader community.
- Not much open space/Parks are limited and small
- Connecting with the community in a more effective way (COVID)
- Village Board representation turnover
- Groups that the committee collaborate with are not diverse/reflective of the community
- The new park may not be accessible to families (low-ses, not in proximity for certain community members, etc...)
- Disconnect between the Village and the school district with programming. The school district runs the programs and has community space but isn't really community b/c there are school based programs always using the space.

OPPORTUNITIES

Are there emerging trends or situations that could prove beneficial to either improve a weakness or further develop a strength?

- Village Board approval of the parks plan
- Community Center
- Align programming between parks, school district
- Making park equipment more accessible for users
- Linking up with neighboring communities with trails
- Outreach and engagement internally and externally
- CDA and looking for other partnerships to support the well being of the village.

THREATS

Are there emerging challenges that Parks, Recreation and Natural Resources should be aware of in order to better position itself for the future?

- Fundraising and borrowing money to fund projects
- Ongoing maintenance of pools, parks, landscaping, etc...
- Balance between capital and operating costs
- Population

Library Board Committee SWOT

STRENGTHS

What does the Library Board do well that matters to the stakeholders of the Village (e.g., students, parents, and the community)?

- One service where it is truly inclusive and serves the majority of the community.
- 95% of McFarland checkouts are in the McFarland branch.
- Madison, Town of Dunn and McFarland make up the users of the library.
- Mapping project to locate users of the library.
- Listened to the community and eliminated late fines.
- The library offers a variety of programs for the youth and senior citizens. The programs are free of charge.
 - Cooking Club: People represent a variety of ethnic and racial backgrounds
 - Go Big Read
 - Book club with a speaker from Ghana to speak on immigration
- Participation rates for programming were high!
 - During the pandemic, more than 100,000 people participated.
- Amazing library staff!
- Bilingual and Sensory story time: Partnered with the school districts
- Senior Citizen
 - Memory text
 - Financial planning for retirement/estates
 - Book clubs
 - Hybrid programming
- The public supports the library based on feedback

WEAKNESSES

What are the areas with which the Library Board either struggles or fails to deliver?

- Limited resources.
- Connecting or marketing to community members who are non users or don't have access to technology.
- Library space is maxed out.
- As the Village grows, accessibility may become a problem.
- Lacking bilingual support.
- Identifying underserved populations and building a bridge to access the library.
- Books published in different languages
-

- Endowment for start up funding
- Teen librarian is working closely with McFarland High School
 - 120 9th and 10th graders toured the library this year.
- Amazing children's library
- Technology Support
- Bilingual apps

OPPORTUNITIES

Are there emerging trends or situations that could prove beneficial to either improve a weakness or further develop a strength?

- Partnerships/collaboration with outside organizations and other departments within the village.
- Identifying parts of the community that are underserved.
- New endowment fund.
- Long range plan that includes an expansion and remodeling of the current building.
- More space can create more programming and diversity of offerings.
- Partnering with the community festival board for the Community Festival.
- New community center will be in close proximity to the library.
- Stronger partnerships/collaboration with the school district.
- Taking advantage of grant opportunities
 - Strong grant writer on staff
 - Received grants from Southeast Asian and African studies

THREATS

Are there emerging challenges that the Library Board should be aware of in order to better position itself for the future?

- The demographics of the service is a challenge and not really a threat.
- Divided community from political polarization
 - Not as intense as other communities
- Climate change
- Climate control at the library...lol!
- Voices of color are not legitimated.
- Financial/Limited Resources
- People who will be unwilling to change their mindset about embracing diversity
- Village board elections
- Subcommittees are oftentimes filled with community members who are working in the professional working class and middle aged.

McFarland Community SWOT

STRENGTHS

What does the McFarland Community do well that matters to the stakeholders of the Village (e.g., students, parents, and the community)?

- School
- Friendly
- Committed Village staff
- Parks and natural resources
- Walkable
- People willing to participate and opportunities
- Proximity to other communities
- Growth strategy
- Sense of community
- Bike path
- Willingness to move forward
- New people feel welcome
- Access to opportunities
- Committed district members

WEAKNESSES

What are the areas which The McFarland Community either struggle or fail to deliver?

- White/Christian is the norm
- Affordable housing and affordable senior housing
- Financial inequity
- Values McFarland lifetime residents vs new comers
- Lack of hiring diversity
- Infrastructure- Walking, no transportation
- Affordable child care
- Lack of physical identity
- Lack of diverse businesses(and village staff)
- Secluded
- Not enough community groups
- Social services in McFarland
- High Property Taxes

OPPORTUNITIES

Are there emerging trends or situations that could prove beneficial to either improve a weakness or further develop a strength?

- Community willing and time is right for DEI
- Community expanding to bring more opportunities and diversity
- Creating and building community center
- Community Festival
- Strategic development
- Affordable housing
- Leveraging resources to expand them
- Meet with habitat for humanity for affordable purchase opportunities
- Grass roots- Generational engagement

THREATS

Are there emerging challenges that The McFarland Community should be aware of in order to better position itself for the future?

- Irresponsible spending
- Not developing communication plan
- Lack of engagement
- COVID
- Complacency and lack of commitment
- "Good Ol'boy network
- Stuck in negative situation/circumstances
- Not allowing people to grow hold them accountable
- Assume someone else will do it

Timestamp	How do I keep moving forward in my understanding of race and equity now that the Equity Institute is over?	How can we support one another moving forward in doing this very challenging and rewarding work? (What will you need from your colleagues/staff, your administrators, parents, and other participants? And, what will you do to support others?)	If you would be willing to offer a testimonial to your experience with Equity Institute please do so.
5/15/2022 20:02:13	Continue the conversation with those that attended and bring more people into the conversation. I also need to read more. There are many great books that help shed light on the history ongoing struggles surrounding DEI. Finally, it's bringing what I learned into spaces that I have influence with, such as community organizations and Village committees.	Make sure the momentum continues to build. We need to look at our DEI work, and determine where exactly we want to go, and how we're going to get there. Once some of those pieces are formed, it'll be a framework to work off of in other community spaces. We will always need an open mind by everyone involved as well as enthusiasm to make sure the framework is not only implemented, but successfully carried out.	The Equity Institute was an incredibly illuminating experience. It provided a wonderful opportunity to dig in deep and understand my individual beliefs and understanding of the topic, and exposed me to new information and ideas that I know I will bring to other spaces and discussions in the community.
5/16/2022 16:27:07	Continue to listen, learn and recruit like minded individuals.	More gatherings to build relationships with like minded people. Form your tribe and focus on the 20-60-20.	

Timestamp	How do I keep moving forward in my understanding of race and equity now that the Equity Institute is over?	How can we support one another moving forward in doing this very challenging and rewarding work? (What will you need from your colleagues/staff, your administrators, parents, and other participants? And, what will you do to support others?)	If you would be willing to offer a testimonial to your experience with Equity Institute please do so.
5/17/2022 22:41:31	Proceed to step involving action and gathering like minded folks to share in the goals to reach those who need to hear these ideas.	Listening skills are a great support. Respectful engagement and make all bridge building better.	This was an invaluable experience. The information was well-structured and provided essential groundwork that we all need to continue to develop. I am grateful for the opportunity to clean insights from this experience!
5/18/2022 15:10:06	Being purposeful in continuing training and education	Continuing access to training and education resources for Village employees, committee members, and the public at large.	

Timestamp	How do I keep moving forward in my understanding of race and equity now that the Equity Institute is over?	How can we support one another moving forward in doing this very challenging and rewarding work? (What will you need from your colleagues/staff, your administrators, parents, and other participants? And, what will you do to support others?)	If you would be willing to offer a testimonial to your experience with Equity Institute please do so.
5/20/2022 12:19:29	Continue to be reflective of the work, and make sure we keep it at the forefront. Also, take steps to put an action plan in place. This likely involves setting goals, timelines, and action plans to accomplish this work. Overall, making sure we do more than just reflect on the powerful work from this week, but be actionable.	Just continue to have these conversations and support one another. Not sure if there is a place for this, but perhaps this group as a whole can get together going forward to build on the work. I think what is likely is we crammed a lot of work and thought into three days. Much of that work, as you outlined, as likely began permeating in our subconscious. Most of us having been processing this work, and will continue to process this all. Might be beneficial to get to follow up on additional thoughts we had on and how we can carry this work forward.	The institute was an amazing experience. Percy and Rainey did an amazing job of creating an atmosphere where everyone could let their walls down, and have an honest raw, powerful experience but in a controlled manner where the space was safe. My only one thought after going through it, it is likely best split up perhaps over a longer period of time. I know that was not an option, and we had a reason and purpose for the schedule we chose. But definitely wishing I had more time to process before coming back to unpack things. Again not a criticism as I understand why the decisions were made.
5/25/2022 18:06:59	Keep the conversation going and stay active in the community. Vote.	Be there for each other, open, and accepting. Open to criticism and change.	

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, July 5, 2022

SECTION: Business

DEPARTMENT: Public Works

CONTACT: Sayer Larson, Parks Superintendent

AGENDA ITEM: Discussion and action on a request to add the McFarland Spartan Sharks to Chapter 2 Athletic Field Usage Policy-Appendix A.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Staff received a request from McFarland Spartan Sharks to be added to Appendix A of the Chapter 2 Athletic Field Usage Policy. Appendix A contains a list of approved Village Community Organization Groups who are exempt from paying the park shelter rental fee. Groups are required to have a security deposit on file for events.

Within the packet is the letter from McFarland Spartan Sharks detailing their request. Staff are seeking the committee recommendation on this request.

FINANCIAL/BUDGET IMPACT:

Park shelter rental fees vary based on the shelter. For Village of McFarland residents, the shelter fees are the following:

Park Shelter	Fee
Arnold Larson	\$10.00
Brandt	\$100.00
Lewis	\$100.00
McDaniel	\$50.00
William McFarland	\$100.00

VILLAGE PLAN REFERENCE:

[Chapter 2-Athletic Field Usage Policy](#)

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:



Motion and second to approve the McFarland Spartan Sharks request to be added to Appendix A of the Chapter 2-Athletic Field Usage Policy.

ATTACHMENTS:

1. MSS-Community Organization Exemption

McFarland Spartan Sharks – Community Organization Exemption

The McFarland Spartan Sharks (MSS) is a Village Community Organization Group and is requesting an exemption from paying the park shelter rental fee.

MSS is a year-round, competitive USA Swimming club offering high-quality professional coaching and technique instruction for all ages and abilities. Since our founding in 1982, the goal of our team has been to provide every member an opportunity to improve their swimming skills and achieve success at his or her level of ability, from novice to international competitor.

The objectives of the McFarland Spartan Sharks program are as follows:

- To furnish a wholesome and worthwhile physical and recreational outlet
- To provide an opportunity to learn sportsmanship and to instill the values of positive team cooperation
- To provide opportunities for social and emotional development
- To provide educational opportunities
- To provide opportunities to learn good healthy habits
- To have fun while working toward goals
- To be a good partner of the McFarland School District and the greater McFarland community

Our nonprofit is based in McFarland. We primarily serve families in McFarland, but we also attract families from surrounding communities, including Stoughton, Monona, Cottage Grove, Sun Prairie and Madison. These families support the Village and Village businesses as they travel to practices and participate in our events.

We are also a community partner in good standing with the McFarland School District. We work closely with pool staff and are good stewards of the aquatic facility.

The team's use of Village of McFarland park facilities would include team-building activities and family events. This includes the use of shelters and open park space; we would not require field use. The Village would have low marginal costs associated with MSS's use of park space and facilities. The team's use of village facilities will help foster community connection and pride while providing team members and their families the opportunity to foster and strengthen their relationships within the community.

Any questions regarding this request can be directed to MSS board president and McFarland resident Amanda Wegner at mcfarland.spartan.sharks@gmail.com or 608-577-9895.

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, July 5, 2022

SECTION: Business

DEPARTMENT: Public Works

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion regarding the development of a Park System Capital Improvement Plan.

PREVIOUS ACTION:

The Committee began a general discussion on developing this plan at their last meeting held on August 26, 2021. The first draft of this document was conducted at the meeting held on September 23, 2021.

Final discussion of this item by the Committee took place on October 28, 2021 where costs assumptions were incorporated into the discussion. Next steps were to work these projects into the full Village plan to better forecast debt impacts.

The full 5 year plan with these projects incorporated for 2023-2027 were presented and introduced to the Village Board on June 28, 2022. They will review this further at meetings in July and August taking into account all capital requests.

ISSUE SUMMARY:

Please find included within your packets the proposed 5 years Capital Improvement Plan for 2023-2027 as its related to the parks improvements overseen by the Public Works Department.

This information is extracted from the full Village 2023-2027 Capital Improvement Plan that is prepared for all Village Departments to support services. The base of this plan is fueled by the 10 year Park Improvement Plan that was initially drafted and reviewed by the Committee in the Fall of 2021. Information contained within this 10 year plan came from previously accepted master plans, the previously accepted 2021-2025 Village Capital Improvement Plan relative to parks projects, and other previously discussed initiatives. The 10 year plan is also updated from our last review in order to reconcile with the 5 year plan and included in your packet for reference. The full 5 year plan includes all other Capital needs for parks as well in addition to the larger projects previously discussed and conceived. Our plan for the meeting is to introduce these items, discuss various priorities/assumptions, and address questions/concerns as might be needed. The Village Board at the same time is reviewing the full 5 year CIP for all Departments in which the projects presented here for parks are included with all other capital requests across the Village. We anticipate finishing this work near the end of August in order to accept the 2023-2027 CIP for inclusion in the 2023 Budget process that will begin this Fall.

FINANCIAL/BUDGET IMPACT:

All of the estimated costs are shown for each project within the year they are planned.

**VILLAGE PLAN REFERENCE:**

There are many different plans that we have that fuel this work. [Please click on this to view the Parks, Recreation, and Natural Resources website for a list](#) and access to each of these plans. A list of what is provided is as follows:

- Aquatics Feasibility Study
- Inclusive Playground Master Plan
- McDaniel Park Master Plan
- Outdoor Recreation and Open Space Plan 2019 to 2023
- Urso/Schuetz Master Plan

Additionally, you can click on this link to view the draft master plan for [McFarland Park](#) and [Community Park](#).

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion. No action needed. Intent is to introduce this plan, and consider action in the form of a recommendation at the next meeting as might be appropriate.

ATTACHMENTS:

1. 2023-2027 McFarland CIP - Parks
2. Parks Capital Improvement Plan 06292022 mgs

2023-2027 McFarland Capital Improvement Plan

Funding Summary

<i>By Department...</i>	2023	2024	2025	2026	2027	Total
Parks	1,312,750	3,385,500	3,375,000	3,065,000	6,735,000	17,873,250
Total	1,312,750	3,385,500	3,375,000	3,065,000	6,735,000	17,873,250

<i>By Fund...</i>	2023	2024	2025	2026	2027	Total
General - Fund 100	-	-	-	-	-	-
Comm/Tech - Fund 200	-	-	-	-	-	-
TID #3 - Fund 305	-	-	-	-	-	-
TID #4 - Fund 310	-	-	-	-	-	-
TID #5 - Fund 315	-	-	-	-	-	-
Capital Projects - Fund 400	1,122,750	2,770,500	3,125,000	1,550,000	6,300,000	14,868,250
Parks - Fund 405	190,000	615,000	175,000	365,000	435,000	1,780,000
Utility - Fund 600	-	-	75,000	1,150,000	-	1,225,000
Stormwater - Fund 605	-	-	-	-	-	-
Total	1,312,750	3,385,500	3,375,000	3,065,000	6,735,000	17,873,250

<i>Within Fund 400...</i>	2023	2024	2025	2026	2027	Total
General Revenue	10,000	-	-	-	-	10,000
Grants	100,000	500,000	-	-	3,500,000	4,100,000
Intergovernmental	-	1,300,000	-	-	-	1,300,000
Borrowing	1,012,750	970,500	3,125,000	1,550,000	2,800,000	9,458,250
Reserves	-	-	-	-	-	-
Total	1,122,750	2,770,500	3,125,000	1,550,000	6,300,000	14,868,250

<i>Within Borrowing...</i>	2023	2024	2025	2026	2027	Total
Bonds	-	-	-	-	-	-
Notes	1,012,750	970,500	3,125,000	1,550,000	2,800,000	9,458,250
Total	1,012,750	970,500	3,125,000	1,550,000	2,800,000	9,458,250

<i>Within Fund 600 and 605...</i>	2023	2024	2025	2026	2027	Total
Water	-	-	75,000	1,150,000	-	1,225,000
Sanitary Sewer	-	-	-	-	-	-
Storm Sewer	-	-	-	-	-	-
Total	-	-	75,000	1,150,000	-	1,225,000

Capital Improvement Program

Village of McFarland

Prior Plan Approval/Inclusion Year:

2020

2021

2022

2023

2024

2025

2026

2027

Program Year: 2023

Funding by Project

Projects	Dept	General	Comm/Tech	TID #3	TID #4	TID #5	Capital Projects - Fund 400					Parks	Utility - 600		Stormwater	Total		
		Fund 100	Fund 200	Fund 305	Fund 310	Fund 315	General	Grants	Intergov	Borrow	Reserve	Total	Fund 405	Water	Sewer		Fund 605	
Bathroom (Design/Build)	Parks											-	150,000				150,000	
Comm Park Irrigation	Parks											275,000	275,000				275,000	
Equipment	Parks											27,750	27,750				27,750	
Inclusive Park (Design)	Parks											75,000	75,000				75,000	
Lake Access (Build)	Parks											50,000	50,000				25,000	75,000
McDaniel Park (Build)	Parks											250,000	250,000				250,000	
Park Equipment	Parks											-	15,000				15,000	
Planning/Consulting	Parks											10,000	10,000				10,000	
Property Acquisition	Parks											-	-				-	
Siggelkow Trail (Design)	Parks											50,000	50,000				50,000	
Skatepark (Design/Build)	Parks	100,000	150,000	250,000	250,000													
Wing Mower	Parks	135,000	135,000	135,000														
Total Projects		-	-	-	-	-	10,000	100,000	-	1,012,750	-	1,122,750	190,000	-	-	-	1,312,750	

Capital Improvement Program

Village of McFarland

Prior Plan Approval/Inclusion Year:

2020 2021 2022 2023 2024 2025 2026 2027

Program Year: 2024

Funding by Project

Projects	Dept	General Fund 100	Comm/Tech Fund 200	TID #3 Fund 305	TID #4 Fund 310	TID #5 Fund 315	Capital Projects - Fund 400						Parks Fund 405		Utility - 600 Water Sewer		Stormwater Fund 605	Total
							General	Grants	Intergov	Borrow	Reserve	Total						
Bocce Electrical/Light	Parks									25,000		25,000						25,000
Brandt Park Bathrooms	Parks									110,000		110,000						110,000
CP Phase 2 (Design)	Parks									175,000		175,000						175,000
Field Grading	Parks									40,000		40,000						40,000
Inclusive Park (Build)	Parks							500,000	800,000			1,300,000	500,000					1,800,000
Lewis Park Flooring	Parks									30,000		30,000						30,000
Mower	Parks									28,000		28,000						28,000
Park Equipment	Parks											-	15,000					15,000
Playground (Highland)	Parks											-	100,000					100,000
Property Acquisition	Parks											-						-
Siggelkow Trail (Build)	Parks								500,000	562,500		1,062,500						1,062,500
Total Projects		-	-	-	-	-	-	500,000	1,300,000	970,500	-	2,770,500	615,000	-	-	-	-	3,385,500

Capital Improvement Program

Village of McFarland

Prior Plan Approval/Inclusion Year: 2020 2021 2022 2023 2024 2025 2026 2027

Program Year: 2025

Funding by Project

Projects	Dept	General Fund 100	Comm/Tech Fund 200	TID #3 Fund 305	TID #4 Fund 310	TID #5 Fund 315	Capital Projects - Fund 400					Parks Fund 405	Utility - 600		Stormwater Fund 605	Total
							General	Grants	Intergov	Borrow	Reserve		Water	Sewer		
Bathroom (Design/Build)	Parks											160,000				160,000
Brandt Parking Lot (Design/Build)	Parks									250,000						250,000
CP Phase 2 (Build)	Parks									2,325,000						2,325,000
CP Phase 3 (Design)	Parks									50,000						50,000
Egner Park Facility (Design)	Parks									75,000			75,000			150,000
Larson Park	Parks									100,000						100,000
McF Park Ph 3.1 (Design)	Parks									75,000						75,000
McF Park (Facility)	Parks									250,000						250,000
Park Equipment	Parks											15,000				15,000
Property Acquisition	Parks															-
Total Projects		-	-	-	-	-	-	-	-	3,125,000	-	3,125,000	175,000	75,000	-	3,375,000

Capital Improvement Program

Village of McFarland

Prior Plan Approval/Inclusion Year: 2020 2021 2022 2023 2024 2025 2026 2027

Program Year: 2026

Funding by Project

Projects	Dept	General	Comm/Tech	TID #3	TID #4	TID #5	Capital Projects - Fund 400						Parks	Utility - 600		Stormwater	Total
		Fund 100	Fund 200	Fund 305	Fund 310	Fund 315	General	Grants	Intergov	Borrow	Reserve	Total	Fund 405	Water	Sewer	Fund 605	
Aquatics (Design)	Parks									375,000		375,000					375,000
CP Phase 3 (Build)	Parks									250,000		250,000	250,000				500,000
Egner Park Facility (Build)	Parks									350,000		350,000		1,150,000			1,500,000
Lower Yahara (Design)	Parks									150,000		150,000					150,000
McF Park Ph 3.1 (Build)	Parks									425,000		425,000					425,000
Park Equipment	Parks											-	15,000				15,000
Playground (Cedar Ridge)	Parks											-	100,000				100,000
Property Acquisition	Parks											-					-
Total Projects		-	-	-	-	-	-	-	-	1,550,000	-	1,550,000	365,000	1,150,000	-	-	3,065,000

Capital Improvement Program

Village of McFarland

Prior Plan Approval/Inclusion Year: 2020 2021 2022 2023 2024 2025 2026 2027

Program Year: 2027

Funding by Project

Projects	Dept	General Fund 100	Comm/Tech Fund 200	TID #3 Fund 305	TID #4 Fund 310	TID #5 Fund 315	Capital Projects - Fund 400						Parks Fund 405	Utility - 600		Stormwater Fund 605	Total
							General	Grants	Intergov	Borrow	Reserve	Total		Water	Sewer		
Aquatics (Build)	Parks							3,500,000		1,625,000		5,125,000					5,125,000
Bathroom (Design/Build)	Parks											-	170,000				170,000
Lower Yahara (Build)	Parks									750,000		750,000	250,000				1,000,000
McF Park Ph 3.2 (Build)	Parks									425,000		425,000					425,000
Park Equipment	Parks											-	15,000				15,000
Property Acquisition	Parks											-					-
Total Projects		-	-	-	-	-	-	3,500,000	-	2,800,000	-	6,300,000	435,000	-	-	-	6,735,000

McFarland Capital Improvement Program (CIP)

2023 – 2027

Parks

Planned Projects:

Aquatics

- *Description* – The McFarland Park master plan was accepted with the inclusion of an aquatics improvement. Aquatics is included on the backend of this 5 year plan as a reflection of that phasing but is contingent upon further planning specific to its development in this location. The project also envisions very significant fundraising that likely serves as a guide on whether or not it advances through this plan to construction.
- *Year(s)* – 2026 (Design) and 2027 (Build).
- *Funding* – Fundraising and borrowed money within the Capital Projects Fund (400).

Bathroom (Design/Build)

- *Description* – The Committee has desired to induce more public restroom opportunities within the system. These are standalone bathroom facilities meant to fill in gaps where portable restrooms are presently utilized. Likely, prefabricated structures hooked into available utilities are implemented to help make design and construction costs more efficient. The Committee will prioritize locations and work through process on design and install with Staff. Improvements are planned every other year.
- *Year(s)* – 2023, 2025, and 2027.
- *Funding* – Impact Fees collected within Parks Fund (405).

Bocce Electrical/Lighting

- *Description* – The current bocce courts were developed without power or lighting to support even basic operations. When needed, they access power via portable generators and extension cords. This project would expand electrical capabilities and add lighting to the courts for additional playing opportunity throughout their season.
- *Year(s)* – 2024.
- *Funding* – Borrowed Money within the Capital Projects Fund (400).

Brandt Park

- *Description* – The facility is in need of some improvement to the bathrooms as well as technology to add cameras and improve access control. Expanding parking capabilities is an opportunity as well in the future. Likely the facility improvements are advanced in 2024 with the parking lot project to follow in 2025.
- *Year(s)* – 2024.
- *Funding* – Borrowed Money within the Capital Projects Fund (400).

Parks (continued)

Community Park

- *Description* – The Village purchased the property for the Community Park in 2019 and completed a Master Plan in 2021. Phase 1 for the park is scheduled to begin in 2022 which includes mass grading the site for future playing fields. Design funds are included in 2024 for Phase 2 which will be the largest phase to construct facility improvements, parking lot, playground, and other support amenities needed to make the park operational to transition soccer from McFarland Park. 2023 will likely be needed for planning with design in 2024 and construction in 2025. Phase 3 (bicycle pump track) for the project is not as costly which could include design in 2025 followed by implementation in 2026.
- *Year(s)* – 2023, 2024, 2025, and 2026.
- *Funding* – Borrowed money and impact fees collected within Parks Fund (405).

Egner Park Facility

- *Description* – Egner Park is currently supported by a playground structure, basketball court, and green space with some covered shelter associated with well maintained by the water utility. This facility is envisioned for replaced in partnership between parks and the water utility to continue to provide for the shelter but also add restrooms. A new facility would be designed for this purpose as a shared expense between both funds helping to modernize the well and also improve park amenities.
- *Year(s)* – 2025 (Design) and 2026 (Build).
- *Funding* – Borrowed Money within the Capital Projects Fund (400).

Equipment/Mower

- *Description* – Funding to purchase small equipment items to improve maintenance of the park. The funding for 2023 includes a new Toro workman for general maintenance access and mower attachment as needed. The funding for 2024 includes a mower addition.
- *Year(s)* – 2023 and 2024.
- *Funding* – Borrowed Money within the Capital Projects Fund (400).

Field Grading

- *Description* – Various regarding activities to improve drainage within area playing fields.
- *Year(s)* – 2024.
- *Funding* – Borrowed Money within the Capital Projects Fund (400).

General Improvements

- *Description* – Money set aside annually to be used for general park improvements through the use of fees collected within new developments.
- *Year(s)* – All.
- *Funding* – Impact Fees collected within Parks Fund (405).

Parks (continued)

Inclusive Park

- *Description* – The Village completed a Master Plan in 2020 to develop an Inclusive Playground within Cedar Ridge Park. Funds to support design were included in the 2022 budget and Staff has partnered with the School District to study development of this park at Waubesa Intermediate School. This is in close proximity to the park, and would leverage additional funding to implement the park while creating opportunity for Cedar Ridge in the future. Design work would begin in 2022 and continue into 2023 for construction in 2024. The concept was presented to the Joint Village/School Committee and received favorably to continue to study. Staff from both entities continue to review and discuss this opportunity for implementation.
- *Year(s)* – 2023 (Design) and 2024 (Build).
- *Funding* – Combination of impact fees, grants, and funding from the School District out of the Capital Projects Fund (400) and Parks Fund (405)..

Lake Access

- *Description* – Planning is underway regarding improvements within Lewis Park to improve Lake Access to Lower Mud Lake. A Consultant is working on a plan to study and provide guidance on improvements that bring people to the water in a more thoughtful manner. This plan will be completed in 2022 and is generally a small project for implementation the next year.
- *Year(s)* – 2023.
- *Funding* – Borrowed money within the Capital Projects Fund (400).

Larson Park

- *Description* – Maintenance is identified here for the gazebo structure and brick path. The gazebo itself last was reroofed as part of project in 2019 and likely is inline for additional structure maintenance, painting, and other improvements. The internal path within the park will be in need of brick replacement and refurbishment where applicable.
- *Year(s)* – 2025.
- *Funding* – Borrowed Money within the Capital Projects Fund (400).

Lewis Park Flooring

- *Description* – This structure was installed with a high traffic carpet surface to accommodate the various uses within the facility. It will need to be replaced at some point likely recommended for a rubber surface to improve durability within the colder months (i.e. – ice skating).
- *Year(s)* – 2024.
- *Funding* – Borrowed Money within the Capital Projects Fund (400).

Parks (continued)

Lower Yahara River Trail

- *Description* – The master plan for Urso/Schuetz Park includes a connection of the Lower Yahara River Trail through the center of the park blending in with the disc golf course and natural areas. This work though is dependent upon planning by Dane County to connect McFarland to Fish Camp County Park. Presently, Dane County is focusing their efforts to connect Fish Camp County Park to Lake Kegonsa State Park which in doing so provides a trail connection to the City of Stoughton. They have indicated that upon completion of this construction they would return their focus to the McFarland connection helping to fill in one of the final off-street gaps in their network. Construction of the Fish Camp connection is scheduled for 2023 which then lines up for planning, design, and construction on the next segment a few years after that. Funding also includes additional amenities to support the trail and park from the master plan.
- *Year(s)* – 2026 (Design) and 2027 (Build).
- *Funding* – Borrowed Money within the Capital Projects Fund (400).

McFarland Park

- *Description* – A new master plan for McFarland Park was accepted in 2021 in conjunction with improvements to the new Community Park. These plans recommended transitioning soccer to the new park and repurposing fields they vacated for new uses. Prior to this point, pickleball has been implemented as well as considerations to improve the skate park through this plan. Future phases of this work envision additional amenities for basketball, baseball, playground, aquatics, trails, and more. The current 5 year Capital Improvement Plan presents a scenario where improvements at the Community Park will be completed in 2025 allowing for transition for soccer in 2026 as one example, could be sooner or later depending on further discussion. This would allow for the Village to begin to implement future phases of McFarland Park thereafter once a more formal transition plan has been developed. Funding within this plan also accounts for remaining financial obligations within the existing park shelter.
- *Year(s)* – 2025 (Design), 2026 (Build), and 2027 (Build).
- *Funding* – Borrowed money within the Capital Projects Fund (400).

McDaniel Park

- *Description* – The Committee received a presentation regarding partnership with Dane County on how to improve water access to Lake Waubesa. The Village has a beach in this location; however, water quality and beach condition are detractors from utilization. The County has successfully implemented barrier control and filtration to improve water quality, additionally they would assist the Village in developing a sand beach versus the current gravel condition that was mandated previously by the DNR. Design will take place in late 2022 for implementation the next year in time for use during the warmer months.
- *Year(s)* – 2023.
- *Funding* – Borrowed money within the Capital Projects Fund (400).

Parks (continued)

Park Equipment

- *Description* – Every other year, the Village looks to replace and/or repair certain park amenities and play structures as well as park signage as needed.
- *Year(s)* – 2024 and 2026.
- *Funding* – Impact Fees collected within Parks Fund (405).

Planning/Consulting

- *Description* – Additionally assistance to support various initiatives in the parks, carry forward already approved planning/design projects, and identify new areas of study.
- *Year(s)* – 2023
- *Funding* – General revenues within the Capital Projects Fund (400).

Property Acquisition

- *Description* – Annually this is held as a placeholder depending on needs and opportunities that may arise. No acquisitions are presently targeted within this 5 year plan.
- *Year(s)* – All.
- *Funding* – Borrowed Money within the Capital Projects Fund (400).

Siggelkow Road Trail

- *Description* – During the master planning process for the new Community Park, it was discussed about providing off-street pedestrian connection to this far eastside amenity. One solution to this was creating a bike trail along Siggelkow Road. The concept would be studied as part of the Eastside Plan Development being prepared by Community Development in 2022/2023 which could lead to design in 2023 with construction to align with the park opening in the future years. Dane County is likely a partner on this project as it meets their goals for off-street pedestrian/trail connections.
- *Year(s)* – 2023 (Design) and 2024 (Build).
- *Funding* – Borrowed Money within the Capital Projects Fund (400).

Skate Park

- *Description* – The master plan for McFarland Park was completed in 2021 and recommended reconstructing the skate park within its current location. Additional planning work is underway in 2022 to guide this effort for possible implementation in 2023. The project does anticipate grant support and additional fundraising, but ultimately at what levels have not been established. Financing presented is an estimate subject to additional consideration as is needed.
- *Year(s)* – 2023.
- *Funding* – Borrowed Money grants/fundraising within the Capital Projects Fund (400).

McFarland Parks Capital Improvement Plan

Project/Amenity	Location	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	Notes
Small Projects, Furniture, Equipment	Varies	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	General application on the replacement of items and new small amenities.
Equipment	Varies	162,750	28,000									Annually the Parks Division considers various equipment needs to support operations.
Miscellaneous Projects	Varies	10,000	70,000	100,000								Consulting (2023), Grading (2024), Lewis Floor (2024), and Larson (2025).
Playground, Park Amenities	Case by Case		100,000		100,000		105,000		110,000		115,000	Update/upgrade old playground equipment. Priorities to be determined.
Bathrooms	Case by Case	150,000		160,000		170,000		180,000		190,000		Establish new bathroom facilities within system. Priorities to be determined.
Property Acquisition	Case by Case		TBD		TBD		TBD					Review available opportunities, could happen sooner or later.
Mass Grading (Phase 1.1)	Community Park	TBD										Construction in 2022, some restoration and final followup may carry over into 2023.
Field Irrigation (Phase 1.2)	Community Park	275,000										In ground irrigation, follow up to Phase 1.1 to support healthy turf maintenance.
Siggelkow Road Bike Trail	Community Park	50,000	1,062,500									Plan 2022, County Grant/Design 2023, and Construct 2024. Utilize existing ROW.
Parking Lot, Shelter, Playground (Phase 2)	Community Park		175,000	2,325,000								Design 2024 and Construct 2025. Construction of shelter, parking lot, playground, etc.
Trails, Pump Track, Prairie Restoration (Phase 3)	Community Park			50,000	500,000							Design 2025 and Construct 2026. All remaining items but for new facility.
Indoor Athletic Complex (Phase 4)	Community Park							50,000	250,000	5,000,000		Plan (Operations) 2029, Design 2030, & Construct 2031. Year round complex.
Skate Park (Phase 2)	McFarland Park	250,000										Plan 2022, Design/Build 2023 Begin to develop local partnerships, may extend to 2024.
Bocce Electrical/Lighting	McFarland Park		25,000									Add power access and lighting to support bocce operations.
McFarland Park Facility Purchase	McFarland Park			250,000								Village paid for a portion when constructed, would need to payoff remaining debt.
Fitness Court, Trails, Baseball, Playground (Phase 3)	McFarland Park			75,000	425,000	425,000						Design 2025 and Construct 2026/2027. Fill in support elements, new amenities.
Aquatics (Phase 4)	McFarland Park	TBD	TBD		375,000	5,125,000						Plan 2023/2024, Design 2026 and Construct 2027.
Lake Access	Lewis Park, Other	75,000										Plan 2022 and Design/Build 2023. Review feasibility for additional opportunities.
Inclusive Park	Cedar Ridge Park	75,000	1,800,000									Plan 2022, Design 2023, and Construct 2024. Partnership with School District.
Restroom Renovation, Technology Upgrades	Brandt Park		110,000									Updates to the existing bathrooms, add access control, and cameras.
Parking Lot	Brandt Park			250,000								Design/Build 2025. Upper diamond, support park and trail.
Water Quality Boom System	McDaniel Park	250,000										Improved water quality, filtration, and beach development. Dane County Partnership.
Band Shelter, Event Space	Arnold Larson Park						75,000		750,000			Plan/Design 2028 and Construct 2029/2030. Follow through on 2020 planning.
Shelter/Bathroom Facility	Egner Park			150,000	1,500,000							Design 2025 and Construct 2026. Shared with water utility and pump house.
Lower Yahara River Trail (Phase 1)	Urso/Schuetz Park				50,000	250,000						Design/Grant Application 2025/2026 and Construct 2027. Southern entrance thru park.
Disc Golf Facility/Trailhead (Phase 2)	Urso/Schuetz Park				100,000	750,000						Design 2026 and Construct 2027. Second facility to support east park, trail.
Dredging Work (Phase 3)	Urso/Schuetz Park						50,000	350,000				Design 2028 and Construct 2029. Partner with channel, lagoon, and ponds.

1,562,750 3,385,500 3,375,000 3,065,000 6,735,000 245,000 595,000 1,125,000 5,205,000 130,000

Parks Fund	190,000	615,000	175,000	365,000	435,000	120,000	195,000	125,000	205,000	130,000
General Capital Revenue	10,000									
Fundraising	100,000				3,500,000			5,000,000		
Grants		500,000								
Intergovernmental		1,300,000	75,000	1,150,000						
Private Funding										

Borrowing 1,262,750 970,500 3,125,000 1,550,000 2,800,000 125,000 400,000 1,000,000 0 0

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Tuesday, July 5, 2022

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion on transition of the Village's meeting format effective August 1, 2022.

PREVIOUS ACTION:

ISSUE SUMMARY:

On June 28, 2022, the Village Board approved all Village Board, Committees and Commission transitioning back to in-person meetings effective August 1, 2022. In discussion, the Village Board felt it was time for all Boards, Committees and Commission members of the Village to return in person. In reviewing neighboring communities, the Village is one of the few who have not yet transitioned back in-person due to the pandemic.

Secondary staff, consultants, and Board, Commission, Committee members not able to attend in-person may still attend via Zoom moving forward. It is important to note for those members who cannot attend in-person and will be attending via Zoom, there will not be anymore Zoom panelists' emails sent. Members, consultants, and staff attending via zoom will access the meeting link on the agenda, and the Zoom host will promote them.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

None.

ATTACHMENTS:

None