VILLAGE OF MCFARLAND

Library Board

NOTICE OF PUBLIC MEETING

Monday, August 1, 2022

5:15 PM

AGENDA

E.D. Locke Public Library

1. CALL TO ORDER
2. PUBLIC APPEARANCES AND COMMUNICATION
3. ACTION ITEMS
    a. Motion to approve the minutes of the July 5, 2022 meeting.
    b. Motion to approve the July invoices
4. INFORMATION ITEMS
    a. Budget Update
    b. Director's Report
    c. Monthly Statistical Report
5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION
    a. 2023 Library Operating Budget
    b. 2023-2028 Library CIP
    c. Marketing Proposal
    d. Space Needs Study
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

Library Board Minutes

Tuesday, July 5, 2022 - 5:15 PM

1. CALL TO ORDER

Ken Machtan called the Library Board to order at 5:20 p.m. the E.D. Locke Public Library, meeting room 103.

Members present: Mona Nelson, Evan Richards, Ken Machtan, Staci Fritz, Peter Sobol

Members not present: Karin Mandli, Carrie Nelson

Staff Present: Heidi Cox, Library Director

2. PUBLIC APPEARANCES AND COMMUNICATION

3. ACTION ITEMS

a. *Motion to approve the minutes of the June 6, 2022 meeting.*

Motion by Member Evan Richards, second by Member Peter Sobol, to approve the minutes of the June 6, 2022 meeting. Motion carries 4 - 0 - 1 by acclamation, with Ken Machtan abstaining.

b. *Motion to approve the June invoices*

Motion by Member Staci Fritz, second by Member Mona Nelson, to approve the June invoices Motion carries 5 - 0 - 0 by acclamation.

4. INFORMATION ITEMS

a. *Budget Update*

b. *Director's Report*

c. *Monthly Statistical Report*

5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

a. *Space needs study*

Motion by Member Peter Sobol, second by Member Staci Fritz, to approve Space needs study Motion carries 5 - 0 - 0 by acclamation.

b. *Banned Books Statement*

Motion by Member Evan Richards, second by Member Staci Fritz, to approve Banned Books Statement Motion carries 5 - 0 - 0 by acclamation.

6. ADJOURNMENT

Motion by Member Staci Fritz, second by Member Mona Nelson, to adjourn at 6:15

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Heidi Cox
Library Director

E. D. Locke Public Library

July 2022 Invoices

Vendor	Sum of Amount	Description
ALLIANT ENERGY	$3,470.74	Utilities
AMAZON CAPITAL SERVICES	$682.73	Books, CDs, Office Supplies
ARAMARK	$313.98	Mat Rental
AVANT GARDENING & LANDSCAPING	$472.52	Landscaping maintenance
BOLDTRONICS, INC.	$85.00	Camera repair
CARDMEMBER SERVICES	$1,129.05	Visa Bill
CORPORATE BUSINESS SYSTEMS	$338.43	Copier Lease
ENVIRONMENT CONTROL	$2,699.00	Janitorial Services
ILLINGWORTH-KILGUST MECHANICAL	$503.00	HVAC Repair
INGRAM LIBRARY SERVICES	$3,658.51	Books
LIBRARY IDEAS LLC	$359.15	VOX Books
MADISON BLOCK & STONE	$486.00	Mulch
MCFARLAND ACE HARDWARE	$199.51	Building Supplies
MICROMARKETING LLC	$413.92	audio books
MIDWEST GAME & FISH	$29.97	Magazine Subscription
OLSKY, MARY	$180.00	Program Fee
PELLITTERI WASTE SYSTEMS	$53.54	Shredding
TDS	$283.56	Phone Bill
Grand Total	$15,358.61	

2022 Budget Update

REVENUES

		Budget Amount	April Actual	May Actual	June Actual	July Estimated	YTD Actual	% of Budget total	% to hit target	amount it should be to hit target
Property Tax	**41000**	$ 674,250.00	$ -		$ -	$ -	$ 674,250.00	100.00%	58%	
County Library Aids	**43000**	$ 325,000.00	$ -		$ -	$ -	$ 309.93	0.10%	58%	
Library Fines	**45000**	$ -	$ 7.25	$ 5.00	$ 13.35	$ 29.99	$ 56.69			
Interest	**48100**	$ 1,000	$ 137.77	$ 177.73			$ 847.87	84.79%	58%	
Library Fees	**46000**	$ 1,500	$ 276.39	$ 223.52	$ 874.50	$ 82.05	$ 1,690.45	112.70%	58%	$ 875.00
		$ 1,001,750.00	**$ 421.41**	**$ 406.25**	**$ 887.85**	**$ 112.04**	$ 677,154.94	**67.60%**	58%	
Expenditures							$ -			
Salaries	110	$357,250.00	$ 28,116.82	$ 28,116.83	$ 28,416.95	$ 28,116.83	$202,178.75	56.59%	58%	$ 208,395.83
Part-time	120	$180,750	$ 11,069.46	$ 11,925.72	$ 10,950.19	$ 11,427.36	$75,874.55	41.98%	58%	$ 105,437.50
Health Insurance	130	$106,750	$ 4,319.30	$ 9,180.64	$ 9,180.64	$ 9,180.64	$63,760.39	59.73%	58%	
Retirement	131	$30,500	$ 2,252.00	$ 2,237.96	$ 2,265.13	$ 2,257.35	$17,100.89	56.07%	58%	$ 17,791.67
SS/Medicare	132	$42,000	$ 2,879.84	$ 2,895.87	$ 2,844.22	$ 2,857.78	$21,515.99	51.23%	58%	
Other Benefits	135	$2,000	$ 43.16	$ 86.37	$ 107.62	$ 107.62	$647.09	32.35%	58%	
Wage Adjustment	140	$ 12,250	$ -	$ -		$ -	$0.00	0.00%	58%	$ 7,145.83
Expense Reimbursement	141	$ 250	$ -	$ -		$ -	$0.00			
Total Personnel		**$731,750.00**	**$48,680.58**	**$54,443.39**	**$53,764.75**	**$53,947.58**	**$381,077.66**	**52.08%**	58%	**$ 426,854.17**
Support Services	210	$ 42,000	$ 2,699.00	$ 2,699.00	$ 2,699.00	$ 2,699.00	$ 18,893.00	44.98%	58%	$ 24,500.00
Consulting Services	211	$ 46,000	$ -	$ -	$ -	$ -	$ 48,274.00	104.94%	58%	$ 26,833.33
Utilities	220	$ 28,000	$2,549.55	$2,544.91	$ 3,065.40	$3,470.74	$ 20,315.60	72.56%	58%	$ 16,333.33
Communication	221	$ 2,000	$373.26	$371.28	$ 50.00	$333.56	$ 2,083.68	104.18%	58%	$ 1,166.67
Equipment Maintenance	240	$ 9,000	$ 1,898.10	$152.92	$ 997.23	$810.95	$ 6,837.88	75.98%	58%	$ 5,250.00
Facility Maintenance	242	$ 23,250	$ 1,512.28	$6,936.26	$ 518.76	$999.49	$ 19,420.41	83.53%	58%	
Other Contractual Services	290	$ -	$ 116.59	$0.00	$ (499.81)	$0.00	$ 0.00	0.00%	58%	$ 13,562.50
Total Services		**$ 150,250.00**	**$ 9,148.78**	**$ 12,704.37**	**$ 6,830.58**	**$ 8,313.74**	**$ 115,824.57**	**77.09%**	58%	**$ 87,645.83**
Office Supplies	310	$ 9,000	$ 767.02	$ 1,595.10	$ (45.65)	$ 179.51	$ 3,096.30	34.40%	58%	$ 5,250.00
Postage	311	$ 250	$ 74.01	$ 4.23	$ -	$ -	$ 90.33	36.13%	58%	$ 145.83
Dues	320	$ 500	$ -	$ -	$ -	$ -	$ 419.00	83.80%	58%	$ 291.67
Meeting Expenses	330	$ 1,000	$ 6.98	$ 57.96	$ -	$ -	$ 119.62	11.96%	58%	$ 583.33
Training Expenses	331	$ 3,250	$ 2,295.19	$ 38.55	$ -	$ -	$ 6,167.44	189.77%	58%	$ 1,895.83
Operating Supplies	340	$ 5,500	$ -	$ 167.84	$ 522.90	$ -	$ 1,137.61	20.68%	58%	$ 3,208.33
Technology	342	$ 24,500	$ 721.60	$ 83.66	$ (75.00)	$ 1,736.91	$ 7,901.39	32.25%	58%	$ 14,291.67
Collection - Print	344	$ 55,000	$ 3,296.15	$ 4,415.25	$ 4,276.37	$ 1,291.83	$ 31,540.80	57.35%	58%	$ 32,083.33
Collection - AV	345	$ 12,500	$ 542.64	$ 896.35	$ 551.89	$ -	$ 4,615.95	36.93%	58%	$ 7,291.67
Library Miscellaneous	390	$ 250	$ -	$ -		$ 130.00	$ 130.00		58%	
Programming	391	$ 8,000	$ 490.31	$ 1,231.29	$ 910.05		$ 2,947.91	36.85%	58%	$ 4,666.67
Other Total		**$ 119,750.00**	**$ 8,193.90**	**$ 8,490.23**	**$ 6,140.56**	**$ 3,338.25**	$ 58,166.35	**48.57%**	58%	**$ 69,854.17**
Total Budget		**$1,001,750.00**	**$ 66,023.26**	**$ 75,637.99**	**$ 66,735.89**	**$ 65,599.57**	**$ 555,068.58**	**55.41%**	58%	**$ 584,354.17**

E. D. LOCKE PUBLIC LIBRARY

E.D. LOCKE PUBLIC LIBRARY
DIRECTOR'S REPORT
August 2022

July Highlights

- **Village News -** Carrie Nelson will give an update
- **Friends** – Staci Fritz will give an update
- **Endowment –**The current balance of the endowment fund as of June 30, 2022 is $145,505
- **McFarland Community Festival –**
    - **Couch to 5K program-** The library is partnering with Stoughton Hospital to do a Couch to 5K program. Participants will get a program to successfully train for a 5k run and support from hospital staff. The program runs July 14- September 15. Over 40 people have registered.
    - The library will be hosting a 1000 Books before Kindergarten celebration on Friday night. The celebration will feature a Children's singer.
    - The teen volunteers will be hosting the kids' games tent on Saturday 12-4.
    - The library is planning a Farm to Table dinner for September 22nd. It will be the kick off to the festival and the proceeds will go to the Friends of McFarland Library. Tickets are $75 and will go on sale in mid-August.
- **Library Systems Report Facilities Management**
    - **No maintenance issues to report.** ☺
- **ARPA Grant through SCLS – T**he library will be getting pickup lockers from an ARPA grant that SCLS received. The lockers will allow people to pick up holds when the library is closed.
- **ARPA Grant through the Village –** The village has received an ARPA grant from the federal government and asked for ideas on what to do with the money. The library submitted three ideas: replacement of the children's picture book shelving, a portable kitchen for programs, and replacement of the electrical outlets in the public area with outlets that have USB ports. Update- the shelving and the outlets have been moved to the CIP. The portable kitchen looks like was dropped because it didn't fit into the strategic plan for the village board.
- **Public Art Project –** I'm working with the Community Development Department and Dane Mural Arts on a mural project that will go on the pump house in Discover Garden Park. I've met with DAMA to discuss the project. We'll be planning the project this year and implementing it in 2023.
- **Voter Registration Day** - We're working with various village departments on a program voter registration day in September.
- **End of Summer Send off –** We last held this event in 2019 and approximately 400 people attended. This year on August 25th, we'll be holding it again. We've hired a band, purchased ice cream and popcorn to give away, and have dusted off the yard games for the evening. Heather will also be doing face painting.
- **Two new Circ Assistants Hired –** We've hired two new people to work as Circ Assistants. Maggie Samardich started on July 21st and will work 13 hours a week and Emily Baer is starting August 2nd and will be a sub.

Youth Services highlights (Heather Kent)

Storytimes - Storytimes continued this month with Mondays in the park and Tuesdays at the library. This month we got out the new library parachute for storytime which is big enough for our large crowds to comfortably gather around. There will be no storytime in August.

Programming

- Zumbini continues on Wednesday mornings with an enthusiastic group of families ready to sing, dance, and play together.
- On Thursday, July 7th we had a performance by Milwaukee Steve at Lewis Park. Steve is a fantastic juggler, storyteller, and singer. He had the audience laughing and cheering along with his show.
- July 14th we had a double performance/workshop by Hoop Elation. This was such a fun program with both a performance by Danielle and then a workshop teaching different hoop tricks that even the youngest of participants could do with flare.
- Drama camp had it's last two classes this month followed by the Grand Finale performance. We weren't quite sure what to expect for the performance attendance-wise and ended up being very crowded for the event. We will have to think of a better way to have people access the performance next year.

Other - Heather is finishing up her ASL in storytime class and has gathered many materials to use in the future to incorporate ASL in programming. One of the take-aways from the program is that using ASL in programming is not just for the novelty of a second language. By making language physical and connecting through this second language we are actually promoting early literacy.

Teen Services (Abby Seymour)

- The Summer Reading Program is in full swing! Overall, I am thrilled with how it's been going. There have been many challenges and lessons learned along the way and I already have a lot of notes of things to tweak for next summer. These past two months of summer have been a whirlwind and I can't believe we're already starting to wrap up.
- My weekly teen programs begins with Snack & Chat. It's a simple program and yet it has been one of my most well attended programs. All I do is provide some snack for the teens and have a few card game and board game options. The rest is up to them! Some kids love the card games and some are content to just sit in a chair and talk to their friends for an hour. Either way is fine with me! A few Snack & Chat sessions this month were spent making Mug Cakes!
- Gamer Club is every Tuesday afternoon and has the advantage of drawing a slightly different crowd than some of my other programs. At Gamer Club, I set up the Nintendo Switch and have a few video game options for them to play. The biggest challenge is that we often have more teens than the game allows. Many of the games have 4-6 players and I often have more than 10 teens who want to play. I'm grateful that the teens never put up a fight about having to share. My role during Gamer Club ends up being a monitor for all the sharing to make sure it ends up being equal.
- Wednesday brings us to Dungeons and Dragons. To lead the group, I've hired Michael Hall from the Sun Prairie Public Library. He is great with the teens and has years and years of experience when it comes to playing Dungeons and Dragons. This program has been going steady this month and it's been great watching the small group of players bond and get to know each other week after week. That being said, I would still like to open it up to more players in the future.
- Teen Hangout is a program that involves a different activity every week which makes it one of the more exciting programs but is also the event that requires the most amount of prep work. We kicked off Teen Hangout in July with Mug Cakes! Mug Cakes are literally a small cake that "bakes" in a coffee mug in the microwave. This program was appealing to teens since they got to eat their creations, but it also tested their ability to read a recipe and follow directions. I put together two recipe cards, one for chocolate cake and one for vanilla confetti cake. Then I put together stations with all the ingredients
- (flour, sugar, milk, etc.). The teens had to measure out all the ingredients into their mug and then bake it in the microwave. There were certainly varying degrees of success but luckily, the teens will eat anything! I used the leftover ingredients at Snack & Chat. The following week at Teen Hangout was a knitting lesson! We channeled our inner grandmas and spent the hour learning knitting basics. A few wanted to learn how to knit with knitting

needles, but most ended up doing finger knitting, which is much simpler and only involves yarn and your hand. We also used these special balls of yard that have loops and supposedly when you loop it all together, it makes a pattern. This was a pretty calm and enjoyable event!

- Next on the Teen Hangout schedule was a Stop Motion Animation class. For the program, I borrowed Stop Motion Animation kits from the South Central Library System. The kits included filming equipment like a tripod, lights, and a stage, as well as an iPad that had all of the necessary filming software. After spending some time teaching myself how to use the software, I was ready to hand it over to the teens. They split into groups and made short, simple stop motion animated movies! They took pictures of random objects and uploaded them into the software on the iPad to put the images together to create a short film clip. This is a program I would definitely do again in the future. One thing I would add for next time is to leave more opportunity for the teens to share their finished movies with the rest of the group.
- The last Teen Hangout of July, which has not occurred yet, is lawn games. We have a variety of lawn games, including corn hole, Connect 4, and Giant Jenga. Here's hoping for good weather since these will all be played outside. The very last Teen Hangout will be a Late Night Library Lock-In on August 4th. This after-hours event will include pizza, games, trivia, prizes, and hide and seek. I currently working on preparing for this program and spreading the word about it.
- The week ends on Friday with Drama Camp. The original thought was that teens would have their own section of Drama Camp, however, not enough registered so now they are helping out with the younger kids! Those teens are now directors for the younger kids' plays. We're happy to be able to keep those teens involved! The Grand Finale performance, despite having a few setbacks, was wildly successful! Over 30 kids performed 8 plays, all with the help of our fearless teen volunteers, many of whom had to step into unexpected roles when some of the performers couldn't make it. I ended up being the only staff person leading this performance so I really relied on those volunteers. It was a chaotic event and there is a lot that we'll change next year, but everyone had a good time.
- A new added layer to summer at the library is that we now have teen volunteers. We have 9 volunteers who help at the library and at Lewis Park. Their duties have so far varied greatly. They've helped set up and tear down for both teen and children's programming, prepped craft supplies, lent a hand cleaning up games and toys, handed out prizes for the Summer Reading Program, and other duties as assigned. Much of my time is spent figuring out projects for them to do, which has become more have a challenge as summer programs start winding down. I'm happy to have them though and I'm very impressed with this group of teens and their willingness to help!

Adult Services (Ann Engler)

Programming

- 6pm Hoop Elation session: 31 people attended in a range of ages from children to adult, and although it was mostly families (which is good!) at least one adult attended without children in tow (which is also good!). I heard a couple times from various coworkers that working adults were grateful for family-friendly programming in the evening.
- Cherry & Jerry Early Blues Concert: This ragtime duo put on a fun show! They were lovely to work with, and even started their concert about 20 minutes early because people were milling around, so we got an 80 minute show for the price of 60 minutes. This was another event with an age range from toddler to a person in their 80s (who specifically told me that), and it attracted a wide variety of people, from families to seniors to teens on bikes who stopped by to people on their way to the bar across the street.
- Contemporary Native Art, Issues, and (Mis-)Understandings: Eight people attended, which was a good size for the intimate nature of this program, and I didn't recognize almost half of them, so I think the program attracted a wide range of people. Karen Ann Hoffman is a highly respected Indigenous artist and speaker, and it was an honor to host her. This was part of the Ripple Project via Beyond the Page, and to me, this is a perfect example of how intentional programming can bring people of different backgrounds and experiences together.

- Regarding summer programming in general, after finally getting to do in-person programming during a “normal” summer (only sort of plague-filled!), next year I plan to offer a smaller, curated selection of particularly special one time programs. People are busy enjoying their summer vacations and being outdoors, and my experience this summer shows that unless it’s held outside or particularly special, adults are less likely to attend programming. Mystery book club and craft club will continue year round, to be clear, as they have a core following.

Tech Help & Proctoring - I have a new proctoring student, and I’ve helped a number of people with learning basic computer skills and/or completing tasks online.

Continuing Education -I attended a webinar titled Why Open Access is Perfect for Public Libraries and Creating Room in Budgets on 6/29/2022. I haven’t had much time for other training or webinars this month.

Other

- I, along with a patron volunteer, will be restarting the library’s digitization project with Recollection Wisconsin this fall. I met with Tamara from SCLS and I’m now just waiting for my volunteer to return from vacation to set up the next step.
- I worked two Sunday shifts this month because we are short-staffed.
- I’ve continued working on marketing our resources, collection, and programming.

---Heidi Cox, Library Director

E. D. Locke Library Statistics

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD	% Change
	Checkouts													
2021	7,780	7,568	8,251	7,849	11,344	16,211	15,275	14,370	12,140	12,864	12,076	11,978	**137,706**	52%
2022	12,686	12,362	14,023	13,121	12,498	15,731							**80,421**	36%
% change month to month	63%	63%	70%	67%	10%	-3%	-100%	-100%	-100%	-100%	-100%	-100%		
	-19%	-17%	-13%	-11%	-12%	-12%								
	New Library Cards													
2019	45	40	41	57	41	85	88	47	35	54	49	30	**612**	5%
2020	45	43	28	10	11	11	10	11	23	14	4	16	**226**	-63%
2021	17	14	12	8	32	104	59	56	86	36	29	26	**479**	112%
2022	47	41	45	57	60	113							**363**	94%
	176%	193%	275%	613%	88%	9%	-100%	-100%	-100%	-100%	-100%	-100%		
	visitor count													
2019	7,855	7,814	9,889	9,256	8,103	11,931	11,414	11,205	9,648	9048	8,110	8,524	**112,797**	0%
2020	9,068	8,496	5,278	0	0	0	0	0	0	0	0	0	**22,842**	-11%
2021	60	386	179	320	2,803	6,025	6,820	6,224	5,199	7302	7,256	6,574	**49,148**	-56%
2022	11,264	12,148	15,779	13,842	16,998	24,974							**95,005**	872%

2023 Budget

REVENUES

	2022	2022 Project (as of 6/30/22)	2023
Property Tax	$ 674,250	$ 626,250	
County Library Aids	$ 325,000	$ 325,000	$ 325,000
Library Fines	$ -	$ 300	
Library Fees	$ 1,500	$ 1,500	$ 1,500
Library Donations	$ -	$ -	
Library Interest	$ 1,000	$ 1,500	$ 2,000
Tranfer from General Fun	$ -	$ -	
Miscellaneous Income		$ -	
	$ 1,001,750	**$ 954,550**	**$ 328,500**

Expenditures

Salaries	$ 357,250	$ 343,364	$367,967.50
Part-Time	$ 180,750	$ 132,337	$186,172.50
Health Insurance	$ 106,750	$ 109,664	$109,952.50
Retirement	$ 30,500	$ 30,500	$31,415.00
SS/Medicare	$ 42,000	$ 35,937	$43,260.00
Other Benefits	$ 2,000	$ 2,000	$2,060.00
Wage Adjustment	$ 12,250	$ 14,000	$12,617.50
Expense Reimbursement	$ 250	$ -	$250.00
Total Personnel	**$ 731,750**	**$ 667,802**	**$ 753,695**
Support Services	$ 42,000.00	$ 42,000.00	$ 45,600
Consulting Services	$ 46,000.00	$ 48,274.00	$ 48,000
Utilities	$ 28,000.00	$ 34,000.00	$ 35,000
Communication	$ 2,000.00	$ 3,500.00	$ 3,500
Equipment Maintenance	$ 9,000.00	$ 9,000.00	$ 9,000
Facility Maintenance	$ 23,250.00	$ 23,250.00	$ 23,250
Other contracted Services	$ -	$ -	
Total Services	**$ 150,250**	**$ 160,024**	**$ 164,350**
Office Supplies	$ 9,000.00	$ 9,000.00	$ 9,000
Postage	$ 250.00	$ 250.00	$ 250
Dues	$ 500.00	$ 500.00	$ 600
Meeting expenses	$ 1,000.00	$ 1,000.00	$ 1,000
Training Expenses	$ 3,250.00	$ 6,167.44	$ 3,250
Operating Supplies	$ 5,500.00	$ 5,500.00	$ 5,500
Technology	$ 24,500.00	$ 24,500.00	$ 29,175
Collection - Print	$ 55,000.00	$ 55,000.00	$ 55,000
Collection - AV	$ 12,500.00	$ 12,500.00	$ 12,500
Library Miscellaneous	$ 250.00	$ 250.00	$ 250
Programming	$ 8,000.00	$ 8,000.00	$ 8,000
Other Total	**$ 119,750**	**$ 122,667**	**$ 124,525**
Total Operating Budget	**$ 1,001,750**	**$ 950,493**	**$ 1,042,570**

VILLAGE OF McFarland

5 Year
Capital Improvement Program

2023-2027

August 23, 2022
Village Board Review and Approval

DRAFT

2023-2027 McFarland Capital Improvement Plan

Funding Summary

By Department...	*2023*	*2024*	*2025*	*2026*	*2027*	*Total*
Administration	65,500	42,500	42,500	42,500	42,500	235,500
Facilities	651,500	13,153,000	154,500	156,000	158,000	14,273,000
Communications/Technology	60,000	5,000	5,000	5,000	5,000	80,000
Police	153,000	235,000	115,000	135,000	85,000	723,000
Fire and Rescue	217,250	95,500	867,250	176,750	1,412,250	2,769,000
Public Works	5,934,000	9,330,250	4,366,500	4,444,500	2,042,250	26,117,500
Senior Outreach	5,000	0	0	0	0	5,000
Library	194,000	81,000	113,000	8,000	8,000	404,000
Parks	1,312,750	3,385,500	3,375,000	3,065,000	6,735,000	17,873,250
Community Development	279,500	210,000	15,500	56,000	56,250	617,250
Total	8,872,500	26,537,750	9,054,250	8,088,750	10,544,250	63,097,500

By Fund...	*2023*	*2024*	*2025*	*2026*	*2027*	*Total*
General - Fund 100	31,750	31,750	34,500	31,750	31,750	161,500
Comm/Tech - Fund 200	5,000	5,000	5,000	5,000	5,000	25,000
TID #3 - Fund 305	1,384,750	3,652,000	-	-	-	5,036,750
TID #4 - Fund 310	75,000	-	-	-	-	75,000
TID #5 - Fund 315	-	-	-	-	-	-
Capital Projects - Fund 400	3,761,750	18,862,500	6,943,750	4,696,000	9,026,750	43,290,750
Parks - Fund 405	190,000	615,000	175,000	365,000	435,000	1,780,000
Utility - Fund 600	3,176,000	2,843,000	1,674,500	2,931,000	985,000	11,609,500
Stormwater - Fund 605	248,250	528,500	221,500	60,000	60,750	1,119,000
Total	8,872,500	26,537,750	9,054,250	8,088,750	10,544,250	63,097,500

Within Fund 400...	*2023*	*2024*	*2025*	*2026*	*2027*	*Total*
General Revenue	350,000	375,000	400,000	425,000	450,000	2,000,000
Grants	100,000	1,760,750	508,000	-	3,500,000	5,868,750
Intergovernmental	-	1,300,000	-	-	-	1,300,000
Borrowing	3,290,000	14,676,000	5,875,750	4,271,000	5,076,750	33,189,500
Reserves	21,750	750,750	160,000	-	-	932,500
Total	3,761,750	18,862,500	6,943,750	4,696,000	9,026,750	43,290,750

Within Borrowing...	*2023*	*2024*	*2025*	*2026*	*2027*	*Total*
Bonds	-	12,250,000	-	-	-	12,250,000
Notes	3,290,000	2,426,000	5,875,750	4,271,000	5,076,750	20,939,500
Total	3,290,000	14,676,000	5,875,750	4,271,000	5,076,750	33,189,500

Within Fund 600 and 605...	*2023*	*2024*	*2025*	*2026*	*2027*	*Total*
Water	2,131,000	1,365,250	1,660,250	2,903,500	956,750	9,016,750
Sanitary Sewer	1,045,000	1,477,750	14,250	27,500	28,250	2,592,750
Storm Sewer	248,250	528,500	221,500	60,000	60,750	1,119,000
Total	3,424,250	3,371,500	1,896,000	2,991,000	1,045,750	12,728,500

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 Fund 100	Comm/Tech Fund 200	TID #3 Fund 305	TID #4 Fund 310	TID #5 Fund 315	Capital Projects - Fund 400 General	Grants	Intergov	Borrow	Reserve	Total	Parks Fund 405	Utility - 600 Water	Sewer	Stormwater Fund 605	Total
Digital Records Mgmt	Admin									25,000		25,000					25,000
Equipment/Furniture	Admin	2,500										-					2,500
Split Polling Place	Admin									25,000		25,000					25,000
Workstation Replace	Admin						13,000					13,000					13,000
Comm Center (Design)	Facilities									500,000		500,000					500,000
Land Acquisition	Facilities						40,000					40,000					40,000
Network Equip	Facilities						4,000					4,000		2,500	2,500	2,500	11,500
Sinking Fund	Facilities						100,000					100,000					100,000
Closed Captioning	C/T									55,000		55,000					55,000
Equipment Upgrade	C/T		5,000									-					5,000
Equipment	Police						23,000					23,000					23,000
Patrol Vehicle (Lease)	Police						50,000					50,000					50,000
Technology	Police						10,000					10,000					10,000
Traffic Safety	Police									20,000		20,000					20,000
Vehicle (Invest.)	Police									50,000		50,000					50,000
Car 1 Sinking Fund	Fire/EMS						7,000					7,000					7,000
EKG Monitors	Fire/EMS									88,000		88,000					88,000
EMS Equipment	Fire/EMS						4,500					4,500					4,500
Equip. Decon Washer	Fire/EMS									36,500		36,500					36,500
Fire Equipment	Fire/EMS						46,500			14,000	1,750	62,250					62,250
Ice/Water Rescue	Fire/EMS									5,500		5,500					5,500
Technology	Fire/EMS						13,500					13,500					13,500
E. Interceptor II (Design)	DPW											-			30,000		30,000
Exchange Street (Design)	DPW									50,000		50,000					50,000
Leak Locator	DPW											-		35,000			35,000
Leased Equipment	DPW						9,000					9,000		8,000	8,000	8,000	33,000
Lift Station #2 (Build)	DPW											-			800,000		800,000
Patrol Truck	DPW									65,000	20,000	85,000		65,000	65,000	65,000	280,000
Paulson Road (Build)	DPW									394,500		394,500		773,750	123,500	134,250	1,426,000
Paving and Utility Plan	DPW			1,309,750						200,750		200,750		350,750			1,861,250
Pedestrian Ways	DPW									100,000		100,000					100,000
Pickup Truck	DPW									12,000		12,000		12,000	12,000	12,000	48,000
Salt Brine Containment	DPW									75,000		75,000					75,000
Sinking Fund	DPW						2,000					2,000		2,000	2,000	2,000	8,000
Small Capital	DPW											-				2,500	2,500
Street Maintenance	DPW									150,000		150,000					150,000
Street Sweeper	DPW											-				20,000	20,000
Street Tree Planting	DPW	27,250										-					27,250
Trailer	DPW						2,000					2,000		2,000	2,000	2,000	8,000
Tower Paint (Burma)	DPW											-		830,000			830,000
USH 51 (Design)	DPW									100,000		100,000		50,000			150,000
Loan Closet	Outreach						3,000					3,000					3,000
Technology	Outreach						2,000					2,000					2,000
Boiler Replacement	Library									125,000		125,000					125,000
Comp - Workstation	Library						8,000					8,000					8,000
Furniture	Library									6,000		6,000					6,000
Shelving	Library									55,000		55,000					55,000
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
Downtown Plan	CD				75,000							-					75,000
Energy Audit/Plan	CD									75,000		75,000					75,000
Small Capital	CD	2,000										-					2,000
Sinking Fund	CD						2,500					2,500					2,500
TID Project Planning	CD			75,000								-					75,000
Wayfinding Signage	CD									50,000		50,000					50,000
Total Projects		31,750	5,000	1,384,750	75,000	-	350,000	100,000	-	3,290,000	21,750	3,761,750	190,000	2,131,000	1,045,000	248,250	8,872,500

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 General	Grants	Intergov	Borrow	Reserve	Total	Parks Fund 405	Utility - 600 Water	Sewer	Stormwater Fund 605	Total
Digital Records Mgmt	Admin						25,000					25,000					25,000
Equipment/Furniture	Admin	2,500										-					2,500
Workstation Replace	Admin						15,000					15,000					15,000
Comm Center	Facilities									12,250,000	750,000	13,000,000					13,000,000
Land Acquisition	Facilities						40,000					40,000					40,000
Network Equip	Facilities						4,000					4,000		3,000	3,000	3,000	13,000
Sinking Fund	Facilities						100,000					100,000					100,000
	C/T											-					-
Equipment Upgrade	C/T		5,000									-					5,000
	C/T											-					-
Equipment	Police						15,000					15,000					15,000
Patrol Vehicle (Lease)	Police						50,000					50,000					50,000
RMS System	Police									150,000		150,000					150,000
Traffic Safety	Police						15,000			5,000		20,000					20,000
Car 1 Sinking Fund	Fire/EMS						7,750					7,750					7,750
EMS Equipment	Fire/EMS						24,250					24,250					24,250
Fire Equipment	Fire/EMS						27,500			14,000	750	42,250					42,250
Ice/Water Rescue	Fire/EMS						6,500					6,500					6,500
Technology	Fire/EMS						14,750					14,750					14,750
CTH MN 5 (Design)	DPW									50,000		50,000					50,000
E. Interceptor II (Build)	DPW											-			750,000		750,000
Exchange Street	DPW							1,260,750		300,000		1,560,750		802,000	702,000	205,250	3,270,000
Landscape Rakes	DPW									25,000		25,000					25,000
Leased Equipment	DPW						9,000					9,000		8,000	8,000	8,000	33,000
Paving and Utility Plan	DPW			3,652,000						379,000		379,000		537,500			4,568,500
Pedestrian Ways	DPW									100,000		100,000					100,000
Pickup Truck	DPW									12,500		12,500		12,500	12,500	12,500	50,000
Sinking Fund	DPW						2,250					2,250		2,250	2,250	2,250	9,000
Small Capital	DPW											-				2,500	2,500
Street Maintenance	DPW									150,000		150,000					150,000
Street Sweeper	DPW											-				295,000	295,000
Street Tree Planting	DPW	27,250										-					27,250
	Outreach											-					-
	Outreach											-					-
	Outreach											-					-
Comp - Workstation	Library						8,000					8,000					8,000
Parking Lot/Hardscape	Library									73,000		73,000					73,000
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
Downtown TID	CD									25,000		25,000					25,000
East Side BP TID	CD									50,000		50,000					50,000
Outdoor Rec Plan	CD						8,000			22,000		30,000					30,000
Small Capital	CD	2,000										-					2,000
Sinking Fund	CD						3,000					3,000					3,000
Zoning Code	CD									100,000		100,000					100,000
Total Projects		31,750	5,000	3,652,000	-	-	375,000	1,760,750	1,300,000	14,676,000	750,750	18,862,500	615,000	1,365,250	1,477,750	528,500	26,537,750

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	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	
Digital Records Mgmt	Admin						25,000					25,000					25,000
Equipment/Furniture	Admin	2,500										-					2,500
Workstation Replace	Admin						15,000					15,000					15,000
Land Acquisition	Facilities						40,000					40,000					40,000
Network Equip	Facilities						4,000					4,000		3,500	3,500	3,500	14,500
Sinking Fund	Facilities						100,000					100,000					100,000
	C/T											-					-
Equipment Upgrade	C/T		5,000									-					5,000
	C/T											-					-
Equipment	Police						15,000					15,000					15,000
Patrol Vehicle (Lease)	Police						50,000					50,000					50,000
Squad Car Video	Police						22,750			7,250		30,000					30,000
Traffic Safety	Police						20,000					20,000					20,000
Ambulance (x 2)	Fire/EMS									625,000	125,000	750,000					750,000
Car 1 Sinking Fund	Fire/EMS						8,500					8,500					8,500
EMS Equipment	Fire/EMS						4,750					4,750					4,750
Fire Equipment	Fire/EMS						45,750					45,750					45,750
Ice/Water Rescue	Fire/EMS									5,250		5,250					5,250
Technology	Fire/EMS						16,000			37,000		53,000					53,000
CTH MN 5 (Build)	DPW							508,000		260,000		768,000		571,000		184,750	1,523,750
Leased Equipment	DPW						9,000					9,000		8,000	8,000	8,000	33,000
Pedestrian Ways	DPW									100,000		100,000					100,000
Pickup Truck (Director)	DPW										35,000	35,000					35,000
Property Acquisition	DPW									350,000		350,000					350,000
Sinking Fund	DPW						2,750					2,750		2,750	2,750	2,750	11,000
Small Capital	DPW											-				2,500	2,500
Paving and Utility Plan	DPW									596,250		596,250					596,250
Street Maintenance	DPW									150,000		150,000					150,000
Street Sweeper	DPW											-				20,000	20,000
Street Tree Planting	DPW	30,000										-					30,000
Tool Cat Machine	DPW									65,000		65,000					65,000
Tower Paint (Holscher)	DPW											-		1,000,000			1,000,000
USH 51 Seg 7 (Build)	DPW									250,000		250,000					250,000
Vehicle Lift	DPW									200,000		200,000					200,000
	Outreach											-					-
	Outreach											-					-
	Outreach											-					-
Comp - Workstation	Library						8,000					8,000					8,000
Roof Replacement	Library									105,000		105,000					105,000
Bathroom (Design/Build)	Parks											-	160,000				160,000
Brandt Parking Lot (Design/Build)	Parks									250,000		250,000					250,000
CP Phase 2 (Build)	Parks									2,325,000		2,325,000					2,325,000
CP Phase 3 (Design)	Parks									50,000		50,000					50,000
Egner Park Facility (Design)	Parks									75,000		75,000		75,000			150,000
Larson Park	Parks									100,000		100,000					100,000
McF Park Ph 3.1 (Design)	Parks									75,000		75,000					75,000
McF Park (Facility)	Parks									250,000		250,000					250,000
Park Equipment	Parks											-	15,000				15,000
Property Acquisition	Parks											-					-
Parks PF Needs Assessment	CD						10,000					10,000					10,000
Small Capital	CD	2,000										-					2,000
Sinking Fund	CD						3,500					3,500					3,500
Total Projects		34,500	5,000	-	-	-	400,000	508,000	-	5,875,750	160,000	6,943,750	175,000	1,660,250	14,250	221,500	9,054,250

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 Fund 100	Comm/Tech Fund 200	TID #3 Fund 305	TID #4 Fund 310	TID #5 Fund 315	Capital Projects - Fund 400 General	Grants	Intergov	Borrow	Reserve	Total	Parks Fund 405	Utility - 600 Water	Sewer	Stormwater Fund 605	Total
Digital Records Mgmt	Admin						25,000					25,000					25,000
Equipment/Furniture	Admin	2,500										-					2,500
Workstation Replace	Admin						15,000					15,000					15,000
Land Acquisition	Facilities						40,000					40,000					40,000
Network Equip	Facilities						4,000					4,000		4,000	4,000	4,000	16,000
Sinking Fund	Facilities						100,000					100,000					100,000
	C/T											-					-
Equipment Upgrade	C/T		5,000									-					5,000
	C/T											-					-
Equipment	Police						15,000					15,000					15,000
Patrol Vehicle (Lease)	Police						50,000					50,000					50,000
Traffic Safety	Police						20,000					20,000					20,000
USH 51 Cameras	Police									50,000		50,000					50,000
Car 1 Sinking Fund	Fire/EMS						9,000					9,000					9,000
EMS Equipment	Fire/EMS						5,000					5,000					5,000
Fire Equipment	Fire/EMS						61,750					61,750					61,750
Ice/Water Rescue	Fire/EMS									4,500		4,500					4,500
Staff Vehicle	Fire/EMS									80,250		80,250					80,250
Technology	Fire/EMS						8,500			7,750		16,250					16,250
Leased Equipment	DPW						9,000					9,000		8,000	8,000	8,000	33,000
Paving and Utility Plan	DPW									563,750		563,750		1,476,000			2,039,750
Pedestrian Ways	DPW						47,750			52,250		100,000					100,000
Pickup Truck	DPW									12,500		12,500		12,500	12,500	12,500	50,000
Sinking Fund	DPW						3,000					3,000		3,000	3,000	3,000	12,000
Small Capital	DPW											-				2,500	2,500
Street Maintenance	DPW									150,000		150,000					150,000
Street Sweeper	DPW											-				30,000	30,000
Street Tree Planting	DPW	27,250										-					27,250
USH 51 Seg 6 (Build)	DPW									1,750,000		1,750,000		250,000			2,000,000
	Outreach											-					-
	Outreach											-					-
	Outreach											-					-
	Library											-					-
Comp - Workstation	Library						8,000					8,000					8,000
	Library											-					-
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											-					-
Comprehensive Plan	CD									50,000		50,000					50,000
Small Capital	CD	2,000										-					2,000
Sinking Fund	CD						4,000					4,000					4,000
Total Projects		31,750	5,000	-	-	-	425,000	-	-	4,271,000	-	4,696,000	365,000	2,903,500	27,500	60,000	8,088,750

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 General	Grants	Intergov	Borrow	Reserve	Total	Parks Fund 405	Utility - 600 Water	Sewer	Stormwater Fund 605	Total
Digital Records Mgmt	Admin						25,000					25,000					25,000
Equipment/Furniture	Admin	2,500										-					2,500
Workstation Replace	Admin						15,000					15,000					15,000
Land Acquisition	Facilities						40,000					40,000					40,000
Network Equip	Facilities						4,500					4,500		4,500	4,500	4,500	18,000
Sinking Fund	Facilities						100,000					100,000					100,000
	C/T											-					-
Equipment Upgrade	C/T		5,000									-					5,000
	C/T											-					-
Equipment	Police						15,000					15,000					15,000
Patrol Vehicle (Lease)	Police						50,000					50,000					50,000
Traffic Safety	Police						20,000					20,000					20,000
Car 1 Sinking Fund	Fire/EMS						10,000					10,000					10,000
CPR Compressors	Fire/EMS						55,500					55,500					55,500
EMS Equipment	Fire/EMS						5,000					5,000					5,000
Fire Equipment	Fire/EMS						43,000					43,000					43,000
Pumper/Engine	Fire/EMS									1,281,750		1,281,750					1,281,750
Technology	Fire/EMS						17,000					17,000					17,000
Facility (Design)	DPW									100,000		100,000					100,000
Leased Equipment	DPW						9,000					9,000		8,000	8,000	8,000	33,000
Paving and Utility Plan	DPW									523,000		523,000		928,500			1,451,500
Pedestrian Ways	DPW									100,000		100,000					100,000
Pickup Truck	DPW						500			12,000		12,500		12,500	12,500	12,500	50,000
Sinking Fund	DPW						3,250					3,250		3,250	3,250	3,250	13,000
Small Capital	DPW											-				2,500	2,500
Street Maintenance	DPW									150,000		150,000					150,000
Street Sweeper	DPW											-				30,000	30,000
Street Tree Planting	DPW	27,250										-					27,250
Tractor	DPW									85,000		85,000					85,000
	Outreach											-					-
	Outreach											-					-
	Outreach											-					-
	Library											-					-
Comp - Workstation	Library						8,000					8,000					8,000
	Library											-					-
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											-					-
Comprehensie Plan	CD						25,000			25,000		50,000					50,000
Small Capital	CD	2,000										-					2,000
Sinking Fund	CD						4,250					4,250					4,250
Total Projects		31,750	5,000	-	-	-	450,000	3,500,000	-	5,076,750	-	9,026,750	435,000	956,750	28,250	60,750	10,544,250

PROPOSAL

McFarland E. D. Locke Public Library

designCraft
advertising with a Conscience

Marketing Assessment Proposal

Client: McFarland E. D. Locke Public Library

Date: 07/22/22

https://www.mcfarlandlibrary.org/

The proposed marketing assessment will review the positioning, branding, and marketing representing McFarland's E. D. Locke Public Library. The marketing goal is to increase awareness of the library's offerings with the goal of increasing visits, program attendance, checkouts, and overall use of library services.

What we'll do: We will evaluate your brand positioning, your overall branding, collateral materials, your website, analyze your online rankings and website performance, your social media presence, and your press coverage. From those findings we will prepare an in-depth report with recommendations for next steps.

We will provide suggested changes and updates, and advise you regarding allocations of marketing expenditures for the coming year(s), and prioritize tasks and improvements to assist with the formulation of a communications plan.

What will we review? Our review will start with an analysis of your brands, evaluating market positioning, brand appearance, messaging, and attributes regarding target audience and reach potential. This will include a review of any collateral print materials currently in use.

We will analyze your online rankings and website performance and prepare a report with recommendations for improvements. We will evaluate Google Analytics reports, if available, to discern traffic patterns, SEO performance, referral sources, and keywords. To ascertain website strengths and weaknesses we will review the website content for opportunities to enhance traffic, time on site, and completion.

Our social media specialists will examine your social media presence, then provide a detailed report covering channel recommendations, presentation, targeting, voicing, engagement, reach, and potential. We look at the effectiveness of posts and the level of engagement your social media earns from the general public, specific targets, partners, and media.

Finally, our advertising and communications specialists will review publicity that has garnered news coverage for your organization.

What recommendations do we make? For your brand we provide guidance and suggestions to enhance consistency and amplify messaging. Other aspects we'll review include:

- Logo usage and guidelines
- ADA compliance
- DEI considerations
- Graphic presentation
- Taglines and talking points
- Design and development of collateral materials
- Effective use of collateral materials
- Advertisement placement and content
- Public relations opportunities

For your overall online presence and your website, in particular, we make recommendations to improve messaging and presentation, reinforce search engine optimization (SEO), and improve performance, such as:

- Updated reviews
- Use of keywords
- Content structure, language, and voicing
- Organization and layout
- Graphics and file preparation
- Use of search and display ad platforms

We analyze the effectiveness of each social media channel and help you prioritize your budget and time allocations across channels. Channels in use now are Facebook, Twitter, two Instagram accounts (adult and teens), and a YouTube channel. Recommendations might include:

- Reducing or adding a social media channel

- Establishment of effective goals
- Preparing new graphics for social media profile pictures and cover photos
- Changing the frequency of posts or the frequency of certain content
- Consistent voicing and talking points that reflect your mission
- Creation of monthly social media editorial calendars
- Effective interactions with clients, partners, community members, media
- Tagging, linking, and sharing of content

What will this cost? We will complete this marketing assessment, including the brand analysis, website audit, and social media review at a cost of $3550. The assessment will include a prioritized report to guide you in planning marketing and outreach, creating new materials, making website improvements, and setting the management direction for your social media. Once the report is finalized, we will meet with you to review and explain the recommendations and help you plan next steps.

What our team brings to the table: designCraft's professional full-service advertising management services ensure that your brand reflects well on your organization, and your positioning increases audience awareness and engagement. In business since 1985, we work with numerous area businesses and nonprofits.

This pricing is good for 45 days from the date on this proposal. Please contact designCraft if you plan to sign the contract after that time period. We will schedule your review once we receive this signed form and a down payment of $1775.

I agree to the specifications listed above:

Client signature ____Date____________

Agency signature ____Date____________ designCraft advertising with a Conscience

AGENCY MISSION

designCraft Advertising was founded in 1985 to restore the good name of advertising, admittedly a big mission for a small agency. After individual experiences working with large corporate clients in much larger markets we were convinced of the need for an agency focused on small to mid-sized businesses and organizations, and the Madison market proved to be just the right fit for our venture. In the beginning we worked with local firms eager to reach a local audience. This niche proved to be prescient. We continue to work with organizations with a focus on equity, social justice, and sustainability, and remain 100% woman-owned. We are proudly certified as both Women Owned and Small Business by the City of Madison.

RESPONSIBLE ADVERTISING IS WHAT WE DO BEST

designCraft Advertising is committed to providing effective, full-spectrum advertising and promotional services to independent businesses and nonprofits. At designCraft we believe that advertising at its finest is an educational tool that should assist the public in making wise and satisfying decisions about products and services they and their community truly need. designCraft works with clients who adhere to this standard and builds materials from this premise.

The messages of small and mid-sized businesses and organizations must compete with the often overpowering messages of mammoth corporations, and we specialize in unique and effective branding that competes with strength. Our award-winning work garners attention for our clients.

CORE CAPABILITIES AND SERVICE OFFERINGS

Working with smaller budgets demands an ad agency be nimble and perform a wide range of tasks. Our team was built to provide large-agency services to each of our clients, and each team member contributes years of experience. Our web developers are seasoned professionals capable of building customized, highly secure websites, our graphic designers combine aesthetics and marketing know-how, and we have a Google Analytics and Google Ads certified staff member as well as social media experts and professional copywriters with national experience.

Brand development and strategy
Corporate identity
Marketing plans and campaign development
Public relations camplaigns
Media buys
Social media management
Digital marketing and campaign execution
Website design
Website and custom portal development
Photography and videography

In addition to the in-house strengths listed above, we work regularly with key partners on video production, vehicle wraps, sign production, and commercial printing projects.

BUSINESS SECTORS IN WHICH WE SPECIALIZE

Retail and service industries
Governmental and nonprofit organizations
Financial industry
Veterinary, dental, medical

MAJOR CLIENTS

Bankers' Bank Since 2016 – Collateral material, copywriting, graphic design
Notable: this correspondent bank has a trade area covering a five-state region

City of Madison Since 2019 – Campaign strategy, public relations
Notable: promoted Census 2020 to historically undercounted residents in the City of Madison; now working on communications for the Town of Madison attachment

Community Shares of Wisconsin Since 2019 – Brand development, strategy, presentation, public relations
Notable: manage advertising and outreach for The Big Share campaign and year-round promotion

Dane County Office of Energy and Climate Change Since 2019 – Brand development and strategy, presentation, social media management
Notable: editing, layout, and promotion of the 200-page Climate Action Plan

Downtown Madison BID (Business Improvement District) Since 2017 – Brand development, custom website
Notable: created a new logo and brand guidelines; developed a new, interactive website

Dream House Dream Kitchens Since 2020 – Social media management and digital advertising
Notable: create and maintain an effective online marketing campaign

Farley's House of Pianos Since 1995 – Brand development and strategy, corporate identity
Notable: this local business rebuilds pianos for clients around the country

Madison Community Foundation Since 2016 – Brand development/strategy
Notable: designed the 75th anniversary logo and promoted anniversary year grant rollout; manage social media; received Addy awards for their annual report and Dane County Regional Airport display

Madison Public Schools Foundation Since 2018 – Brand development, strategy, social media
Notable: we developed the website and marketing for the successful Vote Yes 2 Invest referenda campaign

Monroe Street Framing Since 2015 – Social media management, custom website
Notable: new website introduced in 2020 shows the breadth of their artistry

Orange Tree Imports Since 2017 – Digital marketing, custom website
Notable: developed an online shopping platform within weeks to facilitate sales during the pandemic

REAP and Farm Fresh Atlas Since 2017 – Plan and implement ad campaign, manage social media and publicity
Notable: social media followers increased 400% in first month of management for their statewide campaign

RESCO Rural Electric Supply Co-op Since 2018 – Brand development/strategy, campaign execution, custom website
Notable: new website completed in 2020 and a video, with drone footage, coming in 2022

River Alliance of Wisconsin Since 2018 – Collateral material, graphic design, strategy
Notable: design and lay out seasonal print newsletters distributed to all members

BEYOND ADS

The tagline “Advertising with a Conscience” covers all aspects of designCraft business practices, and our firm received a Dane County Small Business Award in 2017. In addition to our mindful approach to responsible advertising, we work to support diversity and strive to make our presence a positive influence in the Park Street neighborhood and the Madison community. We support and participate in community organizations, serve on boards, and are members of Downtown Madison, Inc., Dane Buy Local, Greater Madison Chamber of Commerce, and Sustain Dane.

We pledge to create advertising campaigns and materials that are socially just and beneficial to consumers. We help craft a budget framework and maximize the impact of clients’ advertising dollars, and plan ad campaigns to reach diverse communities. Media suggestions include independent and minority-run publications, public broadcasting, and sponsorship of arts and nonprofit organizations when appropriate.

The designCraft team has over 75 years of advertising experience. All of our valued staff members participate in organizational planning and decisions. We offer fair compensation, sick leave, flexible family leave, health care and retirement benefits, as well as opportunities for training and education.

In 2016 our remodeled building received a Mayor’s Design Award for an office or facade renovation. We worked with architect Todd Barnett on the design and improvements to energy efficiency, and our staff participated in the major decisions.

Sustainability is a core principle of designCraft. In 2009 we were in the charter group of MPower Business Champions, in 2010 InBusiness Magazine recognized our efforts with the “Eco-Efficiency Initiative of the Year” award, and we’ve participated in the Green Masters Program since 2013. Through our leadership many of our clients have established sustainability initiatives.

Restoring the good name of advertising is a pretty large goal. In the meantime, we relish the opportunity to represent your organization with the integrity it deserves.

DESIGNCRAFT TEAM BIOS

Yvette Jones, president/creative director (she/her), started designCraft Advertising in 1985 after a career as an advertising copywriter in New York. She holds an English degree from Catholic University of America, where she also pursued graduate studies in creative writing. She has been recognized with numerous awards for her work promoting area businesses and nonprofits. She’s led campaigns for Madison Community Foundation, Dane County Office of Energy and Climate Change, and the annual The Big Share campaign for Community Shares of Wisconsin. Yvette served on the boards of Dane Buy Local, First Unitarian Society of Madison, and the National Association of the Remodeling Industry – Madison. She also served on the Greater Madison Chamber of Commerce Small Business Advisory Council and the City of Madison Triangle-Monona Bay Steering Committee. She is currently a director on the boards of Salon Piano Series and Sustain Dane.

Senior designer, Lisa Lombardo (she/they), earned a BA in studio art and French at Beloit College, and an MS in environmental studies at the University of Oregon. She first joined designCraft in 2003, and, after time away, returned in 2014. Notable clients she has worked with include River Alliance of Wisconsin, the Dane County Office of Energy and Climate Change, Community Shares of Wisconsin, and Marbleseed (formerly MOSES, Midwest Organic & Sustainable Education Service). She volunteered as a designer for SAGE (Sustainable Agriculture Education) in Berkeley, CA, and for Beyond Toxics in Eugene, OR. Currently, she serves on the board of the Poweshiek Animal League Shelter. Her work has been recognized with several Addy Awards from the American Advertising Federation of Madison.

Joe Windeknecht, senior designer (he/him), received a BA in visual arts with a concentration in graphic design and a minor in computer science. He has over 12 years in the marketing and design industry, working with various institutions ranging from nonprofits to small businesses to large companies, with experience that encompasses digital, print, web, radio, and more. Joe's clients include Madison Community Foundation, Madison Parks Foundation, and Full Spectrum Solar. His specialties include layout, typography, UX, and color theory.

Mike Zydowicz, marketing manager (he/him), received BBAs in marketing and management from UW-Madison, along with a certificate in integrated liberal studies. Mike joined designCraft in 2012, and his work has been recognized with an Addy. He has almost a decade of marketing and/or management experience, and is certified in Google Search Ads, Google Display Ads, and Google Analytics.

Alex Connelly, project manager (he/him), holds a BA in studio art and worked as a professional photographer for Shopbop. His 10-year marketing career has since expanded to include marketing strategy, content creation, and project management. Alex grew up in Madison and returned to Wisconsin after time in the Seattle market. His specialties include photography, videography, social media management, and public relations.

Director of technology, Andy White (they/them), earned a BS in computer science and has nearly 30 years of web development experience. They have held several significant programming positions: seven years as an early software developer at Epic, a consultant specializing in secure file transfer, and a web technology instructor at Madison Area Technical College. Andy recognizes the importance of custom, in-house web development and provides personalized service. They joined designCraft in 2015 to lead the agency's web development team.

Jordan Jerabek, digital media director (he/him), has years of experience working in, and writing for, the financial and insurance industries, and concentrates on digital communications. Jordan oversaw social media advertising campaigns for the City of Madison Census 2020 outreach to historically underreached neighborhoods, and is currently managing online advertising for the City of Madison Town of Madison attachment campaign. He earned a BA in English literature with a minor in communications at the University of Wisconsin-Green Bay. He joined designCraft in March 2017; he specializes in digital advertising and social media management. He also freelances for a number of online music publications. Jordan hosts "Knobs to Eleven," a weekly music program on WSUM 91.7 FM that explores underground and local heavy metal, rock, and punk music.

Jackie Drake, digital media assistant (she/her), earned a BA in communication arts with an emphasis in rhetoric. She graduated from UW-Madison in May 2021, with two years of experience in digital marketing already in place. She holds a Google Analytics certification. Jackie also founded a dog and cat sitter service in 2017, and has successfully built up a strong client list.

Valerie Haupt, software development intern, (she/they) recently started at designCraft. She has studied full stack web development at UW Madison's Software Development Bootcamp and is most comfortable programming in Javascript and using Node.js. They enjoy playing music and video games in their spare time.

July 12, 2022

Village of McFarland Board of Trustees
Village of McFarland Municipal Center
5915 Milwaukee Street
McFarland, WI 53558

Dear President Clow and Trustees:

At our July 5, 2022, E.D. Locke Public Library monthly meeting, the board of trustees accepted a revised E.D. Locke Public Library Facilities Study which you will find attached to this letter. We realize that you have received a copy of this study previously, but we have provided new information that relates directly to the discussion for a proposed McFarland Community Center.

As you know, we began our facilities master planning process in the fall of 2020. This was imperative given the library's incredible popularity and high rate of utilization in the village, as well as McFarland's rate of growth which has put pressure on all existing departments.

We understand funding for a library expansion will occur at some point in the future, but we are in desperate need of additional space at the present time. As a result, we are respectfully requesting the following space be provided to the library in a new McFarland Municipal Community Center:

- Space for an express library with 1,000+/- picture books with movable shelving;
- A small storage room of approximately 150 SF (square feet);
- A small craft room of 250 SF;
- A work center/office to support additional staff to support children's services of 300 SF;
- Access to meeting rooms that can support a minimum of 220-250 people;
- Continued access to shared parking between our two facilities.

Based on our program analysis, which you will find beginning on page 33 of the attached document, these services would account for approximately 6,200 SF of need in the Community Center masterplan. The library is clearly the most popular service in the village and we take our responsibility very seriously. Our primary objective is to continue to provide exceptional services and programs to local residents.

We envision that this space would be temporary and provided to other departments in need once a major expansion of the library is completed. The library space in the community center would also help provide library services during construction of a new library expansion. This would likely involve a vertical expansion of the existing structure with an approximate 18,000+ SF of new space.

We would appreciate your most serious consideration of this request. We wish to work closely with the village board in a collaborative manner so efficiencies can be achieved and duplication of services can be avoided. Thank you for your attention to this request.

Sincerely,

Ken Machtan
E. D. Locke Public Library Board President