

Thursday, August 11, 2022

5:30 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/88307218276>

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

Webinar ID: 883 0721 8276

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

1. CALL TO ORDER.
2. ROLL CALL.
3. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Committee of the Whole. 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 village.clerk@mcfarland.wi.us to be included as part of the meeting.
4. APPROVAL OF MINUTES.
 - a. Discussion and action regarding the minutes of the regular meeting held on July 26, 2022.
5. BUSINESS.
 - a. Discussion regarding draft goals and objectives to be included within the 2022-2023 McFarland Strategic Implementation Plan.
 - b. Review and Discussion regarding American Rescue Plan Act (ARPA) Funding Requests.
6. SCHEDULE NEXT MEETING DATE.
 - a. Wednesday, August 17, 2022 at 6:00 pm - Village Board Retreat #4
 - b. Tuesday, August 23, 2022 at 7:00 pm - Village Board Regular Meeting
 - c. Tuesday, September 13, 2022 at 7:00 pm - Village Board Regular Meeting

7. 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
Committee of the Whole Minutes

Tuesday, July 26, 2022 - 5:30 PM

1. CALL TO ORDER.

Village President Clow called the regular meeting of the Committee of the Whole to order at 5:33 pm in the Community Room of the McFarland Municipal Center.

2. ROLL CALL.

Village Board members present: Village Trustee Stephanie Brassington, Village President Carolyn Clow, Village Trustee Michael Flaherty, Village Trustee TJ Jerke, Village Trustee Edward Wreh

Village Board members not present: Village Trustee Carrie Nelson

Staff Present: Administrator Matt Schuenke, Clerk/Treasurer Cassandra Suettinger, and HR Generalist Andrea Anderson.

3. PUBLIC APPEARANCES.

- a. *This is an opportunity for members of the public to address the Committee of the Whole. 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 village.clerk@mcfarland.wi.us to be included as part of the meeting.*

None.

4. APPROVAL OF MINUTES.

- a. *Motion to approve the minutes of the June 28, 2022 meeting.*

Motion by President Clow, second by Trustee Wreh, and unanimously carried by the Committee of the Whole to approve the minutes of the June 28, 2022 meeting. Motion carries 5 - 0 - 0 by acclamation.

5. BUSINESS.

- a. *Introduction of new HR Generalist.*

Andrew Anderson was present and introduced as the new Human Resources (HR) Generalist for the Village working within the Administration Department. She began in this new role on July 18, 2022 and will be assisting the Clerk/Treasurer whom will be serving as the Personnel Officer for the Village. No action was needed on this item.

- b. *Update and Discussion regarding the McFarland Municipal Center Campus Master Planning Project.*

Consultants with SEH and EUA were present to provide updates on the McFarland

Municipal Center Campus Master Planning Project. Since the last presentation in May they have worked on public engagement, studying the existing facility, and completing the traffic study. All of this information was summarized in the meetings with discussion centering around key pieces of their findings. Additional discussion was held on sustainability, universal design concepts, and social infrastructure. Next steps for the project include scheduling a concept development workshop with the board members, departments, and key stakeholders as applicable. No action was taken on this item.

6. SCHEDULE NEXT MEETING DATE.

a. Tuesday, August 23, 2022 at 5:30 pm.

This meeting is presently not needed and will not be scheduled.

7. ADJOURNMENT.

Motion by Trustee Flaherty, second by Trustee Brassington, to adjourn at 6:51 pm.

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

Respectfully submitted,
Matthew G. Schuenke
Village Administrator

McFarland
SUMMARY SHEET

MEETING DATE: Thursday, August 11, 2022

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion regarding draft goals and objectives to be included within the 2022-2023 McFarland Strategic Implementation Plan.

PREVIOUS ACTION:

The Village Board met on June 15, 2022 as part of Retreat #1 to review the former year's progress on the 2021/2022 Goals and Objectives.

The Village Board met on June 22, 2022 as part of Retreat #2 to discuss possible revisions to the next year's Goals and Objectives for 2022/2023.

ISSUE SUMMARY:

At our June retreat meetings, the Village Board went over the prior year's performance and began the process to frame the coming year's goals and objectives. Direction was provided during those meetings on desired revisions to the goals and objectives for 2022/2023. These updates are included in the packet for review at our next meeting. This information was shared with the Village Board for review on July 26th via email. One area of feedback was provided since that distribution and that included shifting Diversity, Equity, and Inclusion to its own Goal H from the Community Goal in E. This update is reflected in the "Clean" draft included within the packet and will be subject of discussion with the provided objectives in our meeting.

Please note our plan for the meeting timing is as follows:

- Goals/Objectives - 15 Minutes
- ARPA (next item) - 60 Minutes
- Flex - 10 Minutes

We want to be efficient with our time as we had to move the meeting from August 3rd as a Special meeting for the third retreat to a Committee of the Whole prior to the Village Board beginning at 7:00 pm which has a more limited timing window. We haven't discussed ARPA requests as of yet which is why more time is afforded for that purpose. "Flex" is meant to address miscellaneous tasks like call to order, adjournment, etc. The Village Board agenda will also have ARPA on it after the main business is complete for spill over of discussion if needed.

There is a clean version that presents a final draft and a marked up version showing the changes made from the last year's document. Again, these revisions are based on direction provided at



the last retreat meetings. These documents are presented without the action plan as it was desired to be able to finalize just the Goals and Objectives while Village Staff prepared the Action Plan for consideration at a future meeting. The full document with Action Plan will be reviewed at the meeting on August 17th. We will review the enclosed document to ensure consistency with the direction of the Village Board.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion only. We will review the updated drafts for the 2022/2023 Goals and Objectives to confirm the direction provided by the Village Board.

ATTACHMENTS:

1. 2022-2023 McFarland Strategic Impl. Plan 08042022 DRAFT CLEAN
2. 2022-2023 McFarland Strategic Impl. Plan 07262022 DRAFT MARKED UP

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

All goals should be consistent with the Village Mission statement and vision statement.

A. McFarland Municipal Center Campus

Develop a multi-generational community center in conjunction with expansion of the library, connecting Village plaza, and adjoining outdoor public spaces (i.e. - McFarland Municipal Campus) including the development of programs to serve seniors, youth, and families.

Objectives

- (1) Determine future space needs and design features for the development of indoor and outdoor public spaces to support programming to be determined.
- (2) Identify and engage a broad spectrum of residents, including seniors, youth, adults, and community partners in all aspects of the planning process and operations/utilization.
- (3) Identify operational issues, challenges, and fiscal impacts associated with the development McFarland Municipal Campus Master Plan and the construction of desired improvements thereof.

Action Steps:	Cost	Timeline	Assignment
i.			
ii.			
iii.			
iv.			

- (4) Build accepted and recommended improvements for public infrastructure in accordance with the McFarland Municipal Center Campus Master Plan.

Action Steps:	Cost	Timeline	Assignment
i.			
ii.			

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

B. Public Infrastructure

Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.

Objectives

- (1) Plan, design, and construct a standalone public safety facility for fire, EMS, police, and court services.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			
iii.			

- (2) Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.
- Develop capital improvement plans to support infrastructure needs aligned with future growth to
- (3) forecast cost implications and implementation schedule.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			
iii.			

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

C. Economic Development

Promote responsible growth, increase economic development, and grow/retain existing businesses.

Objectives

- (1) Enhance commercial and retail uses in the downtown area.
- (2) Improve the mix of commercial development along Highway 51.
- (3) Develop incentives for business growth, such as incubator programs and tax increment financing districts (TIF) districts.
- (4) Identify areas for expanding commercial and industrial development.
- (5) Improve business retention and recruitment efforts.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			
iii.			

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

D. Village Government

Creation of a dynamic work place that is inclusive and diverse in our ability to demonstrate our commitment to employee growth and development for the betterment of the Community.

Objectives

- (1) Evaluate staffing models and organization structure to meet future service delivery needs.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			

- (2) Prioritize community-based policing practices and identify areas for diversity initiatives, outreach, education, and program development.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			

- (3) Enhance public engagement and presence within the Community through the use of a broad range of media.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

E. Community

Improve the Community experience for residents, businesses, and visitors through its services, safety, history, and overall desired quality of life.

Objectives

- (1) ~~Continued implementation of the Diversity, Equity, and Inclusion (DEI) Report in partnership with the DEI Committee.~~

Moved to its own Goal under (H).

- (2) Promote Village history using statues, murals, music, special programming, etc.
- (3) Create a public art program that enriches the community and enhances the local quality of life.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			
iii.			

- (4) Promote the concept of a safe and healthy community in an integrated way including diversity, equity, and inclusion initiatives; from policy to planning and development.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

F. Transportation

Improve Community connectivity along pedestrian and vehicular corridors.

Objectives

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

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			
iii.			

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

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			

- (3) Enhance pedestrian safety for walkers and bicyclists throughout the community, including areas of Highway 51 that go through the Village.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
ii.			

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

G. Park/Conservancy System <i>Support the development of active and passive park amenities that appeal to all age groups and abilities.</i>			
Objectives			
(1) Develop new and diverse park system amenities for indoor and outdoor use that are not currently offered in our Community.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
(2) Dedicate resources to enhance and maintain existing parks and green spaces throughout the Village.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
(3) Evaluate the costs and benefits of an outdoor aquatic facility, including construction and operation.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
(4) Develop individual park master plans that prioritize future developments, including a new Community Park.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			
(5) Expand, enhance, and develop programs to increase access and promote greater use of the lakefront, wetland conservancy, and waterways.			
<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

H. Diversity, Equity, and Inclusion

Create opportunities to advance initiatives that support the growth of diversity, equity, and inclusion within the Community and organization.

Objectives

- (1) Provide support for the ongoing development and utilization of the Diversity, Equity, and Inclusion Committee.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			

- (2) Continued implementation of the Diversity, Equity, and Inclusion (DEI) Report.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			

- (3) Work with Community Partners on the creation of a lasting land acknowledgement.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			

- (4) Continue discussions with School District on partnerships with the Village for the advancement of diversity, equity, and inclusion within the Community.

<u>Action Steps:</u>	<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.			



2022-2023

McFarland Strategic Implementation Plan

August 23, 2022

Village Board Review and Acceptance

Village of McFarland

Updated July 26, 2018

VISION STATEMENT

The vision of the Village of McFarland is to 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. The community actively seeks to preserve its proud heritage, protect its abundant natural resources, plan for responsible and balanced residential and commercial growth, promote a viable economic base, support educational excellence, provide diverse leisure options, and foster a healthy social fabric.

MISSION STATEMENT

With direction encouraged from an engaged citizenry, 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. To create and sustain a high level of confidence in Village government, we pledge to function with: professional integrity; fiscal responsibility; open communications; environmental sustainability; sensitivity to the values of each individual; full cooperation in achieving the priority goals determined by the community.

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

All goals should be consistent with the Village Mission statement and vision statement.

A. **McFarland Municipal Center Campus**

Develop a multi-generational community center in conjunction with expansion of the library, connecting Village plaza, **and adjoining outdoor public spaces (i.e. - McFarland Municipal Campus)** including the development of programs to serve seniors, youth, and families.

Objectives

- (1) **Determine** ~~Assess future community/senior center(s) space needs and design features for the development of and address indoor and outdoor public spaces to support programming to be determined.~~ activities and planned expansion areas.
- (2) Identify and engage a broad spectrum of residents, including seniors, youth, adults, and community partners in all aspects of the ~~community center~~ planning process and operations/utilization.
- (3) Identify operational issues, challenges, and fiscal impacts associated with the development **McFarland Municipal Campus Master Plan** and the construction of **desired improvements thereof.** ~~a community center.~~

Action Steps:	Cost	Timeline	Assignment
i.			
ii.			
iii.			
iv.			

- (4) Build **accepted and recommended improvements for public infrastructure in accordance with the McFarland Municipal Center Campus Master Plan** ~~the community/senior center, library expansion, and connecting plaza.~~

Action Steps:	Cost	Timeline	Assignment
i.			
ii.			

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

B. **Public Infrastructure**

Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.

Objectives

- (1) Plan, design, and construct a standalone public safety facility for fire, EMS, police, and court services.

Action Steps:	Cost	Timeline	Assignment
i.			
ii.			
iii.			

- (2) Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.

- (3) Develop **capital improvement plans** a long-range Facilities and Infrastructure Master Plan to support **infrastructure needs aligned with** future growth **to forecast cost implications and implementation schedule.** ~~with an implementation schedule and funding plan to address construction and maintenance costs.~~

Action Steps:	Cost	Timeline	Assignment
i.			
ii.			
iii.			

- (4) ~~Develop a central Village plaza to connect the Library with the planned community/senior center.~~

Action Steps:	Cost	Timeline	Assignment
Integrated into Goal A.			

- (5) ~~Partner with the Library Board to plan for and support future library facility improvements.~~

Action Steps:	Cost	Timeline	Assignment
Integrated into Goal A.			

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

C. **Economic Development**

Promote responsible growth, increase economic development, and **grow**/retain existing businesses.

Objectives

- (1) Enhance commercial and retail uses in the downtown area.
- (2) Improve the mix of commercial development along Highway 51.
- (3) Develop incentives for business growth, such as incubator programs and tax increment financing districts (TIF) districts.
- (4) Identify areas for expanding commercial and industrial development.
- (5) Improve business retention and recruitment efforts.

Action Steps:

Cost

Timeline

Assignment

i.

ii.

iii.

- (6) Promote Village history using statues, murals, music, special programming, etc.

- (7) Create a public art program that enriches the community and enhances the local quality of life.

Action Steps:

Cost

Timeline

Assignment

MOVE THIS TO THE NEW GOAL E...COMMUNITY

iii.

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

D. **Village Government**

Creation of a dynamic work place that is inclusive and diverse in our ability to demonstrate our commitment to employee growth and development for the betterment of the Community.

Objectives

- (1) Evaluate staffing models and organization structure to meet future ~~public safety~~ service delivery needs.

Action Steps:

Cost

Timeline

Assignment

i.

- (2) Prioritize community-based policing practices and identify areas for ~~extended~~ diversity initiatives, outreach, education, and program development.

Action Steps:

Cost

Timeline

Assignment

i.

ii.

- (3) Enhance pedestrian safety for walkers and bicyclists throughout the community, including areas of Highway 51 that go through the Village.

MOVE THIS TO THE NEW GOAL F...TRANSPORTATION

- (4) Promote the concept of a safe and healthy community in an integrated way including diversity, equity, and inclusion initiatives; from policy to planning and development.

Action Steps:

Cost

Timeline

Assignment

MOVE THIS TO THE NEW GOAL E...COMMUNITY

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

Action Steps:

Cost

Timeline

Assignment

i.

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

E. **Community**

Improve the **Community experience for** ~~safety and well being of Village~~ residents, businesses, and visitors **through its services, safety, history, and overall desired quality of life** .

Objectives

OBJECTIVES BUILT FROM OTHER SECTIONS AND NEW AREAS AS APPLICABLE.

Diversity, equity, and inclusion could become an objective within this goal.

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

F. **Transportation**

Improve Community connectivity along pedestrian and vehicular corridors.

Objectives

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

Action Steps:	Cost	Timeline	Assignment
i.			
ii.			
iii.			

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

Action Steps:	Cost	Timeline	Assignment
i.			
ii.			

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

Action Steps:	Cost	Timeline	Assignment
MOVE THIS TO THE NEW GOAL G and combine with existing sub (6)... <u>Park/Conservancy System</u>			
iii.			
iv.			

2022/2023 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

G. **Park/Conservancy System**

Support the development of active and passive **park** ~~recreational~~ amenities that appeal to all age groups and abilities.

Objectives

- (1) Develop new and diverse park system amenities for indoor and outdoor use that are not currently offered in our Community.

Action Steps:	Cost	Timeline	Assignment
i.			

- (2) Dedicate resources to enhance and maintain existing parks and green spaces throughout the Village.

Action Steps:	Cost	Timeline	Assignment
i.			

- (3) Evaluate the costs and benefits of an outdoor aquatic facility, including construction and operation.

Action Steps:	Cost	Timeline	Assignment
i.			

- (4) ~~Partner with the School District to expand recreational opportunities for families.~~

Action Steps:	Cost	Timeline	Assignment
Integrated into Goal A.			

- (5) Develop individual park master plans that prioritize future developments, including a new Community Park.

Action Steps:	Cost	Timeline	Assignment
i.			

- (6) Expand and develop programs to promote greater use of the lakefront, wetland conservancy, and waterways.

Action Steps:	Cost	Timeline	Assignment
i.			
ii.			

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Thursday, August 11, 2022

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator, Cassandra Suettinger, Village Clerk/Treasurer

AGENDA ITEM: Review and Discussion regarding American Rescue Plan Act (ARPA) Funding Requests.

PREVIOUS ACTION:

The Committee of the Whole received a presentation from Baker Tilly at its meeting on February 28, 2022 as background on the utilization of ARPA.

The Committee of the Whole finalized the first phase of the process at its March 14, 2022 meeting and began implementation to solicit ideas from Village Board members and Department Heads.

The Committee of the Whole discussed the process to consider ARPA requests at its meeting on May 10, 2022 and deferred consideration as part of the retreat meetings currently underway.

ISSUE SUMMARY:

ARPA Plan Development for the Village

Phase #1 - Introduction - Baker Tilly provided a presentation at a previous Committee of the Whole meeting. The purpose of this was to provide background on the funds and acceptable uses based on the Treasury's final rule. Additionally, we put in process the worksheet to solicit ideas from Village Board members and Department Heads to submit back for further consideration. This portion of the process was completed last month as we transition to planning and review of the requests submitted.

Phase #2 -Planning Process - Village Board members and Department Heads have provided their ideas on the use of ARPA monies through the worksheet previously solicited. The second phase of the project is to bring forward the process by which the submitted ideas would be reviewed. The Village Administrator has conducted an evaluation regarding links between the ARPA funding requests and our existing goals/objectives. The evaluation attempts to categorize requests into areas where the request is aligned with our goals and objectives (green), not aligned (red), and might be aligned (yellow). Summary notes are provided as to how this categorization is arrived at. Other factors in this analysis include operating/capital impact and CIP inclusion. The Village Board still has discretion on how it will decide where ARPA funds are spent and this evaluation is meant to show how the requests are linked to our goals for perspective within the decision making process.



Phase #3 - Review Process - The Village Board will discuss the ARPA requests in its meeting on August 11th Committee of the Whole meeting and if necessary time is allocated also during the Village Board meeting on the same night. Direction should be provided on which requests should proceed to be incorporated into the Action Plan being prepared for the next year's Goals and Objectives. This will allow for whatever is desired to move forward to be included in the budgetary process for the next year set to begin this Fall.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion only, but the objective should be to discuss which ARPA requests should move forward for consideration to be included within the Action Plan for the coming year within the Goals and Objectives.

ATTACHMENTS:

1. ARPA - Final Compilation 05182022 mgs
2. ARPA-Goals Link Evaluation 07262022 mgs



ARPA Funding Requests

Project Number	Project	Description	Approved Use Category	Budget/Requested Amount	Timeline	Department/Requestor
1	Affordable Housing Funding	Allocating to the proposed affordable housing fund	Services to Disproportionately Impacted Communities	\$100,000	2023-2024	Trustee Wreh
2	Closed Captioning	There is a requirement to make reasonable attempts at providing closed captions to the public. In the name of accessibility and inclusivity, closed captioning would be a great boon to the community.	Extent of Loss Revenue	\$55,000 - \$65,000	Purchase and install would be made as soon as funds are available.	Communications & Technology
3	Community Grant	Help bring new or different community ideas to fruition that create long-term solutions to issues that impact the community (Jerke). Funding for municipality/community based programming for mental health/ domestic violence and/or as determined within the grant program policies (Wreh).	Services to Disproportionately Impacted Communities Extent of Loss of Revenue	\$50,000-\$100,000	2023-2024	Trustee Jerke Trustee Wreh
4	Community Message Sign	Addition of message centers (electronic signage) at Larson Park & Farwell/Hwy 51 corridor area and or other various entrances to the village.	Extent of Loss Revenue	\$75,000-250,000 estimate	Design in 2022/2023 Perform work in 2023	Public Works
5	Community Outreach/Risk Reduction Training	Provide education for existing staff in community risk reduction directed towards seniors. In particular, medical and wellness risk reduction to allow staff to provide education and communication including COVID-19 education.	COVID-19 Response	\$10,000	Training would be expected to occur during 2023 and 2024	Fire & Rescue Senior Outreach



Project Number	Project	Description	Approved Use Category	Budget/Requested Amount	Timeline	Department/Requestor
6	Convert Warning Signs	Convert various flashing signs around the schools and village to Rectangular Rapid Flashing Beacons, RRFB system.	Extent of Loss Revenue	\$60,000 estimate	Design in 2022/2023 Construct in 2023	Public Works
7	Develop programming and capacity-building with Village organizations	Collaborate with community organizations, hold community events, and develop long-term community infrastructure. Host the first-annual McFarland Collaboration Summit.	Extent of Loss of Revenue	\$40,000	Build plan in 2022 and execute in 2023	Trustee Jerke
8	Diversity, Equity, and Inclusion (DEI) Staffing	We are working through finalizing consulting work that will establish various goals and objectives for the Village to advance matters of diversity, equity, and inclusion. The application of these funds would be a phased approach to add a new position within the organization that will affirm our commitment to follow through on the diversity, equity, and inclusion consulting work to be completed in 2022 and enhance the organization within our community thereafter (Schuenke). Working jointly with Village and School in alignment with our DEI initiatives (Wreh).	Extent of Loss of Revenue	Total position budget including wages and benefits is \$100,000. The funding request through ARPA is to be phased as follows: Phase 1 - \$75,000 Phase 2 - \$50,000 Phase 3 - \$25,000 Tax levy will make up the difference as applicable and gradually increase thereafter. Total financial commitment for this approach is \$150,000.	2023 – Phase 1 (Position Filled) 2024 – Phase 2 2025 – Phase 3	Trustee Brassington Trustee Wreh Village Administrator
9	E-Bikes	Improving transportation and accessibility	Services to Disproportionately Impacted Communities	\$50,000	2023-2024	Trustee Wreh



Project Number	Project	Description	Approved Use Category	Budget/Requested Amount	Timeline	Department/Requestor
10	Edible Kitchen a la cart	A portable kitchen for on wheels for cooking classes and demonstrations. Pre-pandemic, we did all ages cooking classes. Edibleedu.com	Lost Revenue	\$16,5000	open	Library
11	Eviction Prevention	Provide eviction assistance to low/median income families	Negative Economic Impacts	\$25,000	2023-2024	Trustee Wreh
12	Expedite Phasing In of Future Staffing Needs	The 2020 Classification, Compensation and Future Staffing plan provided an overview of staffing needs. There were areas that required immediate attention, that are not likely fiscally possible. Propose expediting filling staffing needs immediately, and phase in the funding and affects on the tax levy (Suettinger). Address needs outlined in the Study and consider allocation towards future Staffing operational costs associated with the Community Center (Schuenke).	Extent of Loss of Revenue	Total - \$500,000	2023 – 250,000 2024 – 125,000 2025 – 75,000 2026 – 50,000	Administration Village Administrator
13	Inclusive Playground Development	The Village completed the Inclusive Playground Master Plan in 2020 identifying several types of specialized playground equipment to benefit people of all ages and abilities. Cedar Ridge Park is identified as a location for this improvement but there also may be opportunity to partner with the School District to develop this improvement at Waubesa Intermediate School. The utilization of these funds will help limit the need for borrowing while giving the Village the ability to accelerate the development of this amenity.	COVID 19 or Negative Economic Impact Extent of Loss of Revenue	\$500,000 from this fund for this request. Total project costs could be between \$1-1.5 million. This contribution is meant to be a portion of those costs with other funding sources possibly coming from the Parks Fund, Capital Projects Fund (Borrowing), Private Fundraising, and/or financial partnership with the School District.	2022 – Finalize Planning 2023 – Complete Design/Bid 2024 - Construction	Trustee Brassington Village Administrator



Project Number	Project	Description	Approved Use Category	Budget/Requested Amount	Timeline	Department/Requestor
14	Install Bicycle Racks in Downtown, Parks, Library, etc	Install bicycle racks at civic locations around the Village	Extent of Loss Revenue	\$30,000 (40 @ \$750 per)	Project to be completed by 12-31-2023	Community & Economic Development
15	Irrigation at Community Park	Upfronts costs would be offset by the decreased labor costs in placing and monitoring water wheels. Turf quality will be improved.	Extent of Loss Revenue	\$400,000 estimate	Design in 2022 Perform work in 2022/2023	Public Works
16	Meeting Room Upgrades - Hybrid Opportunities	Due to the pandemic, it is clear that hybrid meeting options are not going away. If the Municipal Center continues to provide conference room rentals, we need to be able to provide portable hybrid options for our meeting rooms.	Extent of Loss Revenue	\$5200	Purchase and install would be made as soon as funds are available.	Communications & Technology
17	Property Acquisition and Off-Street Parking Lot Addition (Brandt Park)	Acquire land adjacent to Brandt Park and construct an off-street parking lot to serve Brandt and McDaniel Park	Extent of Loss Revenue	\$250,000 (remaining project funding from park fund)	Project to be completed by 12-31-2024	Community & Economic Development
18	Public engagement tools	Implement new tools and resources that make it easier to engage residents and increase public participation	Extent of Loss of Revenue	\$100,000	Solicit, retain, learn and begin using in 2023	Trustee Jerke
19	Public Safety Center, Battery Storage System	Purchase battery storage system for new Public Safety Center	Extent of Loss Revenue	\$450,000 (cost could be reduced through OEI grant)	Project would be completed by 12-31-2024	Community & Economic Development
20	Traffic/ALPR cameras for USH 51 corridor	An increase in stolen vehicles and traffic related incidents has created the need for traffic cameras in critical points of the jurisdiction. USH 51 would be a great location to have these tools for traffic related investigations.	Extend of Loss of Revenue	\$50,000 to \$100,000	Implementation by the end of 2022	Police Department

American Rescue Plan Act (ARPA) Funding Requests

Linkages to Existing Goals and Objectives

ARPA Project Number	ARPA Project Name	Index	Village Goal Name	Objective	Operating Capital Both	2023-2027 CIP Yes or No	Notes
1	Affordable Housing Fund		None		Capital	N/A	Would fall under Goal C (Economic Development), but Affordable Housing is not otherwise referenced.
2	Closed Captioning	D	Organization	(5)	Capital	Yes	Already proposed for funding in 2023 through the 2023-2027 CIP.
3	Community Grant		None		Capital	N/A	Would fall under Goal E (Community), but Community Grant program is not otherwise referenced.
4	Community Message Sign	D	Organization	(5)	Capital	No	Could be considered through ARPA but likely a better candidate for inclusion in CIP.
5	Community Outreach/Risk Reduction Training	D	Organization	(4)	Operating	No	Aligned with current Goals/Objectives, could be added to Action Plan. Not eligible for inclusion within CIP.
6	Convert Warning Signs	D	Organization	(4)	Capital	Yes	Already proposed for funding in each year of the 2023-2027 CIP.
7	Develop Programming and Capacity Building with Village Organizations		None		Operating	N/A	Requestor has proposed to remove this from consideration.
8	Diversity, Equity, and Inclusion (DEI) Staffing	D	Organization	(4)	Operating	No	Aligned with current Goals/Objectives, could be added to Action Plan. Not eligible for inclusion within CIP.
9	E-Bikes	F	Transportation	(1)	Both	No	Not within current CIP. Capital inclusion could be considered through ARPA. Ongoing costs unknown.
10	Edible Kitchen a la Carte		None		Both	N/A	Would fall under Goal E (Community), but is not otherwise referenced. Consider through MMC Master Plan.
11	Eviction Prevention		None		Both	N/A	Would fall under Goal E (Community), but is not otherwise referenced.
12	Expedite Phasing in of Future Staffing Needs	D	Organization	(1)	Operating	N/A	Possibility, meant to be broad based. Could also impact Goal A (McFarland Municipal Center Campus).
13	Inclusive Playground Development	G	Park/Conservancy System	(1)	Capital	Yes	Aligned with current Goals/Objectives. Included in 2024 of 2023-2027 CIP. School linked as partner.
14	Install Bicycle Racks in Downtown, Parks, Library, etc.	F	Transportation	(1)	Capital	No	Could be considered through ARPA but likely a better candidate for inclusion in CIP.
15	Irrigation at Community Park		None		Capital	Yes	Already proposed for funding in 2023 through the 2023-2027 CIP.
16	Meeting Room Upgrades - Hybrid Opportunities		None		Capital	No	Would fall under Goal E (Community), but is not otherwise referenced. Consider through MMC Master Plan.
17	Property Acquisition and Off-Street Parking Lot Addition (Brandt Park)	G	Park/Conservancy System	(2)	Capital	No	Could be considered through ARPA but likely a better candidate for inclusion in CIP.
18	Public Engagement Tools	D	Organization	(5)	Both	No	Could be considered through ARPA, need better understanding of startup and ongoing cost implications.
19	Public Safety Center, Battery Storage System	B	Public Infrastructure	(2)	Capital	No	Could be considered through ARPA as well as CIP or existing project funding subject to availability.
20	Traffic/ALPR Cameras for USH 51 Corridor		None		Capital	Yes	Already proposed for funding in 2026 through the 2023-2027 CIP.