

Monday, August 15, 2022**6:00 PM****McFarland Municipal Center**
*Community Room***AGENDA**

You are invited to this meeting through a Zoom webinar. The public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/89238174078>

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

Webinar ID: 892 3817 4078

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

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Diversity, Equity, and Inclusion Committee. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the Committee may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the Committee for their consideration. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to communications@mcfarland.wi.us to be included as part of the meeting.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the June 20, 2022 meeting.
4. BUSINESS.
 - a. Introduction of new HR Generalist for the Village.
 - b. Develop a work plan structure for the DEI Committee based off of the DEI Report S.M.A.R.T. goals.
 - c. Revisit the distribution of the recognitions calendar and discuss a written policy.
5. SCHEDULE NEXT MEETING DATE.
 - a. Monday, September 19, 2022 at 6 p.m.
6. ADJOURNMENT.

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

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3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the June 20, 2022 meeting.
4. BUSINESS.
 - a. Introduction of new HR Generalist for the Village.
 - b. Develop a work plan structure for the DEI Committee.
 - c. Update on land acknowledgement.
 - d. Revisit the policy and distribution of the recognitions calendar.
5. SCHEDULE NEXT MEETING DATE.
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McFarland
SUMMARY SHEET

MEETING DATE: Monday, August 15, 2022

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Introduction of new HR Generalist for the Village.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None

McFarland
SUMMARY SHEET

MEETING DATE: Monday, August 15, 2022

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Develop a work plan structure for the DEI Committee based off of the DEI Report S.M.A.R.T. goals.

PREVIOUS ACTION:

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FINANCIAL/BUDGET IMPACT:

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ATTACHMENTS:

1. DEI Committee Report_June 2022

Village of McFarland DEI Committee Report

"Naturally Connected"



June 20, 2022

INTRODUCTION

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

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

OVERVIEW OF PROCESS

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

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

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

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

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

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

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

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

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

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

EQUITY INSTITUTE OVERVIEW AND TESTIMONIALS

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

Participants in the workshop will experience:

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

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

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

RESULTS

Event Development:

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

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

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

APPENDICES

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

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Monday, August 15, 2022

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Revisit the distribution of the recognitions calendar and discuss a written policy.

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

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BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. McF Community Calendar Policy_May 2022

Community Calendar

Purpose

The McFarland Communications and Technology Department is here to serve the Village of McFarland public sphere through multiple communication paths. This document is to provide structure for what can and cannot be posted on the website's community calendar. The calendar will provide information about events happening in the community that are considered cultural, educational, or community based. Events may be posted subject to the guidelines set forth in this policy.

Community Calendar Posting Guidelines

1. Notices must be submitted via the Village website form, emailed to communications@mcfarland.wi.us, or dropped off at the McFarland Municipal Center during regular hours (Monday through Friday, 8 a.m. to 4:30 p.m.). Submitted notices must include contact information (name, email, and phone number).
2. Once notices are submitted online, emailed, or delivered to staff, they will be posted on the community calendar within 3 business days.
3. Notices will be posted online as early as six months in advanced and for as long as they are current.
4. The Village of McFarland assumes no accountability for not including events of which it received no notification.
5. Events must be open to the public.
6. Events must be within the greater McFarland community or impact McFarland residents.
7. Religious and political events are permissible for informational purposes or special events; events which have the primary effect to advocate for a single point-of-view will not be posted.
8. Forms of notices that are unacceptable for posting to the calendar may include, but are not limited to:
 - a. Personal notices/events.
 - b. Political campaign events.
 - c. Commercial or marketing events without a community aspect.
9. Special consideration may be permitted for special fundraising events such as raising funds for a charity, non-profit, or similar situation.
10. Posting of events does not imply endorsement by Communications and Technology staff nor any other Village department, board, committee, or commission.
11. The community calendar will remain separate from existing calendars on the Village website, i.e., Village Meetings calendar and Senior Outreach calendar, unless it is for cross-promoting purposes relating to the Village.
12. The community calendar is equal opportunity and non-discriminating. Events are considered without regard to the race, color, age, sex, gender, religion, national origin, ancestry, disability, marital status, or veteran's status of sponsoring organizations/members.

Authority

- Application of these guidelines will be based on the judgement of the Director of the Communications and Technology Department. The decision of the Director may be appealed to the McFarland Village Board.
- The Director reserves the right to limit the type of event accepted on the community calendar to those that it deems to be in good taste and in keeping with the standards of the community and the mission of the Village of McFarland.