

Tuesday, January 24, 2023

5:30 PM

McFarland Municipal Center  
Community Room

## AGENDA

You are invited to this meeting through a Zoom webinar. The public may attend in-person or remotely through the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/88646455819>

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

Webinar ID: 886 4645 5819

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 for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. 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. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to [village.clerk@mcfarland.wi.us](mailto:village.clerk@mcfarland.wi.us) to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.

## 4. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the January 10, 2023 meeting.

## 5. BUSINESS.

- a. Discussion on reports from Departments on current and prospective diversity, equity, and inclusion initiatives.

## 6. SCHEDULE NEXT MEETING DATE.

- a. Committee of the Whole - February 14, 2023 - 5:30 p.m.
- b. Committee of the Whole - February 28, 2023 - 5:30 p.m.

## 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](mailto: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, January 10, 2023 - 5:30 PM*

**1. CALL TO ORDER.**

Presidnet Clow called the Committee of the Whole meeting to order at 5:30 PM in Community Room.

**2. ROLL CALL.**

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

Village Board members not present: None.

Staff Present: Administrator Matt Schuenke, Deputy Administrator/Clerk Cassandra Suettinger, and Communications & Technology Director Stephanie Miller.

**3. PUBLIC APPEARANCES.**

- a. *This is an opportunity for members of the public to address the Committee of the Whole for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. 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. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to [village.clerk@mcfarland.wi.us](mailto:village.clerk@mcfarland.wi.us) to be included as part of the meeting.*

*Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.*  
None.

**4. APPROVAL OF MINUTES.**

- a. *Motion to approve the minutes of the August 11, 2022 meeting.*  
Motion by Village President Carolyn Clow, second by Village Trustee Edward Wreh, to approve the minutes of the August 11, 2022 meeting. Motion carries 7 - 0 - 0 by acclamation.
- b. *Motion to approve the minutes of the November 22, 2022 meeting.*  
Motion by Village President Carolyn Clow, second by Village Trustee Edward Wreh, to approve the minutes of the November 22, 2022 meeting. Motion carries 7 - 0 - 0 by acclamation.

**5. BUSINESS.**

- a. *Discussion of roles of Village Government and how/where DEI initiatives are desired.*

Public Comment: Monica Bruce, 5020 Farwell St., spoke with gratitude of a DEI position being considered. Additionally, Monica spoke to getting someone who has the experience and heart to represent the community and ensuring they are qualified and able to represent the community.

Angela Krey, 4531 Red Barn Run, spoke with gratitude about the Village creating this position within the Village and listening to community to get input.

Luke Fessler, 6409 Fox Run, spoke in support of the creation of a DEI position in the Village.

Shannon Morrison, 6129 Meadowsweet Trail, spoke on how the proposed creation of a DEI position in the Village would help further DEI initiatives in the Village.

Mona Nelson, 6309 Mourning Dove Drive, spoke on how the proposed creation of a DEI position in the Village would help further DEI initiatives in the Village.

The Board discussed the role of Village Government and identified the following areas as areas they would like to target regarding Diversity, Equity and Inclusion initiatives:

1. Economic Development
2. Human Resources
3. Parks & Recreation
4. Communication
5. Utility Billing
6. Zoning Codes and regulations
7. Transportation
8. Sustainability
9. Grant writing
10. Building Community Relationships.
11. Civil rights and policies compliance

The Board requested Department Heads provide an update on what is being done in each department and what departments would like to gain from their efforts.

## **6. SCHEDULE NEXT MEETING DATE.**

- a. Committee of the Whole - January 24, 2023 - 5:30 p.m.
- b. Committee of the Whole - February 14, 2023 - 5:30 p.m.\_
- c. Committee of the Whole - February 28, 2023 - 5:30 p.m.\_

## **7. ADJOURNMENT.**

Motion by Village Trustee Hilary Brandt, second by Village Trustee Edward Wreh, to adjourn at 6:45 p.m.

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

Respectfully submitted,  
Cassandra Suettinger  
Deputy Administrator/Clerk



**VILLAGE OF  
McFarland  
SUMMARY SHEET**

**MEETING DATE:** Tuesday, January 24, 2023

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Matt Schuenke, Village Administrator

**AGENDA ITEM:** Discussion on reports from Departments on current and prospective diversity, equity, and inclusion initiatives.

**PREVIOUS ACTION:**

The Committee of the Whole discussed this topic at its meeting on January 10, 2023.

**ISSUE SUMMARY:**

Please find enclosed a memorandum prepared by Village Staff regarding current and prospective diversity, equity, and inclusion initiatives that impact the service they provide. This is included as follow up from the last meeting where this information was requested by the Committee of the Whole. Department Heads will be available to present this information to the Committee.

**FINANCIAL/BUDGET IMPACT:**

None.

**VILLAGE PLAN REFERENCE:**

None.

**ORDINANCE REFERENCE:**

None.

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

No action required. Presented for discussion only.

**ATTACHMENTS:**

1. Village Department DEI Review 01192023 mgs

## Memorandum

To: Village Board of Trustees

From: Matthew G. Schuenke, Village Administrator   
Department Heads

Date: January 19, 2023

Re: **Monthly Village Administrator Staff Report**

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### Executive Summary

The Village Board met via the Committee of the Whole on January 10, 2023 to discuss the “roles of Village Government and how/where DEI initiatives are desired”. Through that discussion it was requested that Departments provide some feedback on current diversity, equity, and inclusion initiatives they are already engaged in as well as ideas for things they would like to be doing in the future. This memorandum is meant to summarize that response as background for the board to consider within its discussion.

### Department Review – Current Initiatives

The first area of response to cover are the things related to diversity, equity, and inclusion that Departments are already doing within their operations. Each was asked the following question...”What current initiatives does the Department provide for within their service delivery?” Please note the following responses:

#### *Administration*

- The Department overall focuses on offering service delivery in the broadest manner possible. We offer payments electronically, drop box, and in person.
- 4 or 5 years ago we implemented a scoring matrix for recruitments. With this process we utilized the minimum requirements and skills of the position to create an objective scoring system to bring candidates forward for interviews.
- Recently, we have dug into the DEI audit and the areas identified for improvement related to HR.
  - In November of 2022, we held a joint meeting with Personnel and DEI. At the meeting we reviewed recruitment and selections policies and procedures and provided a plan to address the desire for more diversity in recruitment. Additionally at this meeting, staff brought discussion on celebrated holidays within the Personnel Policy manual.

- In January of 2023, the Village began posting recruitments in the wider pools discussed with the joint committees. Those postings now include Urban League of Greater Madison, Centro Hispano of Dane County, Latino Academy of Workforce Development and Diversity jobs.com.
  - It is also of note, the infusion of the HR Generalist has allowed the Village to provide consistency in process and carrying out policies and procedures for recruitments.
- In January of 2023, the Department brought a new policy the memorialize a hardship policy for all accounts receivable debts. Previously this policy only existed in the Fire & EMS Department, this policy is now posed to be Village wide.

#### *Communications and Technology*

- Offer multiple formats of communication (digital and paper).
- ADA compliance and best practices – Village website.
- ADA compliance and best practices – Social media platforms.
  - Text-to-speech.
  - Color design choices.
  - Text on video when available.
- Offer multiple ways to access cable channels (website & YouTube for non-subscribers).

#### *Community and Economic Development*

- Attendance at online and in-person DEI training events.
- Staff availability outside of normal office hours.
- Creating welcoming experiences.
- Public input feature on East Side Plan project website.
- Project (East Side Plan) based Constant Contact sign-ups.
- Monthly Lookout posts regarding Pending Development Applications.

#### *Fire and Rescue*

- Hardship waiver program for ambulance transport.
- Smoke/CO inspection and replacement.
- Ongoing training via outside and conferences providing support of DEI and directly towards DEI.
- Revamped hiring process to reduce barriers.
- Coordination with police and outreach to provide additional services to at-risk populations.

## *Library*

- [Please click on this link](#) to review current initiatives.
- Collection – Work to make sure we have authors from a diverse background and subjects on a variety of topics. We make sure our displays, book clubs, and display case are also diverse.
- Online Resources – We offer resources online in multiple languages, from many cultures. Many of the digital items will also work with screen readers for patrons with vision impairment.
- Programming – Work to make sure our programs are presented by different kinds of people on a broad range of topics. Our community room also has a hearing loop to assist people who have a hearing impairment.
  - **Adult** – We received two grants from the Center of Asian studies which helped us to purchase more books and movies that feature Asia. We were also able to hire some performers that focused on Chinese culture. We received a grant from the Center for African Studies to help us purchase books and movies that featured Africa. We were also able to hire a speaker to talk about what it is like to emigrate from Africa to Madison.
  - **Teen** – One of our Teen Librarian's goal is to reach out to the multi-cultural club and the Black Student Union to talk about programs and resources. Offer brochures and displays on LGBTQ+ and Social Justice issues. They have made pronoun pins as a craft to make kids feel welcome.
  - **Children** – The Children's Librarian has incorporated a lot of sensory elements into her program to make kids who are neural divergent feel more comfortable. Incorporating American Sign Language, Spanish, and different topics at story times.
- Recruitment – When we have openings, we have reached out to the multi-cultural club, McFarland Equity Project and administration at the High School.
- Staffing
  - Bilingual staff members – staff members can help patrons who are fluent in Spanish or German with community services.
  - Our self-checks offer many different languages for checking items out and checking account status.
  - We have staff that serve on the McFarland Equity Project and are a part of the Dane County Ripple Project which provides DEI training and programming resources for libraries.
- Training – Staff have received training on diversity and inclusion, working with patrons who might have mental health issues, autism, and homelessness.

### *Police*

- Community Restorative Court – Two cases referred to CRC in 2022.
- Programming
- Training – Implicit Bias, Mindset, and De-escalation.

### *Public Works*

- Core services are provided to all residents including water, sewer, streets, snow/ice control, refuse and recycling, etc.
- Parks are reviewed and considered for ADA accommodations where needed. Working on developing the Inclusive Park at Waubesa Intermediate School with the School District.
- Participate in Village wide Staff trainings where applicable.

### *Senior Outreach*

- Focus is always on what the client indicates is their need, regardless of what we as an agency feel is the concern or issue. We accept clients where they are at and work on their strengths while improving things that cause them distress.
- Partnership with Dane County to provide culturally appropriate services where needed.
- Participate in the referral process to the Mental Health Resource Team operated by Dane County.
- Medical loan closet to help defray the cost of purchasing these items when people are in need of them either short or long term.
- Offer the in person and delivered meal program funding through Dane County and Focal Point communities that is not fee based.
- Partner with local and regional groups to provide resources and assist clients in need to improve their quality of life.

## **Department Review – Prospective Initiatives**

The second area of response to cover are the things related to diversity, equity, and inclusion that Departments wish to be doing in the future within their operations. Each was asked the following question..."What prospective initiatives does the Department want to pursue to further aid in their service delivery?" Please note the following responses:

### *Administration*

- Finish up revision of Personnel Policy manual with updates focusing on DEI initiatives. Recruitment policies have been updated to focus on recruiting a more diverse pool of candidates. Additional policies in the manual have been updated to provide more equity and inclusion for our workforce.
- Creation and implementation of a DEI related training program. Resources have already been allocated in the 2023 budget, and staff will look to begin work on this in 2023. More discussions likely need to be had on the creation of a DEI related position, as that position may have a role in this work.
- Continuing to review department and Village policies with a wider lens at being more inclusive.

### *Communications and Technology*

- Offer multiple formats of communication (digital and paper).
- ADA compliance and best practices – Village website.
- ADA compliance and best practices – Social media platforms.
  - Text-to-speech.
  - Color design choices.
  - Text on video when available.
- Offer multiple ways to access cable channels (website & YouTube for non-subscribers).

### *Community and Economic Development*

- Closed captioning for our TDS and Spectrum cable channels.
- Continue to offer multiple ways to access cable channels (OTT platforms).
- Translation of communications (English to ...)

### *Fire and Rescue*

- Increase outreach for more populations.
- Provide community EMS.
- Increase public education and target at-risk populations.

### *Library*

- Continuation of outlined current initiatives using training and best practices from other Library's to expand upon.
- The Library Board is going through Strategic Planning which will help outline additional opportunities.
- Further Staff training into new areas will continue to be a priority.

### *Police Department*

- Community Restorative Court – There could possibly be an opportunity for expansion of use of CRC.
- Programs – Review programs and additional training funding to identify new opportunities.
- Recruiting – Continued partnership with Administration to expand recruiting efforts.

### *Public Works*

- Review information provided to be included in other languages affecting our website, emails, notices, handouts, and other information.
- Work with Administration on recruitment and retention strategies where applicable.
- Review opportunities on service subsidies or other assistance to ensure needed services are delivered.

### *Senior Outreach*

- Bridging the gap on language barriers.
- Looking at universal design guidelines within the Municipal Center to go beyond simply ADA accessibility.
- Studying transportation solutions to connect people better in both rural and urban areas.
- Continue training and outreach efforts to improve effectiveness of programs.

## **Meeting Plan**

The plan for the meeting is to allow each Department to present their information on both responses. Not everyone will be present and the Administrator will fill in for those that are not able to attend. Additional follow up can take place after the meeting as well to gather more background information as is needed.