

Thursday, April 20, 2023

11:00 AM

McFarland Municipal Center
Conference Room A

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/85638387610>

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

Webinar ID: 856 3838 7610

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 Finance Committee 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 finance@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.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the March 23, 2023 meeting.
4. BUSINESS.
 - a. Discussion and action to make a recommendation to the Village Board to create Chapter 13 of the Fiscal Policy Manual as the Community Grant Policy.
5. SCHEDULE NEXT MEETING DATE.
 - a. Thursday, May 18, 2023 at 11:00 am.
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
Finance Committee Minutes
Thursday, March 23, 2023 - 11:00 AM

1. CALL TO ORDER, ROLL CALL.

Village Trustee Stephanie Brassington called the regular meeting of the Finance Committee to order at 11:00 AM in Conference Room A.

Members present: Stephanie Brassington, Hilary Brandt, Carolyn Clow

Members not present: None.

Staff Present: Village Administrator Matt Schuenke

2. PUBLIC APPEARANCES.

- a. *This is an opportunity for members of the public to address the Finance Committee 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 finance@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.

3. APPROVAL OF MINUTES.

- a. *Motion to approve the minutes of the January 19, 2023 meeting.*
Motion by Village Trustee Stephanie Brassington, second by Village Trustee Hilary Brandt, to approve the minutes of the January 19, 2023 meeting. Motion carries 3 - 0 - 0 by acclamation.

4. BUSINESS.

- a. *Discussion regarding the drafting of a Community Grant Policy.*
Village Administrator Matt Schuenke went over the Community Grant and provided feedback. The Committee will weigh in on a few sections and Administrator Schuenke will bring those back to the next meeting.
- b. *Discussion on planning future policy reviews.*
The Committee determined that the plan looks good and deferred to Staff to try to pick up one new policy a month once we get through the two newest ones.

5. SCHEDULE NEXT MEETING DATE.

a. Thursday, April 20, 2023 at 11:00 am.

6. ADJOURNMENT.

Motion by Village President Carolyn Clow, second by Village Trustee Hilary Brandt, to adjourn at 12:16 pm.

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

Respectfully submitted,
Jennifer Haried
Accountant/Deputy Treasurer

McFarland
SUMMARY SHEET

MEETING DATE: Thursday, April 20, 2023

SECTION: Schedule Next Meeting

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board to create Chapter 13 of the Fiscal Policy Manual as the Community Grant Policy.

PREVIOUS ACTION:

This matter was introduced to the Finance Committee at its meeting on January 19, 2023.

The draft policy was discussed at the last meeting on March 23, 2023.

ISSUE SUMMARY:

The Village Board adopted the 2022 Budget with funding to support a Community Grant Program. The funds are carried within the General Fund and meant to serve various community efforts to be determined through the creation of this policy. This funding was again carried forward and approved in the 2023 Budget cycle as well. With the funds now established, the creation of a policy is meant to guide how the funds can be accessed and used.

Please find enclosed the draft proposed Chapter 13 as the Community Grant Program Policy.

This has been updated from our previous meeting to note changes desired. There are a few items noted in the draft presented for discussion in the meeting. It is presented for action in order to move to the Village Board for consideration which then will trigger the process to build the application and summary appendices.

FINANCIAL/BUDGET IMPACT:

The 2022 Budget allocated \$12,500 for this purpose of which \$5,000 was committed last year to a request from the McFarland Community Festival. The remaining \$7,500 will be assigned for this purpose in fund balance and be joined with \$12,500 budgeted in 2023. Total availability of funds presently is \$20,000. Unspent funds from year to year will continue to be assigned within fund balance and tracked by the Village Auditor.

VILLAGE PLAN REFERENCE:

[Village Fiscal Policy Manual](#)

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Possible action:



Motion, second to recommend approval to the Village Board to create Chapter 13 of the Fiscal Policy Manual as the Community Grant Policy.

ATTACHMENTS:

1. Chapter 13 - Community Grant Program 04112023 DRAFT mgs

CHAPTER 13 Community Grant Program

SECTION 13.01 Program Description

The Village of McFarland recognizes that support within the Community exists and develops in many different facets. In order to foster programs and ideas for the good of the Community, this Community Grant Program is created to catalyze projects that improve our local quality of life within the eligible activities.

SECTION 13.02 Purpose

The purpose of this policy is to provide uniform guidelines to:

- (a) Provide a framework for the fair and transparent disbursement of public funds in support of this program;
- (b) Ensure that all applicants to the program are treated fairly and equitably ~~regardless of outcomes;~~
- (c) Minimize administrative oversight and encourage consistency in the application process; and
- (d) Provide Village Board and Staff with guidance on appropriate expenditures, record keeping, and reporting expenses related to this program.

SECTION 13.03 Eligibility

- (a) Community organizations that are an active group or organization that regularly meets within the Village of McFarland that is tax Non-profit organizations, exempt from Federal income taxes under pursuant to Section 501(c)(3) of the Internal Revenue Code or that provide charitable services, sponsorships, or donations within the Community equivalent, that conduct business without discrimination on the basis of sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military status, or any other legally protected status.

(b) The following entities are not eligible to apply for the grant program:

- (1) Individuals.
- (2) Organizations awarded more than one (1) application within the same year.
- (3) K-12 education institutions (unless said institution has an incorporated, non-profit element that submits an application).
- (4) Post-secondary educational institutions.
- (5) Religious organizations seeking to use grant proceeds for religious purposes, whether directly or indirectly, as determined by the Village.

Commented [MS1]: This was not changed in lieu of further review of changes to eligibility. If we have a broader definition on eligibility, does that better rule out individuals potentially representing themselves versus the Community.

Otherwise need further direction on how or under what circumstances an individual could be eligible.

Commented [MS2]: There was desire here to allow religious groups so long as they are not funding religious efforts. With the broader definition, that should bring them in and some language was added to emphasize our role.

SECTION 13.04 Program Objectives

- (a) Enhances the vibrancy and livability of the Village.
- (b) Demonstrates creativity, innovation, and addresses Community needs.
- (c) Aligns with the goals and objectives of the Village to partner in improving the local quality of life.
- (d) Provides realistic vision on Community impact and outreach.
- (e) Aligns with diversity, equity, and inclusion initiatives of the Village.

SECTION 13.05 Fundable Requests

Funding requests with a strong and realistic plan for success as follows:~~The following requests may be funded in accordance with this policy:~~

- ~~(a) Program development with a strong and realistic plan for success, both new and existing.~~

- (a) Enhancement of community/neighborhood engagement, special event development, and/or public education.
- (b) Youth mentoring and education.
- (c) New, small-scale capital projects and/or equipment.
- (d) Promotion of health, wellness, food security, and natural care.
- (e) Advancement of sustainable ideas for the better of the local environment.
- (f) Adult education and workforce development.
- (g) Other funding may be considered if in the sole discretion of the Village it is determined the request enhances the quality of life within the Community.

SECTION 13.06 Non-Fundable Requests

The following requests may not be funded in accordance with this policy:

- (a) Annual and/or ongoing capital campaigns including support for debt service or endowment funds.
- (b) Building projects either new construction or remodeling.
- (c) Land acquisition.
- (d) Ongoing maintenance and operational support including personnel expenses.
- (e) Services otherwise supported through the health care system ~~including substance abuse treatments~~.
- (f) Lobbying.
- (g) Scholarships.
- (h) Sports and recreation events.

SECTION 13.07 Application Submittal

Each request to be submitted to the Village for consideration shall provide the following:

- (a) **Cover Letter.** Included within a separate heading summarizing the request.
- (b) **Application.** Included within Appendix A of this policy. The Application will bring together the relevant information outlining the request proposal the applicant is looking to see funded. This will include but not limited to identifying the organization, funding request, goals/objectives, experience, identifying key personnel, budget, timeline, references, and submittal requirements.
- (c) **Attachments.** Any other supplementary information needing to be attached to the application in order to support the funding request as filed. This area could also include letters of support for the funding request as provided.

SECTION 13.08 Application Evaluation

The following criteria will be applied to the review of applications for funding:

- (a) Request produces meaningful, reasonable, and sustainable outcomes.
- (b) Outcomes can be measured and evaluated.
- (c) Strengthens and enhances neighborhood/community assets.
- (d) Promotes self-sufficiency of individuals and/or organizations.
- (e) Encourages coordination/collaboration with other relevant Community partners.
- (f) Fosters innovation and entrepreneurship.
- (g) Experience of the organization and the individuals responsible for administering the funds.
- (h) Timeline and the realistic nature of implementation.

- (i) Aligned with Village Goals and Objections through the annual Strategic Implementation Plan.
- (j) As part of the application evaluation process, the Village shall conduct a criminal background check on individual grantee(s) and/or principal(s) of the applicant organization. If said individual(s) and/or principal(s) have a criminal record, the following will be among the factors considered in determining whether or not the applicant will be eligible for a funding award:
 - (i) The nature and gravity of the offense(s).
 - (ii) The time that has passed since the conviction and/or completion of the sentence.
 - (iii) The nature of the position held by the individual and/or principal member.
 - (iv) Procedures and policies in place to ensure the appropriate handling and use of monies.

SECTION 13.09 Funding Awards

- (a) Grant applications may be requested between \$500 to \$15,000 ~~within \$500-dollar increments per organization~~. Program funding through this grant ~~may or may not be is rarely~~ the sole financial supporter of projects, as applicants are expected to seek additional resources to accomplish project goals.
- (b) The grant program follows a reimbursement model and payment will be issued after the ongoing reporting section is submitted to and approved for acceptance by applicable Village Staff. An invoice, with accompanying receipts for all expenses, will be required for reimbursement.
- (c) All funding awards subject to the availability of funds as authorized within the Annual Budget by the Village Board for the Village of McFarland.

Commented [MS3]: Up front instead? Or at least an option to provide funds up front?

Commented [MS4R3]: Carolyn will prepare something here for discussion at the next meeting.

SECTION 13.10 Final Report

- (a) ~~Project Summary. Final Report.~~ Included within Appendix B of this policy. ~~A Project Summary The Final Report~~ will bring together the relevant information outlining how the funds were used within the proposal awarded. This will include but not limited to identifying the organization, providing ~~the a project~~ summary, detailing ~~outcomes, summarizing~~ conclusions, outlining a final budget, and other relevant information needed as applicable.
- ~~(b) The Final Report will be filed with Village Staff as confirmation to disperse funding to Applicant.~~
- ~~(c) The Applicant will provide a presentation of the Final Report to the Village Board.~~

* * *

Appendix A Application

Appendix B Final Report

Adopted: May 9, 2023

Revised: None