

**Thursday, June 15, 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/87241032473>

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

Webinar ID: 872 4103 2473

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

1. CALL TO ORDER.
2. ROLL CALL.
3. BUSINESS.
  - a. Discussion and workshopping the Village's mission, vision statement and core values.
  - b. Discussion regarding 2023-2024 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year.
    - 1) Goal D: Village Government
    - 2) Goal E: Improve the Community experience for residents, businesses, and visitors through its services, safety, history and overall desired quality of life.
4. SCHEDULE NEXT MEETING DATE.
  - a. June 27, 2023 - Village Board - 7:00 p.m.
  - b. July 11, 2023 - Village Board - 7:00 p.m.
  - c. July 13, 2023 - Special Village Board - 5:30 pm
5. 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.



**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Thursday, June 15, 2023

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Matt Schuenke, Village Administrator

**AGENDA ITEM:** Discussion and workshopping the Village's mission, vision statement and core values.

**PREVIOUS ACTION:**

This was last updated by the Village Board in 2018 through that annual goal and objective setting process.

Additionally, it was evaluated through the Diversity, Equity, and Inclusion Committee Report completed in 2022 with no changes recommended.

**ISSUE SUMMARY:**

The Board began its discussion on review of the Village's current Mission and Vision Statement at its last strategic planning meeting on May 31st. The Board discussed reviewing comparable Mission and Vision statements as a way to assess how to bring a process forward for update. The following comparable statements have been provided by Trustee Brandt as requested:

<https://www.portland.gov/civic/about/mission-goals-values>

<https://www.cityofmadison.com/vision-awards>

<https://cityofsunprairie.com/1302/CIVICSUNPRAIRIE>

<https://www.mcfarland.k12.wi.us/district/StrategicPlan.cfm>

The Village's core values can be found in the 2020-2023 Strategic Plan beginning on page 4:

<https://wi-mcfarland.civicplus.com/DocumentCenter/View/614/2020-to-2030-Strategic-Plan---Final-Plan-PDF>

The Board can continue its discussion on how to advance this process.

**FINANCIAL/BUDGET IMPACT:**

None.

**VILLAGE PLAN REFERENCE:**

None.

**ORDINANCE REFERENCE:**

None.

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Presented for discussion only. No action needed.



**ATTACHMENTS:**

1. McFarland Vision-Mission Statement FINAL

# 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.



**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Thursday, June 15, 2023

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Matt Schuenke, Village Administrator

**AGENDA ITEM:** Discussion regarding 2023-2024 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year.

**PREVIOUS ACTION:**

The Committee of the Whole reviewed progress on goals and objectives for the 2022-2023 Strategic Implementation Plan.

**ISSUE SUMMARY:**

The Board will continue it's work on reviewing of the 2023-2024 Strategic Implementation Plan to address goals and objectives for the coming year. The Board will pickup where it left off from its last review. The former year's plan is included within your packet. Additionally, a summary of assigned action steps is included for reference. As was previous, some of things started last year may need to continue, some things may need to discontinue, and yet more there may be new ideas we want to incorporate. Again this work is meant to serve as a bridge from the Strategic Plan as we work through the years since our priorities will shift over time and this work is meant to update how we adjust from year to year. We will work from the existing goals and begin to build our implementation plan as to what the board would like to accomplish in the next year. The first part of this is really about idea development in order to align with the goals. Then Village Staff works to breath life into the ideas to fill out the remainder of the implementation plan and help show how it can be tied to the budget. Each of the goals are listed on the agenda and we'll work through roughly half within the first meeting and the remaining half within the second meeting. The Village Administrator will track the items raised and facilitate discussion as is needed.

**FINANCIAL/BUDGET IMPACT:**

None.

**VILLAGE PLAN REFERENCE:**

None.

**ORDINANCE REFERENCE:**

None.

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Presented for discussion only.

**ATTACHMENTS:**



1. 2022-2023 McFarland Strategic Impl. Plan 08232022 FINAL
2. 2022-2023 Action Step Summary



2022-2023

## McFarland Strategic Implementation Plan

August 23, 2022

*Village Board Review and Acceptance*

# Village of McFarland

Updated July 26, 2018

## **VISION STATEMENT**

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# 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.\*\*\*

*Highlight notes items where new funding is required within the budget and not previously approved.*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                     |                              |                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------|-------------------------------------------|
| <b>A. McFarland Municipal Center Campus</b><br><i>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.</i>                                                                                                                                                                                                                    |                     |                              |                                           |
| <b>Objectives</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                     |                              |                                           |
| (1) Determine future space needs and design features for the development of indoor and outdoor public spaces to support programming to be determined.<br><br>(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.<br><br>(3) Identify operational issues, challenges, and fiscal impacts associated with the development McFarland Municipal Campus Master Plan and the construction of desired improvements thereof. |                     |                              |                                           |
| <u>Action Steps:</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <u>Cost</u>         | <u>Timeline</u>              | <u>Assignment</u>                         |
| i. Complete the McFarland Municipal Center Campus Master Plan that will outline facility improvements at the Municipal Center, Library, and Plaza. Analysis will recommend facility improvements as well as programs to utilize new spaces.                                                                                                                                                                                                                                                                                                         | \$150,000           | March 2023                   | Administrator<br>Village Board            |
| ii. Collaborate with the Library Board on reviewing their needs for facility expansion association with the above referenced Master Plan.                                                                                                                                                                                                                                                                                                                                                                                                           | N/A                 | On Going<br>Project Duration | Administrator<br>Library<br>Village Board |
| iii. Use solicited public input and continue Community and Stakeholder engagement throughout the project. Engage Community and all Stakeholders                                                                                                                                                                                                                                                                                                                                                                                                     | N/A                 | On Going<br>Project Duration | Administrator<br>Village Board            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                     |                              |                                           |
| (4) Build accepted and recommended improvements for public infrastructure in accordance with the McFarland Municipal Center Campus Master Plan.                                                                                                                                                                                                                                                                                                                                                                                                     |                     |                              |                                           |
| <u>Action Steps:</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <u>Cost</u>         | <u>Timeline</u>              | <u>Assignment</u>                         |
| i. Design, bid, and award recommended/approved improvements from Master Plan.                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>\$500,000</b>    | March 2024                   | Administrator<br>Village Board            |
| ii. Construct recommended/approved improvements from Master Plan.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>\$13,000,000</b> | March 2025                   | Administrator<br>Village Board            |

# 2022/2023 - McFarland Strategic Implementation Plan

## Village Board Goals, Objectives, and Action Plan

| <b>B. Public Infrastructure</b><br><i>Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.</i> |                  |                         |                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>Objectives</b>                                                                                                                                                             |                  |                         |                                                                                                                        |
| (1) Complete construction and transition affected Departments to a standalone public safety facility for fire, EMS, police, and court services.                               |                  |                         |                                                                                                                        |
| <b>Action Steps:</b>                                                                                                                                                          | <b>Cost</b>      | <b>Timeline</b>         | <b>Assignment</b>                                                                                                      |
| i. Complete construction of new facility already underway.                                                                                                                    | \$22,500,000     | May 2023                | Administrator<br>Architect<br>Contractor<br>Fire & Rescue<br>Municipal Court<br>Owner's Rep<br>Police<br>Village Board |
| ii. Transition impacted Departments to new Facility.                                                                                                                          | Included Above   | June 2023               | Fire & Rescue<br>Municipal Court<br>Police                                                                             |
|                                                                                                                                                                               |                  |                         |                                                                                                                        |
| (2) Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.                                               |                  |                         |                                                                                                                        |
| (3) Develop capital improvement plans to support infrastructure needs aligned with future growth to forecast cost implications and implementation schedule.                   |                  |                         |                                                                                                                        |
| <b>Action Steps:</b>                                                                                                                                                          | <b>Cost</b>      | <b>Timeline</b>         | <b>Assignment</b>                                                                                                      |
| i. Annual preparation of 5 year CIP to inventory and outline public improvements leading into budget process.                                                                 | None             | Annually<br>August 2023 | Administrator<br>Departments                                                                                           |
| ii. Complete property acquisition to allow for the development of solar array.                                                                                                | <b>\$300,000</b> | January 2023            | Community Development                                                                                                  |
| iii. Develop plan and begin implementation of digital archiving project.                                                                                                      | \$100,000        | December 2023           | Administration<br>Comm and Tech                                                                                        |
| iv. Completion of a Village wide energy audit and planning to implement energy efficiencies within operations.                                                                | <b>\$75,000</b>  | March 2024              | Community Development                                                                                                  |
| v. Proceed with OEI Grant to install battery storage at Public Safety Center for excess power created in solar array.                                                         | <b>\$450,000</b> | December 2024           | Community Development                                                                                                  |
| vi. Continue planning with partners as applicable to develop solar array to offset municipal energy consumption.                                                              | TBD              | Duration                | Community Development                                                                                                  |

# 2022/2023 - McFarland Strategic Implementation Plan

## Village Board Goals, Objectives, and Action Plan

### C. Housing & Economic Development

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

#### Objectives

- (1) Enhance new and existing commercial, retail, mixed-use, and civic uses in the downtown area.
- (2) Improve the mix of commercial and mixed use development along Highway 51 and Farwell Street.
- (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 to support existing businesses and advance recruitment efforts to bring in new businesses.

| Action Steps:                                                                                                                                    | Cost             | Timeline      | Assignment            |
|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------|-----------------------|
| i. Complete planning project to address Economic Development Plan and update East Side Neighborhood Growth Plan as update to Comprehensive Plan. | \$100,000        | March 2023    | Community Development |
| ii. Develop RFP, bid, hire, and complete Terminal & Triangle District Plan/Redevelop. Plan 1, including new Overlay TIF District.                | <b>\$75,000</b>  | October 2023  | Community Development |
| iii. Begin process (i.e. - RFP, Award, Plan Devel) to Establish new Downtown redevelopment plan.                                                 | <b>\$75,000</b>  | December 2023 | Community Development |
| iv. Pursue Recodification of Subdivision and Zoning Codes as they impact planning decisions, zoning, diversity, and commercial uses.             | <b>\$100,000</b> | 2024          | Community Development |
| v. Consider property acquisition where appropriate.                                                                                              | Case by Case     | Duration      | Community Development |

- (6) Improve mix of housing within the Village, including consideration for affordable housing units within new development.

| Action Steps:                                                                                                                      | Cost         | Timeline      | Assignment                             |
|------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|----------------------------------------|
| i. Draft and approve policies and programs regarding the use of the Affordable Housing Fund.                                       | None         | December 2022 | Administrator<br>Community Development |
| ii. Evaluate opportunities to build Affordable Housing Fund through General Fund and TIF extensions.                               | TBD          | Duration      | Administrator<br>Community Development |
| iii. Evaluate opportunities to implement recommendations from the housing studies to encourage new affordable housing development. | Case by Case | Duration      | Community Development                  |

# 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.

| Action Steps:                                                                                                 | Cost | Timeline       | Assignment                                     |
|---------------------------------------------------------------------------------------------------------------|------|----------------|------------------------------------------------|
| i. Develop staffing plan for all Depts in line with recommendations from 2021 Comp and Class Study.           | None | September 2022 | Administrator<br>Administration<br>Departments |
| ii. Forecast cost and tax levy impacts of staffing plan. Present forecasting annually through budget process. | None | November 2022  | Administrator                                  |
| iii. Study and report on recommendations to implement curbside yard waste/leaf collection program.            | TBD  | September 2023 | Administrator<br>Public Works                  |

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

| Action Steps:                                                                                                | Cost    | Timeline      | Assignment |
|--------------------------------------------------------------------------------------------------------------|---------|---------------|------------|
| i. Restore assignment of Community Service Officer and develop Community Engagement Plan for position.       | TBD     | June 2023     | Police     |
| ii. Pursue and complete policy updates for WILEAG Accreditation.                                             | TBD     | December 2023 | Police     |
| iii. Prioritize and enhance opportunities for community outreach and education within the Police Department. | \$5,000 | Duration      | Police     |
| iv. Utilization of Community Restorative Court (CRC).                                                        | None    | Duration      | Police     |

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

| Action Steps:                                                                                                        | Cost            | Timeline   | Assignment                                      |
|----------------------------------------------------------------------------------------------------------------------|-----------------|------------|-------------------------------------------------|
| i. Add Closed Captioning system to enhance broadcast diversity.                                                      | <b>\$55,000</b> | March 2023 | Comm and Tech                                   |
| ii. Develop new Communications Plan outlining prioritization of resources in line with opportunities for engagement. | TBD             | June 2023  | Administrator<br>Comm and Tech<br>Village Board |

- (4) Continue discussions with School District on partnerships with the Village to share and expand services for the benefit of the Community.

| Action Steps:                                                                          | Cost | Timeline | Assignment                     |
|----------------------------------------------------------------------------------------|------|----------|--------------------------------|
| i. Continue meetings through the Joint Committee to discuss issues of mutual interest. | None | Duration | Administrator<br>Village Board |

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

| Action Steps:                                                                                                                                                                 | Cost     | Timeline       | Assignment                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------|-------------------------------------|
| i. Develop public art concept affixed to the structure of Well House #1 adjacent Discovery Garden Park.                                                                       | \$5,000  | June 2023      | Community Development Library       |
| ii. Establish a Public Art and Design Program to consider projects and promote history where appropriate.                                                                     | None     | September 2023 | Community Development               |
| iii. Implement opportunities for public art within public spaces as authorized by the Village Board.                                                                          | TBD      | Duration       | Community Development Village Board |
|                                                                                                                                                                               |          |                |                                     |
| (3) 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                          |
| i. Develop policies for the distribution of funds through the Community Grant Program.                                                                                        | None.    | February 2023  | Administrator<br>Village Board      |
| ii. Accept applications into the Community Grant Program and award funds in accordance with approved policies.                                                                | \$15,000 | Duration       | Administrator<br>Village Board      |
| iii. Cross develop community outreach/risk reduction training to develop strategies for medical and wellness risk reduction.                                                  | \$10,000 | 2024           | Fire and Rescue<br>Senior Outreach  |
| iv. Support staffing and policy development to ensure successful transition to paramedic level of service.                                                                    | Varies   | Duration       | Fire and Rescue<br>Village Board    |
| v. Participate in the Trust Building Campaign by the IACP to ensure positive partnerships and improve general well being.                                                     | Varies   | Duration       | Police                              |

# 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. Enhance planning regarding trail maintenance and build into Paving and Utility Plan. Include sidewalk improvements as a separate line item. | None | August 2022 | Public Works                                |
| ii. Study improvements to Siggelkow Road for off-street pedestrian connectivity to new Community Park.                                         | TBD  | March 2023  | Administrator<br>Comm Devel<br>Public Works |

- (2) Review opportunities to provide all forms of public transportation within and outside of the Village.

| Action Steps:                                                                                                                                 | Cost | Timeline      | Assignment            |
|-----------------------------------------------------------------------------------------------------------------------------------------------|------|---------------|-----------------------|
| i. Review opportunities to collaborate with neighboring municipalities to extend public transportation, develop cost sharing and fare models. | TBD  | December 2023 | Community Development |
| ii. Review Options with Board, Elected Officials, Public, and Staff.                                                                          | TBD  | December 2023 | Community Development |

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

| Action Steps:                                                                                                                                                                  | Cost | Timeline         | Assignment                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------------------|---------------------------------------------------------|
| i. Continued partnership with WisDOT and Dane County on Segment 7 as applicable, emphasis on Siggelkow round-a-bouts, pedestrian connectivity.                                 | TBD  | Duration<br>2024 | Administrator<br>Community Development<br>Village Board |
| ii. Continued partnership with WisDOT and Dane County on Segment 6 as applicable, emphasis on adding sidewalk, safe crossing, speed limit, round-a-bout, and bridge underpass. | TBD  | Duration<br>2026 | Administrator<br>Community Development<br>Village Board |
| iii. Evaluate e-bike development in McDaniel Park and study expansion points within the Village.                                                                               | TBD  | Duration         | Community Development                                   |

- (4) Build a network of Electric Vehicle (EV) Charging Stations at Level 2 and 3 within the Village.

| Action Steps:                                                                                                     | Cost | Timeline | Assignment            |
|-------------------------------------------------------------------------------------------------------------------|------|----------|-----------------------|
| i. Identify locations for EV Charging Stations and partner with regional, state, and federal agencies to develop. | TBD  | Duration | Community Development |

# 2022/2023 - McFarland Strategic Implementation Plan

## Village Board Goals, Objectives, and Action Plan

| <b>G. Park/Conservancy System</b><br><i>Support the development of active and passive park amenities that appeal to all age groups and abilities.</i>                            |                  |                 |                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|---------------------------------------|
| <b>Objectives</b>                                                                                                                                                                |                  |                 |                                       |
| (1) Develop new and diverse park system amenities for indoor and outdoor use that are not currently offered in our Community.                                                    |                  |                 |                                       |
| <b>Action Steps:</b>                                                                                                                                                             | <b>Cost</b>      | <b>Timeline</b> | <b>Assignment</b>                     |
| i. Continue planning efforts to bring forward park improvements within 10 year plan.                                                                                             | None             | August 2022     | Administrator<br>Public Works         |
| ii. Aide fundraising process as applicable to ensure construction of skate park.                                                                                                 | <b>\$375,000</b> | October 2023    | Administrator                         |
| iii. Prepare design of new dual shelter facility at Egner Park to support Water Utility and Park.                                                                                | <b>\$150,000</b> | November 2023   | Public Works                          |
|                                                                                                                                                                                  |                  |                 |                                       |
| (2) Dedicate resources to enhance and maintain existing parks and green spaces throughout the Village.                                                                           |                  |                 |                                       |
| <b>Action Steps:</b>                                                                                                                                                             | <b>Cost</b>      | <b>Timeline</b> | <b>Assignment</b>                     |
| i. Improve access within dog park by installing new limestone path.                                                                                                              | <b>\$75,000</b>  | May 2023        | Public Works                          |
| ii. Aide long term maintenance costs and provide improved turf product through in ground irrigation at Community Park.                                                           | <b>\$275,000</b> | June 2023       | Public Works                          |
| iii. Review areas for the inclusion of additional support amenities such as benches, bike racks, drinking fountains, etc.                                                        | <b>\$75,000</b>  | May 2023        | Community Development<br>Public Works |
|                                                                                                                                                                                  |                  |                 |                                       |
| (3) Evaluate the costs and benefits of an outdoor aquatic facility, including construction and operation.                                                                        |                  |                 |                                       |
| <b>Action Steps:</b>                                                                                                                                                             | <b>Cost</b>      | <b>Timeline</b> | <b>Assignment</b>                     |
| i. With location determined, finalize conceptual plan to estimate site plan, elevations, and probable cost.                                                                      | \$10,000         | June 2023       | Administrator                         |
| ii. Discuss future capital/operating financial cost implications, gather additional public input, economic impact, determine fund raising parameters, create community partners. | None             | Duration        | Administrator<br>Village Board        |

# 2022/2023 - McFarland Strategic Implementation Plan

## Village Board Goals, Objectives, and Action Plan

|                                                                                                                                            |                  |                 |                               |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|-------------------------------|
| <b>G. Park/Conservancy System (Continued)</b>                                                                                              |                  |                 |                               |
| <i>Support the development of active and passive park amenities that appeal to all age groups and abilities.</i>                           |                  |                 |                               |
| <b>Objectives</b>                                                                                                                          |                  |                 |                               |
| (4) Develop and implement park master plans that prioritize future developments.                                                           |                  |                 |                               |
| <u>Action Steps:</u>                                                                                                                       | <u>Cost</u>      | <u>Timeline</u> | <u>Assignment</u>             |
| i. Develop long term plan for playground replacement within system.                                                                        | None             | August 2023     | Public Works                  |
| ii. Develop long term plan for public restroom development within system.                                                                  | None             | August 2023     | Public Works                  |
| iii. Conduct planning and design process for Inclusive Park in partnership with School District.                                           | <b>\$75,000</b>  | September 2023  | Administrator<br>Public Works |
|                                                                                                                                            |                  |                 |                               |
| (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. Partner with Dane County to convert beach within McDaniel Park to sand and add water barriers with filtration.                          | <b>\$250,000</b> | June 2023       | Administrator<br>Public Works |
| ii. Continued promotion of McDaniel Park for commercial partnerships including new priority for water craft rental.                        | TBD              | June 2023       | Administrator                 |
| iii. Implement plan to create water access at Lewis Park.                                                                                  | <b>\$75,000</b>  | August 2023     | Public Works                  |
| iv. Review opportunities within the system to acquire property to expand lake access.                                                      | TBD              | Duration        | Community Development         |

# 2022/2023 - McFarland Strategic Implementation Plan

## Village Board Goals, Objectives, and Action Plan

|                                                                                                                                                                                                     |             |                 |                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------|-------------------------------------------------|
| <b>H. Diversity, Equity, and Inclusion</b><br><i>Create opportunities to advance initiatives that support the growth of diversity, equity, and inclusion within the Community and organization.</i> |             |                 |                                                 |
| <b>Objectives</b>                                                                                                                                                                                   |             |                 |                                                 |
| (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. Meet annually with the Committee to align work plan and discuss goals/objectives for the group.                                                                                                  | None        | May 2023        | Administrator<br>Comm and Tech<br>Village Board |
| ii. Discuss with Committee the final report and how it influences the groups work going forward.                                                                                                    | None        | Duration        | Comm and Tech                                   |
|                                                                                                                                                                                                     |             |                 |                                                 |
| (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. Develop and/or support event(s) for Community Space to be facilitated by the Committee regarding DEI.                                                                                            | TBD         | December 2022   | Comm and Tech                                   |
| ii. Work with Staff to develop training programs that establish a DEI professional learning plan.                                                                                                   | TBD         | June 2023       | Administration                                  |
| iii. Evaluate guest speakers for the Community and Organization.                                                                                                                                    | TBD         | Duration        | Comm and Tech                                   |
|                                                                                                                                                                                                     |             |                 |                                                 |
| (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. Create community partnership to develop plan and process for land acknowledgement.                                                                                                               | TBD         | September 2023  | Comm and Tech<br>Village Board                  |
| ii. Complete plan and implement land acknowledgement.                                                                                                                                               | TBD         | October 2023    | Comm and Tech<br>Village Board                  |
|                                                                                                                                                                                                     |             |                 |                                                 |
| (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. Review opportunities for partnership and shared services to support DEI in the Community.                                                                                                        | TBD         | June 2023       | Administrator<br>Village Board                  |

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