

Wednesday, August 2, 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/81385599042>

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

Webinar ID: 813 8559 9042

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 Village Board 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 Board 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 Board 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 Board 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. BUSINESS.
  - a. Discussion regarding draft goals and objectives to be included within the 2023-2024 McFarland Strategic Implementation Plan.
5. SCHEDULE NEXT MEETING DATE.
  - a. Village Board - August 8, 2023 - 7:00 p.m.
  - b. Committee of the Whole - August 22, 2023 - 5:30 pm
  - c. Village Board - August 22, 2023 - 7:00 p.m.
6. ADJOURNMENT.

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:** Wednesday, August 2, 2023

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Matt Schuenke, Village Administrator

**AGENDA ITEM:** Discussion regarding draft goals and objectives to be included within the 2023-2024 McFarland Strategic Implementation Plan.

**PREVIOUS ACTION:**

The Village Board met on May 31, 2023 as part of Retreat #1 to review the former year's progress on the 2023/2024 Goals and Objectives.

The Village Board met on June 15, 2023 as part of Retreat #2 to discuss possible revisions to the next year's Goals and Objectives for 2023/2024.

The Village Board met on July 13, 2023 as part of Retreat #3 to discuss possible revisions to the next year's Goals and Objectives for 2023/2024.

**ISSUE SUMMARY:**

The Village Board finalized the draft goals and objectives at its meeting throughout the Summer. Village Staff has now completed a draft Action Plan to accompany these goals and objectives that are scheduled to be reviewed within this next meeting. Our objective for this meeting is to review the plan in its totality in order to prepare it for acceptance at the Village Board meeting on August 22nd.

Red font indicates changes in the language used for the Goals and Objectives. Language for the Action Plan is essentially new from the prior year in most places. The proposed changes are either from the last review by the board or suggested by Staff as part of their work to propose the action plan.

Highlights in green indicate areas where money will need to be allocated within a future budgetary process within the timeline indicated (i.e. new money). Other non-green highlights but those with funds included would note that funds have already been allocated for that purpose.

The full Goals and Objectives with Action Plan is included within your packet for review. We will review and discuss with Department Heads present at our meeting on Wednesday night.

**FINANCIAL/BUDGET IMPACT:**

Cost associated with plan objectives are listed within the action plan proposed.

**VILLAGE PLAN REFERENCE:**



None.

**ORDINANCE REFERENCE:**

None.

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Presented for discussion only. We will review the updated draft for the 2023/2024 Goals and Objectives with Action Plan to confirm the direction provided by the Village Board.

**ATTACHMENTS:**

1. 2023 Village Board Goals-Objectives 07272023 mgs

# 2023/2024 - 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.

### A. McFarland Municipal Center Campus

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

#### Objectives:

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

| Action Steps: | Cost | Timeline | Assignment |
|---------------|------|----------|------------|
|---------------|------|----------|------------|

Objectives Completed.

McFarland Municipal Center Master Plan Accepted by Village Board on May 23, 2023.

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

| Action Steps:                                                                                                                                                              | Cost        | Timeline       | Assignment                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------|--------------------------------|
| Accept long term financial plan as appendix to 5 year CIP that depicts                                                                                                     |             |                | Administrator                  |
| i. implementation of all improvements for Municipal Center, Library, and surrounding public spaces.                                                                        | None        | August 2023    | Library<br>Village Board       |
| ii. Make decision(s) regarding options for facility and adjoining site plan presented within the Master Plan for the Municipal Center Project and adjoining public spaces. | None        | August 2023    | Administrator<br>Village Board |
| iii. Issue RFP to hire Project Manager/Owner's Representative to assist in Design through Construction.                                                                    | \$300,000   | September 2023 | Administrator                  |
| iv. Issue RFP to hire Architect to conduct design, bidding, and construction administration services.                                                                      | \$1,500,000 | October 2023   | Administrator                  |

# 2023/2024 - McFarland Strategic Implementation Plan

## Village Board Goals, Objectives, and Action Plan

### A. McFarland Municipal Center Campus (CONTINUED)

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

#### Objectives:

|                                                                                                                                                              |      |                                  |                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|------|----------------------------------|--------------------------------------------------------------|
| (4) Build accepted and recommended improvements for public infrastructure in accordance with the McFarland Municipal Center Campus Master Plan (CONTINUED) . |      |                                  |                                                              |
| v. Complete design and award contract for Municipal Center Project.                                                                                          | None | December 2024                    | Administrator<br>Consultants<br>Departments<br>Village Board |
| vi. Develop temporary operating plan for impacted Municipal Center Departments.                                                                              | TBD  | December 2024                    | Administrator<br><br>Departments                             |
| vii. Begin construction of Municipal Center Project.                                                                                                         | TBD  | January 2025                     | Administrator<br>Consultants<br>Contractors<br>Departments   |
| viii. Collaborate with the Library Board on reviewing their needs for facility expansion in association with the above referenced Master Plan.               | N/A  | On Going<br><br>Project Duration | Administrator<br><br>Library<br><br>Village Board            |

# 2023/2024 - 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.                               |                          |                         |                                 |
| <u>Action Steps:</u>                                                                                                                                                          | <u>Cost</u>              | <u>Timeline</u>         | <u>Assignment</u>               |
| Objective Completed.                                                                                                                                                          |                          |                         |                                 |
| Public Safety Center on schedule to take occupancy by August 31, 2023.                                                                                                        |                          |                         |                                 |
|                                                                                                                                                                               |                          |                         |                                 |
| (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.                   |                          |                         |                                 |
| <u>Action Steps:</u>                                                                                                                                                          | <u>Cost</u>              | <u>Timeline</u>         | <u>Assignment</u>               |
| i. Completion of a Village wide energy audit and planning to implement energy efficiencies within operations.                                                                 | \$75,000                 | March 2024              | Community Development           |
| ii. Annual preparation of 5 year CIP to inventory and outline public improvements leading into budget process.                                                                | None                     | Annually<br>August 2024 | Administrator<br>Departments    |
| iii. Develop plan for addressing Waubesa lagoon/channel waterways as recommended for inclusion within the CIP.                                                                | TBD                      | August 2024             | Administrator<br>Public Works   |
| iv. Install battery storage at Public Safety Center through OEI grant award for excess power created in solar array.                                                          | \$605,000 (\$255k local) | December 2024           | Community Development           |
| v. Continue planning with partners as applicable to develop solar array to offset municipal energy consumption.                                                               | TBD                      | December 2024           | Community Development           |
| vi. Continued planning combined with implementation as appropriate for digital archiving project.                                                                             | \$25,000                 | Duration                | Administration<br>Comm and Tech |

# 2023/2024 - 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) ~~Attract and~~ enhance new and existing commercial, ~~restaurants,~~ retail, mixed-use, and civic uses in the downtown area, ~~USH 51/Farwell corridor, East Side Growth Area, and surrounding areas.~~
- (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, tax increment financing districts, ~~(TIF) districts,~~ and recruitment/retention.
- (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                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------|----------------------------------------------------------------------------|
| Develop RFP, bid, hire, and begin process to recodify the Subdivision and Zoning Codes as they impact planning decisions, density, zoning, diversity, and commercial uses. | \$110,000    | July 2024    | Administrator<br>Community Development<br>Plan Commission<br>Village Board |
| Complete Terminal & Triangle District Plan/Redevelop. Plan 1, including new Overlay TIF District.                                                                          | \$75,000     | October 2024 | Community Development                                                      |
| Complete updates to the Downtown redevelopment plan.                                                                                                                       | \$75,000     | October 2024 | Community Development                                                      |
| Consider property acquisition where appropriate.                                                                                                                           | Case by Case | Duration     | Community Development                                                      |
| Advance East Side Plan, pursue recommendations and consider projects as applicable.                                                                                        | Case by Case | Duration     | Community Development                                                      |
| Participate with Chamber of Commerce and local business communities at least annually regarding Village updates to current operations.                                     | \$500        | TBD          | Administrator<br><br>Community Development                                 |

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

| Action Steps:                                                                                                                 | Cost         | Timeline       | Assignment                             |
|-------------------------------------------------------------------------------------------------------------------------------|--------------|----------------|----------------------------------------|
| Finalize and implement Affordable Housing Fund Policy.                                                                        | Case by Case | September 2023 | Community Development                  |
| Evaluate opportunities to build Affordable Housing Fund through General Fund and TIF extensions.                              | TBD          | Duration       | Administrator<br>Community Development |
| Evaluate opportunities to implement recommendations from the housing studies to encourage new affordable housing development. | Case by Case | Duration       | Community Development                  |

# 2023/2024 - 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                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|----------------|------------------------------------------------|
| Update staff planning for all Depts for 2024-2033 and build into the annual budgeting process there forward. Emphasize utilization of increases in State Shared Revenue. | None | September 2023 | Administrator<br>Administration<br>Departments |
| Study and report on recommendations to implement curbside yard waste/leaf collection program.                                                                            | TBD  | September 2024 | Administrator<br>Public Works                  |
| Forecast cost and tax levy impacts of staffing plan. Present forecasting annually through budget process.                                                                | None | November 2024  | Administration<br>Administrator                |

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

| Action Steps:                                                                                                                                                       | Cost  | Timeline      | Assignment                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|---------------|--------------------------------------------------------------------------|
| Pursue and complete policy updates for WILEAG Accreditation.                                                                                                        | None. | December 2023 | Police                                                                   |
| Consider assignment of Community Service Officer and develop workplan for position.                                                                                 | TBD   | June 2024     | Police                                                                   |
| Address recommendations of the Communications and Engagement Plan related to crisis communications, applicable emergency response, and general resident engagement. | TBD   | Duration      | Administrator<br>Comm Tech<br>Fire and Rescue<br>Police<br>Village Board |

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

| Action Steps:                                                                                                                                    | Cost     | Timeline     | Assignment                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------|--------------------------------------------------------------------------------------|
| Finish and consider implementation strategies as recommended through the Communications and Engagement Plan.                                     | \$24,750 | October 2023 | Administrator<br>Comm Tech<br>Departments<br>Village Board                           |
| Build out future goals, objectives, action plan, and staffing recommendations based on opportunities for enhanced engagement and communications. | TBD      | August 2024  | Administration<br>Administrator<br>Communications and<br>Technology<br>Village Board |

# 2023/2024 - McFarland Strategic Implementation Plan

## Village Board Goals, Objectives, and Action Plan

### D. Village Government (CONTINUED)

*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:

- (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. Collaborate with the School District regarding overlapping initiatives recommended through the Communications and Engagement Plan.                                                       | TBD          | December 2023 | Administrator<br>Departments<br>Village Board                   |
| ii. Formalize partnership addressing operational impacts and financial considerations for live programming of School District events.                                                       | TBD          | June 2024     | Administrator<br>Communications and Technology<br>Village Board |
| iii. Explore opportunities with the School District to connect with students and faculty for program development, BCC participation, internship, and other forms of outreach as applicable. | Case by Case | Duration      | Administrator<br>Departments<br>Village Board                   |

- (5) Plan for and implement the inclusion of the operations for the McFarland Youth Center.

| Action Steps:                                                                                | Cost  | Timeline     | Assignment    |
|----------------------------------------------------------------------------------------------|-------|--------------|---------------|
| i. Study operations of the McFarland Youth Center on how it can transition into the Village. | None. | January 2024 | Administrator |
| ii. Prepare plan/proposal for implementation to address their ongoing operations.            | TBD   | July 2024    | Administrator |

# 2023/2024 - McFarland Strategic Implementation Plan

## Village Board Goals, Objectives, and Action Plan

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|-------------------------------------------------------------------|
| <b>E. Community</b><br><i>Improve the Community experience for residents, businesses, and visitors through its services, safety, history, and overall desired quality of life.</i>             |                 |                 |                                                                   |
| <b>Objectives</b>                                                                                                                                                                              |                 |                 |                                                                   |
| (1) Promote Village history using statues, murals, music, special programming, etc.<br><br>(2) Create a public art program that enriches the community and enhances the local quality of life. |                 |                 |                                                                   |
| <b>Action Steps:</b>                                                                                                                                                                           | <b>Cost</b>     | <b>Timeline</b> | <b>Assignment</b>                                                 |
| i. Continued funding of signage program implemented by the Landmarks Commission to note locally historic properties.                                                                           | <b>\$15,000</b> | June 2024       | Community Development<br>Landmarks Commission                     |
| ii. Pursue locally initiated public art and design opportunities.                                                                                                                              | Case by Case.   | Duration        | Community Development                                             |
| iii. Developing program(s) for when and where to conduct a land acknowledgment and recognize historically indigenous properties.                                                               | None            | Duration        | Communications and Technology                                     |
|                                                                                                                                                                                                |                 |                 |                                                                   |
| (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.                  |                 |                 |                                                                   |
| <b>Action Steps:</b>                                                                                                                                                                           | <b>Cost</b>     | <b>Timeline</b> | <b>Assignment</b>                                                 |
| i. Finalize planning and conduct recruitment for new position focused around diversity, equity, and inclusion.                                                                                 | <b>\$55,000</b> | December 2023   | Administration<br>Comm and Tech<br>DEI Committee<br>Village Board |
| ii. Explore inclusion within the Dane County and City of Madison C.A.R.E.S. program, encourage continued funding and support.                                                                  | TBD             | June 2024       | Administrator<br><br>Village Board                                |
| iii. Cross develop community outreach/risk reduction training to develop strategies for medical and wellness risk reduction.                                                                   | <b>\$10,000</b> | 2024            | Fire and Rescue<br><br>Senior Outreach                            |
| iv. Participate in the Trust Building Campaign by the IACP to ensure positive partnerships and improve general well being.                                                                     | Varies          | Duration        | Police                                                            |

# 2023/2024 - 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.                                                                                                                                                                  | Continued segregation of sidewalk and trail project planning. Further track condition and improvements within RMT System.                                                  | None          | August 2024           | Public Works                                               |
| ii.                                                                                                                                                                 | Plan Siggelkow corridor for trail expansion from Juniper Ridge to Community Park on CTH AB.                                                                                | TBD           | Duration              | Administrator<br>Comm Devel<br>Public Works                |
| iii.                                                                                                                                                                | Work with Dane County on planning for connection of Lower Yahara Trail from Fish Camp Park (County) to Urso/Schuetz Park (Village).                                        | TBD           | Duration              | Administrator<br>Community<br>Development<br>Public Works  |
| iv.                                                                                                                                                                 | Work with WisDOT and Town of Dunn regarding Exchange Street, USH 51 trail extensions.                                                                                      | TBD           | Duration              | Administrator<br>Community<br>Development                  |
|                                                                                                                                                                     |                                                                                                                                                                            |               |                       |                                                            |
| (2) Review opportunities to provide all forms of public transportation within and outside of the Village.                                                           |                                                                                                                                                                            |               |                       |                                                            |
| Action Steps:                                                                                                                                                       |                                                                                                                                                                            | Cost          | Timeline              | Assignment                                                 |
| i.                                                                                                                                                                  | Explore municipal and/or regional partnerships to develop localized public transportation.                                                                                 | TBD           | Duration              | Administrator<br>Community<br>Development                  |
| ii.                                                                                                                                                                 | Review opportunities through new State innovative fund.                                                                                                                    | Case by Case. | Duration              | Administrator<br>Comm Devel                                |
| iii.                                                                                                                                                                | Pursue opportunities to add EV Charging Stations at Level 2/3 through private business, utility partnership, and/or other incentives.                                      | Case by Case. | Duration              | Community<br>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.                                                                                                                                                                  | Design streetscaping improvements for inclusion within Segment 7 project.                                                                                                  | \$15,000      | June 2024             | Community<br>Development                                   |
| ii.                                                                                                                                                                 | Continued partnership with WisDOT and Dane County on Segment 7 as applicable, emphasis on Siggelkow round-a-bouts, pedestrian connectivity.                                | TBD           | Duration<br>2025/2026 | Administrator<br>Community<br>Development<br>Village Board |
| iii.                                                                                                                                                                | 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>2027/2028 | Administrator<br>Community<br>Development<br>Village Board |

|     |                                                                                                                                                                                            |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (4) | <del>Pursue opportunities to add Electric Vehicle (EV) Charging Stations at Level 2 and 3 within the Village through private business, utility partnership, and/or other incentives.</del> |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                                                                                       |
|-------------------------------------------------------------------------------------------------------|
| <p>This item was moved to an action step within this Goal under Objective 2 as Action Step (iii).</p> |
|-------------------------------------------------------------------------------------------------------|

# 2023/2024 - McFarland Strategic Implementation Plan

## Village Board Goals, Objectives, and Action Plan

### G. Park/Conservancy System

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

#### Objectives

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

| Action Steps:                                                                                                    | Cost               | Timeline       | Assignment                                                                               |
|------------------------------------------------------------------------------------------------------------------|--------------------|----------------|------------------------------------------------------------------------------------------|
| i. Finish construction of new Skate Park amenities within McFarland Park.                                        | \$645,000          | October 2023   | Public Works                                                                             |
| ii. Finish community park phase 1 with in ground irrigation.                                                     | \$1,500,000        | October 2023   | Public Works                                                                             |
| iii. Construct new gender neutral public restroom at Highland Oaks Park.                                         | \$150,000          | April 2024     | Public Works                                                                             |
| iv. Plan, Design, and/or Construct Phase 1 and 2 of the proposed Inclusive Park at Waubesa Intermediate School.  | <b>\$2,500,000</b> | September 2024 | Administrator<br>Parks/Rec Committee<br>Public Works<br>School District<br>Village Board |
| v. Consider land acquisitions where applicable to expand and/or create new opportunities within the park system. | Case by Case.      | Duration       | Community Development                                                                    |

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

| Action Steps:                                                                                                   | Cost             | Timeline      | Assignment                          |
|-----------------------------------------------------------------------------------------------------------------|------------------|---------------|-------------------------------------|
| i. Improve access within dog park by installing new limestone path.                                             | \$75,000         | October 2023  | Public Works                        |
| ii. Complete new tree management plan in line with tree inventory to help advise future management initiatives. | \$7,500          | December 2023 | Public Works                        |
| iii. Renovate bathrooms at Brandt Park to improve fixtures and enhance security, access control.                | <b>\$110,000</b> | May 2024      | Public Works                        |
| iii. Replace playground equipment at Highland Oaks Park.                                                        | <b>\$125,000</b> | August 2024   | Parks/Rec Committee<br>Public Works |

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

| Action Steps:                                                                                                                                   | Cost     | Timeline      | Assignment                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------------|------------------------------------------------------------------|
| i. With location determined, finalize conceptual plan to estimate site plan, elevations, and probable cost.                                     | \$10,000 | February 2024 | Administrator                                                    |
| ii. Discuss future capital/operating costs, gather public input, economic impact, determine fund raising parameters, create community partners. | None     | Duration      | Administrator<br>Parks and Recreation Committee<br>Village Board |

# 2023/2024 - McFarland Strategic Implementation Plan

## Village Board Goals, Objectives, and Action Plan

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------|------------------------------------------------------|
| <b>G. Park/Conservancy System (Continued)</b><br><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. Drafting and development of 2024-2028 Parks and Open Space Plan.                                                                                               | <b>\$10,000</b>  | December 2024   | Comm Devel<br>Public Works                           |
| ii. Advance permitting process for McDaniel Park Beach Project to include dredging to improve accessibility.                                                      | <b>\$25,000</b>  | December 2024   | Administrator<br>Public Works                        |
| iii. Continue planning and engagement for design process on Phase 2 of Community Park.                                                                            | <b>\$175,000</b> | December 2024   | Administrator<br>Parks/Rec Committee<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. Design and construct lake access improvements at Lewis Park.                                                                                                   | <b>\$250,000</b> | July 2024       | Parks/Rec Committee<br>Public Works                  |
| ii. Review opportunities for funding through Dane County at Lewis Park for lake access project.                                                                   | TBD              | July 2024       | Administrator                                        |
| iii. Continued promotion of McDaniel Park for commercial partnerships including new priority for water craft rental.                                              | Case by Case.    | Duration        | Administrator                                        |
| iv. Review opportunities within the system to acquire property to expand lake access.                                                                             | Case by Case.    | Duration        | Community<br>Development                             |

# 2023/2024 - 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.                                                                                  |              |                 |                                                  |
| <b>Action Steps:</b>                                                                                                                                                                                | <b>Cost</b>  | <b>Timeline</b> | <b>Assignment</b>                                |
| i. Onboard new position focused around diversity, equity, and inclusion and integrate their work with Committee.                                                                                    | None.        | January 2024    | Communications and Technology Departments        |
| ii. Consider recommendations from the Communications and Engagement Plan as it may pertain to the Committee and/or diversity, equity, and inclusion.                                                | TBD          | Duration        | Communications and Technology                    |
| iii. Evaluate opportunities for data collection and its impacts for use going forward.                                                                                                              | None.        | Duration        | Administration<br>Administrator<br>Comm and Tech |
| (2) Continued implementation of the Diversity, Equity, and Inclusion (DEI) Report.                                                                                                                  |              |                 |                                                  |
| <b>Action Steps:</b>                                                                                                                                                                                | <b>Cost</b>  | <b>Timeline</b> | <b>Assignment</b>                                |
| i. Consider holiday recognition and event schedules. Update policy as applicable.                                                                                                                   | None         | December 2023   | Communications and Technology                    |
| ii. Review DEI Report and reconcile progress.                                                                                                                                                       | None         | June 2024       | Communications and Technology                    |
| iii. Continue to support other initiatives, programs, trainings, etc. within the Community through the Village, School District, and other local groups.                                            | Case by Case | Duration        | Administration<br>Communications and Technology  |
| iv. Alignment of equity audit with expectations for data collection to be evaluated by the DEI Committee.                                                                                           | None.        | Duration        | Administration<br>Administrator<br>Comm and Tech |
| (3) Work with Community Partners on the creation of a lasting land acknowledgement.                                                                                                                 |              |                 |                                                  |
| <b>Action Steps:</b>                                                                                                                                                                                | <b>Cost</b>  | <b>Timeline</b> | <b>Assignment</b>                                |
| i. Support public recognition of the land acknowledgement previously adopted during the Community Festival.                                                                                         | TBD.         | September 2024  | Administrator<br>Communications and Technology   |
| (4) Continue discussions with School District on partnerships with the Village for the advancement of diversity, equity, and inclusion within the Community.                                        |              |                 |                                                  |
| <b>Action Steps:</b>                                                                                                                                                                                | <b>Cost</b>  | <b>Timeline</b> | <b>Assignment</b>                                |
| i. Engage and network with School District via DEIB Coordinator position.                                                                                                                           | None.        | Duration        | Administrator<br>Communications and Technology   |