

Monday, October 30, 2023

4:30 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/82761144100>

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

Webinar ID: 827 6114 4100

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

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Landmarks Commission 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 Commission 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 Commission 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 Commission for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to community.development@mcfarland.wi.us to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the August 3, 2023 Landmarks Commission meeting.
4. BUSINESS.
 - a. Discussion regarding establishment of outdoor community history signage.
 - b. Discussion regarding a joint purchase order with McFarland School District for Land Acknowledgement Plaques in the 2024 budget.
5. SCHEDULE NEXT MEETING DATE.
 - a. To be determined.
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.

Minutes
Landmarks Commission Meeting
August 3, 2023

Members Present: Luke Fessler, Gordan Kinder, Kathy Krusiec, Ron Larson, John Wells

Staff Present: Andrew Bremer, Kong Thao

1. CALL TO ORDER

Fessler called the meeting to order at 4:30 PM.

2. PUBLIC APPEARANCES.

None received virtually and in-person.

3. APPROVAL OF MINUTES.

- a. Kinder motioned to approve the minutes of the May 22, 2023, Landmarks Commission meeting. Seconded by Larson. Motion carried 5-0.

4. BUSINESS.

- a. Discussion regarding establishment of an outdoor community history sign.

Thao provided the Commission an updated on the findings related to the vendors reviewed, estimates collected, proposed locations, and design. Staff confirmed for the Commissioners that the community history signs are different from the historical marker signs, as they include a different narrative for information and different material. Bremer provided details on the remaining budget following the purchase order from Sewah Studios for the historical markers. Staff discussed the example poster brought to the meeting was for viewing purposes only as the relative size was important. Thao reiterated that they are still awaiting feedback from the Village Parks Superintendent for the proposed locations.

The Commission discussed desired details to be on the signs, materials associated with each sign, preferences for high traffic areas. The Commission identified McDaniel Park as the preferred location for the first sign, followed by Arnold Larson Park. Staff will contact Larson and the McFarland Historical Society outside of the meeting for contents on the sign. The Commission recommended reaching out to the nearby indigenous tribes for any historical data also.

- b. Discussion regarding historical signage 2024 budget.

Staff and the Commission discussed possible budget requests for the 2024 budget. Staff commented the budget request should include an amount to cover the remaining Exchange Street markers. Bremer suggested options for the Commission to discuss whether to complete one sign with the remaining budget now, or multiple signs following the Exchange Street markers. The Commission discussed timelines, a planned approach supplemental to a reasonable budget request

of \$15,000-\$20,000 for 2024, the educational importance of these signs, and future projects requiring a budget.

5. SCHEDULE NEXT MEETING DATE.

- a. To be determined.

6. ADJOURNMENT.

Krusiec motioned to adjourn. Seconded by Kinder. Motion carried 5-0. Meeting adjourned at 5:23 PM.


McFarland
SUMMARY SHEET

MEETING DATE: Monday, October 30, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding establishment of outdoor community history signage.

PREVIOUS ACTION:

August 3, 2023 - Landmarks Commission discussed establishments of outdoor community history.

ISSUE SUMMARY:

Scope of the Historic Signage Project

Following the May 22, 2023 Landmarks Commission meeting and June 13, 2023 Village Board meeting, Staff submitted the \$23,255 purchase order for the 13 historic property signs to Sewah Studios. With the \$10,800 in funding provided by TID #4 for six of the 13 signs, the remaining balance of the 2023 project budget is \$2,545. The Landmarks Commission advised Staff to research use of the remaining funds for the fabrication and installation of an outdoor community history sign. On August 3, 2023, Staff presented the preliminary research for the outdoor community history sign followed by the Commission recommending researching larger signs.

Staff updated the previous compiled cost estimates and created mockups for the signs for Commission feedback.

Community History Signage

1. Sign Sizes. Previous sign estimates considered sign dimensions that were 18" x 24" and 24" x 36". Feedback received from the August Landmarks Commission meeting discussion inquired about larger signs for the project. Staff's communication with the vendors provided updated dimensions for 24" x 42", 36" x 48", and 24" x 48".
2. Sign Themes and Content. The Commission previously directed staff to consider signs addressing the following content (1) Ice Age and natural resources, such as rivers and bodies of water, (2) Native Americans and their activities in the area prior to European Settlers, (3) Early European Immigrants Pre-1856, (4) Early Establishments in McFarland 1850s - 1930s. The packet includes four mockups of these themes. The written texts were from researched sources found at the McFarland Public Library, Wisconsin Historical Society website, and McFarland Historical Society. Staff also met with the Indigenous Solidarity Collective of McFarland for guidance on the content of suggested Native American sign. This conversation is ongoing with future meetings planned to help determine an appropriate description of the indigenous people in the area. Staff's initial site inspection of each park showed that there was one existing sign at both Lewis Park and McDaniel Park. The packet includes a picture of the existing



park signs and their dimensions for informational purposes. The inspection found that the mockup associated with the Ice Age and natural landscaping is already existing at McDaniel Park. However, this does not eliminate considerations about the associated themed sign for replacement or rebranding. The selection of colors, fonts, and branding applied to each sign are consistent with the Village's approved brand guide. It is the expectation that when the designs are submitted to the selected vendor, design services will further refine the mock-ups shown (e.g. background colors, pictures locations, text size, etc.). Staff will review all final renderings and details before confirmation of the purchase order.

3. Proposed Site Locations. The proposed location on the maps in the August Landmarks Commission packet was shared with the Village Parks Superintendent. Feedback received helped Staff narrow down on acceptable locations on each site's map. See below for the Parks Superintendent's comments for each of the proposed locations:
 - Indian Mound Conservation Park North - Coordinate with Wisconsin Historical Society as the parcel is on the National Historic Register.
 - Indian Mound Conservation Park South - Suggested locations are fine.
 - Lewis Park - Location 3
 - McDaniel Park - Locations 1, 2, and 3 are fine.
 - Larson Park - Locations in 1, 2, and 3 are fine, preferable within landscaped areas.
4. Sign Estimates. The previous sign cost estimates ranged from \$358 to \$2,645 per sign with mounts at 3-4 feet in height angled at 45-degrees. Among the same vendors for the previous estimate, the updated estimate for the larger signs range between \$1,337 to \$5,436. The packet includes Tables A and Table B, the comparative cost of the estimates provided by the vendors. Table A was previously shown at the August Landmarks Commission meeting. Table B includes the new cost estimates. Additional costs not included in the estimates may include shipping, installation, new concrete pad, and design services.

Next Steps

Staff will continue to coordinate with the Indigenous Solidarity Collective of McFarland to confirm the direction and content of the Indigenous People sign. The discussion will also include representatives of the Ho-Chunk Nation for their collective input. Staff will also continue working on filling in missing photos. These discussions and remaining activities will likely push the completion and installation date for these sign(s) to Spring of 2024.

The intent of the October 30th meeting is to provide Commission members with a project update, and obtain additional feedback on the recommended sign vendor, sizes, themes/content, mounted preferences and proposed locations.

FINANCIAL/BUDGET IMPACT:

The 2023 Capital Improvement Budget includes up to \$15,000 to fund the first part of this project. The purchase order for 13 of the 19 historical markers totaled \$12,280 with six of those signs funded by TID #4. The remaining 2023 Capital funding for this project is \$2,545.



The remaining historic property plaque signs still require \$10,320 to finance (\$1,720/sign), assuming material and labor costs do not change in 2024. Staff have recommended a 2024 budget of \$20,000 to fund the remaining historic property plaque signs and additional outdoor community history signs.

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

Sec. 62-399. - Recognition of historic structures an historic sites.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This item is for discussion only.

ATTACHMENTS:

1. Historical Community Sign Mockups - 10.24.2023
2. Existing Park Signs_10.25.2023
3. Potential Locations for Community History Sign 10.24.2023
4. Comparison of Estimates 10.30.2023

Natural Resources of Lakes and Rivers

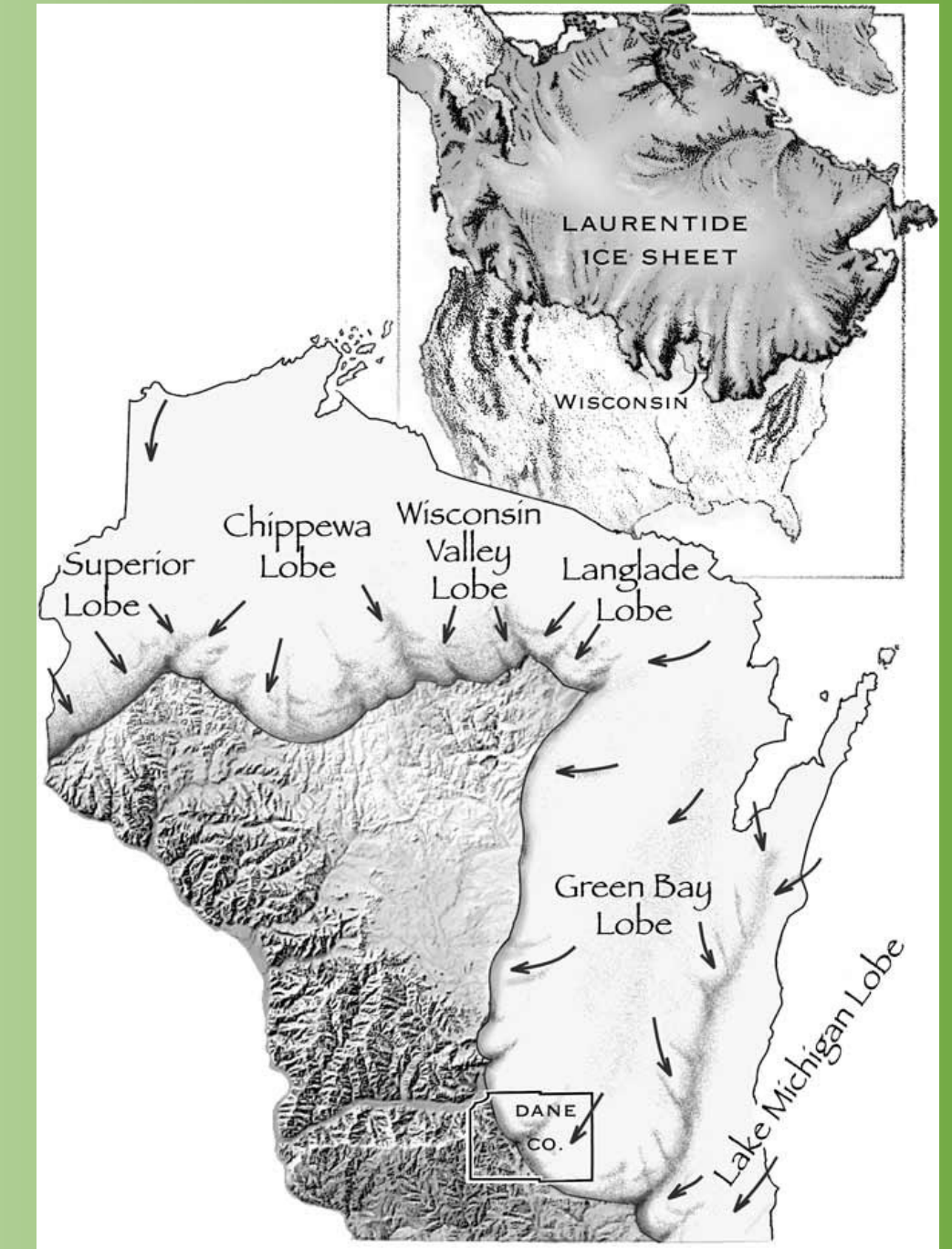
The Laurentide Ice Sheet covered most of modern day Canada and northern Wisconsin between 13,000—31,000 years ago. The glaciers were estimated around 1,000 feet tall while steadily receding across Wisconsin today. Many rocks, sand, stones, and minerals were depositing from glacier melt. Through thousands of years, run off carved out the hilly areas we call drumlins. It is no coincidence that the four lakes, Mendota, Monona, Waubesa, and Kegonsa are all connected by the Yahara River. Early inhabitants referred to Lake Kegonsa as "First Lake" because it was the first of the four Madison lakes that they encountered traveling north up the Yahara River, hence why Lake Waubesa is considered the "Second Lake."

Today, the four lakes are an attraction for their natural resources. The surrounding communities are able to engage in a variety of recreational water activities. The lakes are also home to many wildlife habitats. Essential to the ecosystems that support the quality of our lakes, we are all responsible for the care, maintenance, and sustainability of its natural resources.

Source: UW-Wisconsin Geological and Natural History Survey



The marshes of Upper Mud Lake from Lewis Park, 2023



Source: UW-Wisconsin Geological and Natural History Survey

To be considered for photo that includes chain of lakes or Yahara River

The Paleo-Indians & Effigy Mounds

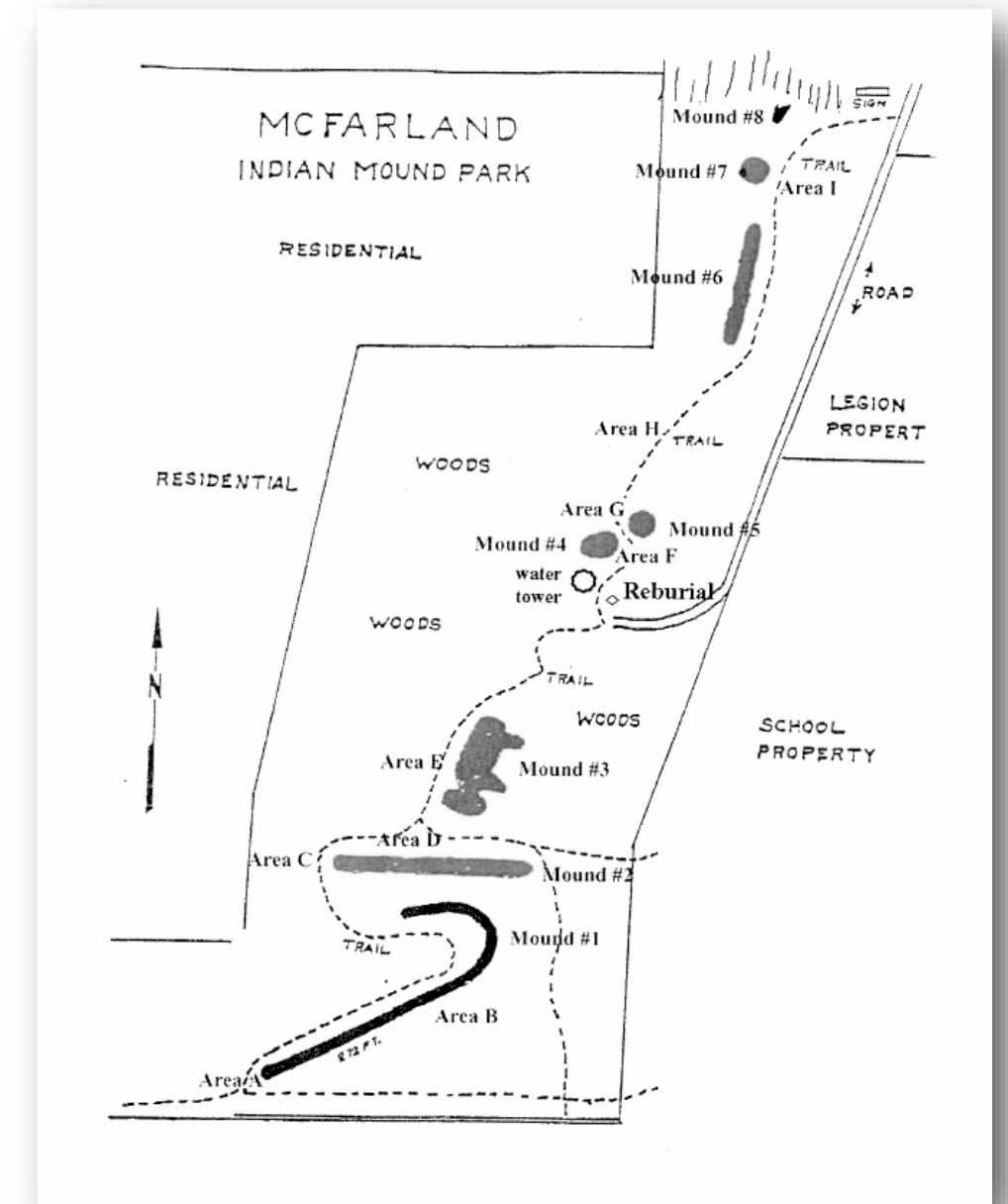
The Paleo-Indians, or First Americans, were among the first groups in Wisconsin dating back between 10,500-6,000 B.C.E. The Paleo-Indians were composed of mostly hunters and gatherers traveling across the area. Between 10,000 –7,000 B.C.E., a time archeologists call the Archaic Period, evidence from sophisticated arrowhead and spear points, showed growth and efficiency among tools used. By 700 BCE to 1300 CE, the Woodland Indians, also called the Effigy Mound people, were the occupants throughout most of Wisconsin. Cultural and lifestyle differences showed permanent settlements with activities in agriculture, pottery, and crop domestication. Other practices also included burial for their deceased, commonly referred to as effigy mounds. Today, these effigy mounds can be found across the southern two-thirds of Wisconsin arranged in their own unique shapes and sizes, often resembling animals or mammals.

Source: www.wisconsinhistory.org/Records/Article/CS3584 and WI Department of Natural Resources

PLACE HOLDER FOR PICTURE OF
TOOLS AND ARTIFACTS—
RECENT PHOTO PREFERRED

PLACE HOLDER FOR PICTURE OF
MOUND—RECENT PHOTO PREFERRED

PLACE HOLDER FOR PICTURE



McFarland's Policy for Preservation & Maintenance of Native American Mounds, 2023

In McFarland, there are four known effigy mounds located in lands throughout the Village. Indian Mound Park is not only the highest point in the Village but also includes the largest collection of effigy mounds in our community. Unfortunately over the years, increased activity in modern development has disturbed many previous sites where mounds used to be. It is the responsibility of community to protect and ensure these sites maintain their essence as they are held sacred among past and current cultures. As we honor our departed within cemeteries, this was how they honored theirs.

Early European Settlers, Pre-1856



Tollef Olson and his family on their farm in the Town of Dunn. Olson had many ties with the Village's early years

Before William H. McFarland established the first depot in 1856, early European immigrants with Norwegian and German heritage occupied the areas that included areas in the Town of Dunn, Pleasant Springs, and Blooming Grove. The migration was in response to economic opportunities arising in the United States. These early pioneers brought with them their knowledge in farming and trade skills hoping to find a new life. Most farms at the time did not rely solely on one crop, rather, they included a variety of livestock and farming methods. By 1840, Norwegian settlements had extended as far as Koshkonong Creek, ten miles east of McFarland.

The common religion brought over by the immigrant settlers were composed of mostly Lutheran and Methodist. Among many of the Village's founders and business owners, many of them were first and second-generation Norwegians.

Reserved for early farmstead photo 1

Reserved for early European settler photo 2

Reserved for early farmstead photo 3

Early Establishments in McFarland (1850s-1930s)

McFarland dates back to 1856 when the Village Founder, William H. McFarland, made an agreement with the Milwaukee and Mississippi Railroad Company to purchase eighty acres of land for a new depot. The first establishments were centered around this railway service, increasing connectivity among many farmers across Wisconsin. Soon lake side homes and resorts (left), were built along the Yahara River and Lake Waubesa to accommodate the growth in tourism and businesses. Between 1860s to the 1930s, over sixty homes and businesses were added to the growing community. The railroad is still used today while many of the lake side homes continue to have a thriving community.

Source Text: *Historic McFarland: A Walking Tour*



(PLACEHOLDER FOR WILLIAM H. MCFARLAND AND HIS FAMILY PORTRAIT IN FRONT OF THE HOTEL)

In December 1990, the Village Board voted to name the village property on the corner of Farwell and Exchange street the “Arnold Larson Park” in recognition of Larson’s economic and civic contributions to the community. Today, the park is a central gathering point for the community and hosts a number of events year-round.



Badger Petroleum Company (above) was established in 1929 by Arnold Larson. At its peak, the business included 11 bulk plants, 35 gas stations, five restaurants in five counties and a workforce of about 150 employees. The company was sold in 1965.

Source: *McFarland’s Norwegian Heritage, 1991* and *City of the Second Lake: A History of McFarland, Wisconsin*

Lewis Park

90"

16"

Height of sign is 40"

LEWIS PARK and LOWER MUD LAKE

Tundra Swans
Traveling from the arctic-circle, the Tundra Swans at Lewis Park make up one of Wisconsin's largest wintering flocks, often numbering several hundred. Listen for their mellow bugling calls.

The ultimate value in these marshes is wildness...
— Aldo Leopold, A Sand County Almanac

The vast majority of Lower Mud Lake is emergent marsh vegetation. The dominant flora is cattail, however, the marsh topography does allow for small hummocks of shrub-car vegetation and a limited amount of woodlot.

The open water is a mix of river channel above and below the lake-like widening that constitutes Lower Mud Lake itself. Waterfowl flock to the Lower Mud Lake as resting, feeding, and nesting ground, during spring and fall migrations. The river channel is relatively swift and rocky, whereas the lake portion is less than one-meter in depth and is well vegetated with submergent and emergent plants and has generally a rich organic substrate.

This wetland is extensive and has long met the life history and spawning needs of native northern pike populations. It represents a significant pass through area for walleye migrating to spawning riffles upstream.

What birds are here now?
Download the app to see what birds are here now.

Purple Martin (Martin house at Lewis Park)

Canvasback

Ring-necked Duck **American Wigeon** **Blue-winged Teal** **Green-winged Teal**

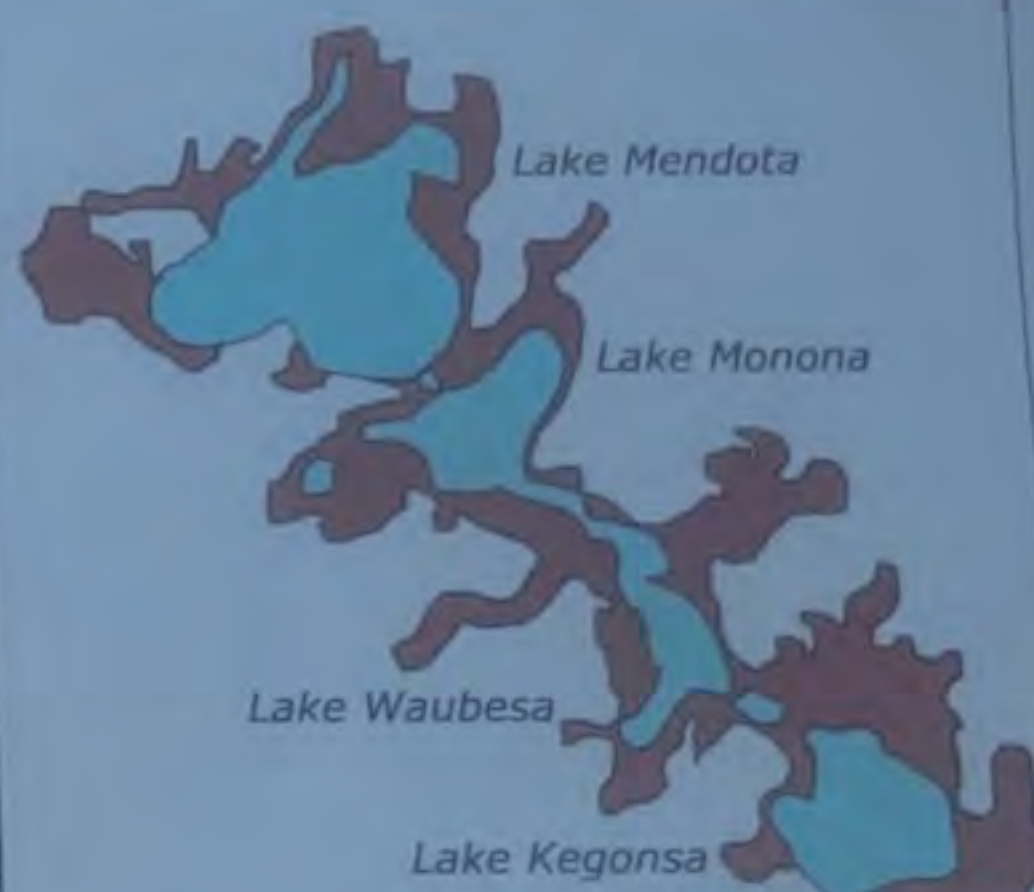
McFarland

THE ORIGINS OF LAKE WAUBESA

Before the Ice Age, McFarland's landscape was much different than it is today. It is difficult to imagine the incredible force of the glaciers that moved through here, yet they gouged out great depressions in the ground and deposited huge mounds of soil more than 100 feet high.

Lake Waubesa and the surrounding chain of lakes including Kegonsa, Monona, and Mendota, were all formed because of glacial action. About 15,000 years ago, at the peak of the Ice Age, this spot was buried beneath 1,000 feet of ice. As the Ice Age waned, a huge ice dam, near present day Stoughton, caused a backlog of melted ice. What eventually resulted was a large body of water that connected the current chain of lakes and encompassed about twice the current water area, more than twenty-six miles thousand acres in all! This mighty body of water was known as Glacial Lake Yahara. Ultimately, the ice dam gave way and the waters slowly withdrew to form their present-day borders.

LAKE WAUBESA TODAY Today, Lake Waubesa stretches across 2,113 aces and is a popular recreational destination for fishers and boaters. It hosts a wide variety of fish and aquatic life and is the western border for the Village of McFarland. At its deepest point, this lake is only 34 feet deep. The name "Waubesa" comes from the Ojibwa (Chippewa) word meaning, "swan". Lake Waubesa was once known as the second Lake in the Madison chain. Hence, early McFarland is sometimes referred to as "The City of the Second Lake."



Glacial Lake Yahara as seen in comparison to today's lakes.

Constructed by Scott Chalmers, McFarland Boy Scout Troop 53, 2008

IS IT BLUE-GREEN ALGAE ...OR SOMETHING ELSE?

Blue-green algae are bacteria known as cyanobacteria and are a natural part of water bodies. With enough sunlight and nutrients, cyanobacteria can grow quickly and form a blue-green algae bloom.

- Blooms often look like scuffed paint or pea soup and can change the color of the water to green, blue, turquoise, purple, tan, or white.
- Blue-green algae can produce toxins that can make people and animals sick.
- In Wisconsin, blooms are most common in the summer, or May to September.
- Blooms have look-alikes, so use your best judgment when choosing a spot to swim. Do not swim in discolored water or where you see foam, scum, or algal mats.

HARMFUL	NOT HARMFUL
Blue-green algae bloom on water surface.	Green algae on rocks.
Blue-green algae on water surface.	Green algae on rocks.
Blue-green algae on water surface.	Green algae on rocks.

Wisconsin Department of Natural Resources
Division of Environmental Quality
Bureau of Environmental Assessment & Planning

IS IT BLUE-GREEN ALGAE

...OR SOMETHING ELSE?

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HARMFUL



Green water that looks like pea soup



Surface scum that looks like spilled paint



Floating globs or mats

NOT HARMFUL



Long, hair-like filamentous green algae



Yellow plant pollen



Tiny, green floating plants (duckweed)



To learn more about blue-green algae and their health effects, visit www.dhs.wis.gov and search "algae"

Wisconsin Department of Health Services
Division of Public Health
Bureau of Environmental and Occupational Health
P-324218 (05/2018)



BUREAU OF ENVIRONMENTAL, OCCUPATIONAL, AND PUBLIC HEALTH





25"x18.5" (with frame) ~24"x18"

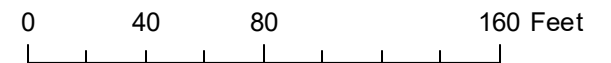
Height is ~40"

Arnold Larson Park



March 29, 2023

 Parcels



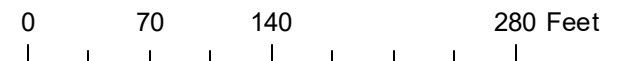
Indian Mound Conservation Park - North



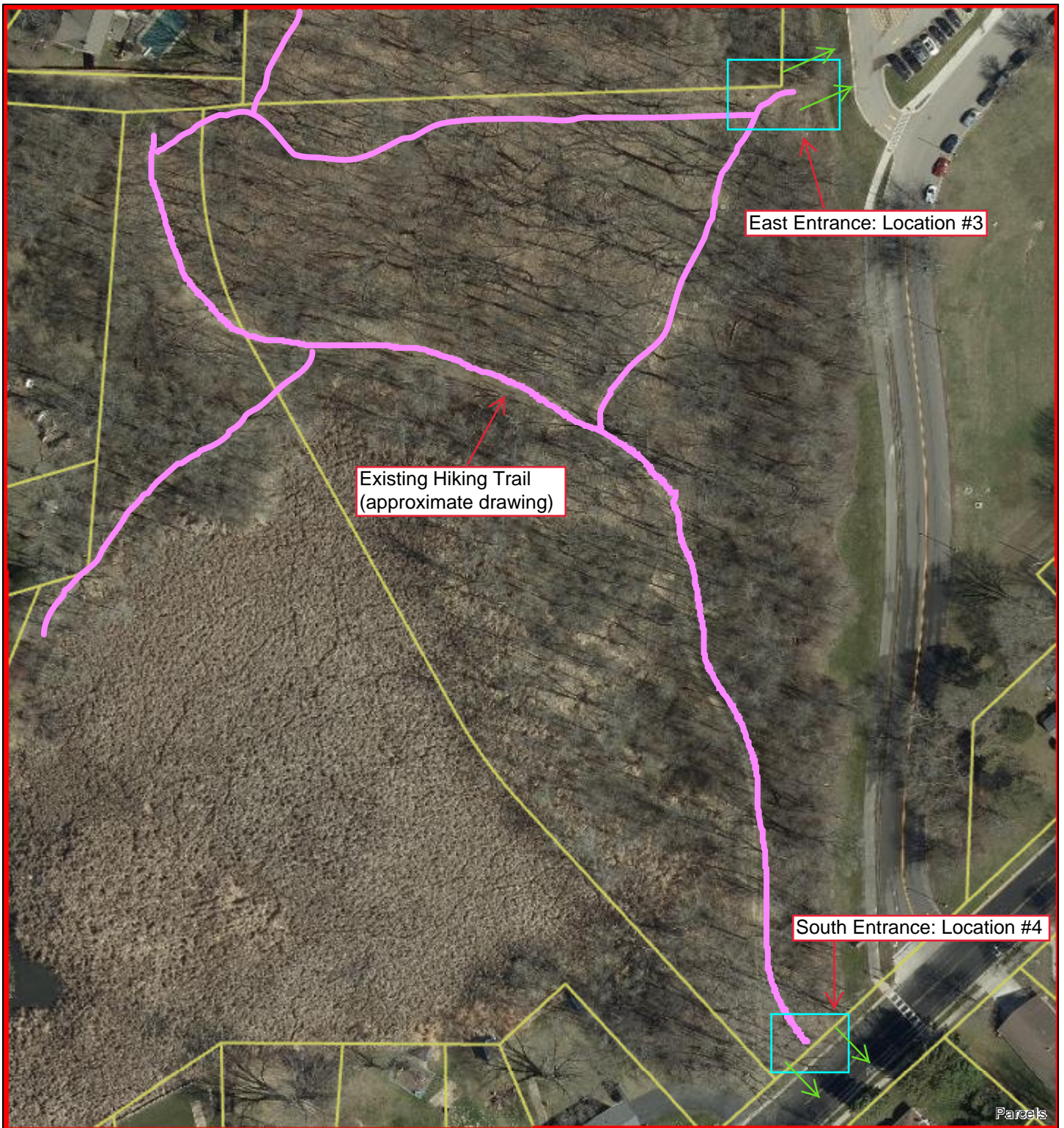
March 29, 2023

Road Names

Parcels

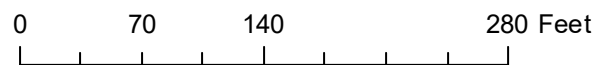


Indian Mound Conservation Park South



April 12, 2023

 Parcels



Lewis Park



March 29, 2023

- Parcels
- 6" Water Main
- Water Lateral

0 100 200 400 Feet



McDaniel Park Community Site



3/29/2023, 9:22:54 AM

Water Lateral ♦ Hydrants

6"

8"

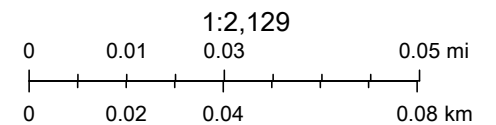


TABLE A – Comparison of Estimates (Landmarks Commission Meeting - August 3, 2023)

Vendor	Location	Size (inches)	Estimate	Comments
Fast Signs	Madison, WI	18x24, 24x36	\$1,160.00(18x24); \$1,622.00(24x36)	
La Crosse Sign Group	Madison, WI	24x36	\$5,880.00	Wayfinding signage, however we could request just a single sign as shown https://www.lacrossesign.com/our-work/city-of-winona
Signs by Tomorrow	Madison, WI	18x24, 24x36	\$2,095.00(18x24); \$2,645.00 (24x36)	Location in Wormleysburg, PA includes interpretive signs, but not Madison location
Westphal	Brownsville, WI	18x24, 24x36	\$2,270.00 (18x24); \$2,750.00 (24x36)	Single Pedestal
Westphal	Brownsville, WI	18x24, 24x36	\$2,830.00 (18x24); \$3,315.00 (24x36)	Double Pedestal
Busch's Signs & Design (DC)	Verona, WI	18x24, 24x36	No estimate provided	Examples shown are mostly wooden gateway signs, however their locations within community parks makes it an option.
Vacker Sign*	Roseville, MN	18x24	\$358(1), \$299(2), \$281(3+)	1/2" thick High Pressure Laminate (HPL) Frameless mount; (1) = one sign, (2) = two signs, (3+) = three or more signs
Vacker Sign*	Roseville, MN	24x36	\$577(1), \$519(2), \$499(3+)	1/2" thick High Pressure Laminate (HPL) Frameless mount; (1) = one sign, (2) = two signs, (3+) = three or more signs

Note: All estimates include poles, mounts angled at 45 degrees, texts, photos, maps, and use of multiple colors.

*Vacker Signs – Recommendations based on selected sizes are provided:

- 18x24 signs may include approximately 2-4 photos/illustrations with text
- 24x36 signs may include a central image/diagram/illustration, or multiple panel sections including 5 or more photos/illustrations with supporting text.

Table B – Comparison of Estimates (Landmarks Commission Meeting 10.30.2023)

Vendor	Location	Size (inches)	Estimate	Comments
Westphal	Brownsville, WI	24x42; 36x48	\$3,315 (24x36); \$4,325 (24x48); \$5,436 (36x48)	For sign and single pedestal
Fast Signs	Madison, WI	24x42; 36x48		
La Crosse Sign Group	Madison, WI	24x42; 36x48	\$2,655 (24x48); \$2,730 (36x48)	For traditional dual posts
La Crosse Sign Group	Madison, WI	24x42; 36x48	\$2,915 (24x48); \$3,720 (36x48)	Tor angled tops
Signs by Tomorrow	Madison, WI	24x42; 36x48	\$2,830 (24x36); \$2,986 (24x42); \$3,964 (36x48)	Location in Wormleysburg, PA includes interpretive signs, but not Madison location
Vacker Sign (Sign only)	Roseville, MN	24x42	\$654(1), \$596(2), \$576(3+)	1/2" thick High Pressure Laminate (HPL) Frameless mount; (1) = one sign, (2) = two signs, (3+) = three or more signs
Vacker Sign (Sign only)	Roseville, MN	36x48	\$1038(1), \$980(2), \$961(3+)	1/2" thick High Pressure Laminate (HPL) Frameless mount; (1) = one sign, (2) = two signs, (3+) = three or more signs
Vacker Sign (Mount only)	Roseville, MN	24x42, 36x48	\$748, \$912	Mount only, Standard Angle mount with double posts; ie: (\$576x3)+(\$748x3) = \$3,972
Vacker Sign (Mount only)	Roseville, MN	24x42	\$683	Mount only, NPS Cantilever Style (\$596x2)+(\$683x2) = \$2,558

*See below for Vacker’s combined estimates. (Cant = Cantilever mount arrangement)

Vacker Cost Estimates			
	24x42	24x42 (Cant)	36x48
1 sign + mount	\$ 1,402	\$ 1,337	\$ 1,950
2 signs + mounts	\$ 2,688	\$ 2,558	\$ 3,784
3 signs + mounts	\$ 3,972	\$ 3,777	\$ 5,619

Unknown costs not included in the estimates may include: installation costs, shipping costs, new concrete, and design services.



McFarland
SUMMARY SHEET

MEETING DATE: Monday, October 30, 2023

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion regarding a joint purchase order with McFarland School District for Land Acknowledgement Plaques in the 2024 budget.

PREVIOUS ACTION:

ISSUE SUMMARY:

The McFarland Village Board and School Board met on May 3, 2023 to adopted Resolution 2023-07, a resolution acknowledging and celebrating the inherent sovereignty of the Ho-Chunk Nation and 11 additional Indigenous Nations within what is now referred to as the state of Wisconsin. The Village's Diversity, Equity, and Inclusion (DEI) Committee worked with the Indigenous Solidarity Collective of McFarland to bring this written land acknowledgement together.

To commemorate this, the McFarland School District has researched out to American Awards (vendor) to commission plaques to be installed in the vestibule of each of their four schools.

Initially, the School District was going to make this purchase order on their own. However, following Staff's meeting with the Indigenous Solidarity Collective of McFarland, Staff recognized the opportunity may be of interest to the Village also. The packet includes the renderings of the signs and text with the cost estimates. The District selected design will be a 24" x 24" aluminum plaque. For the Village, the locations the signs can be installed in would be the Municipal Center, Library, Public Safety Center, and Public Works buildings. Not shown on the draft renderings is a sponsor line that would say *"Adopted jointly by the McFarland Village Board and School Board on May 3, 2023."*

FINANCIAL/BUDGET IMPACT:

From the estimate provided, a bulk purchase order of four signs at \$1,623 puts the total at \$6,492. The School District is communicating with the vendor for an updated price for eight signs. Trustee Fessler has requested a budget amendment of \$5,000 to be added to the prior budget request of \$20,000 for Landmarks signage projects in the Village's 2024 budget.

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

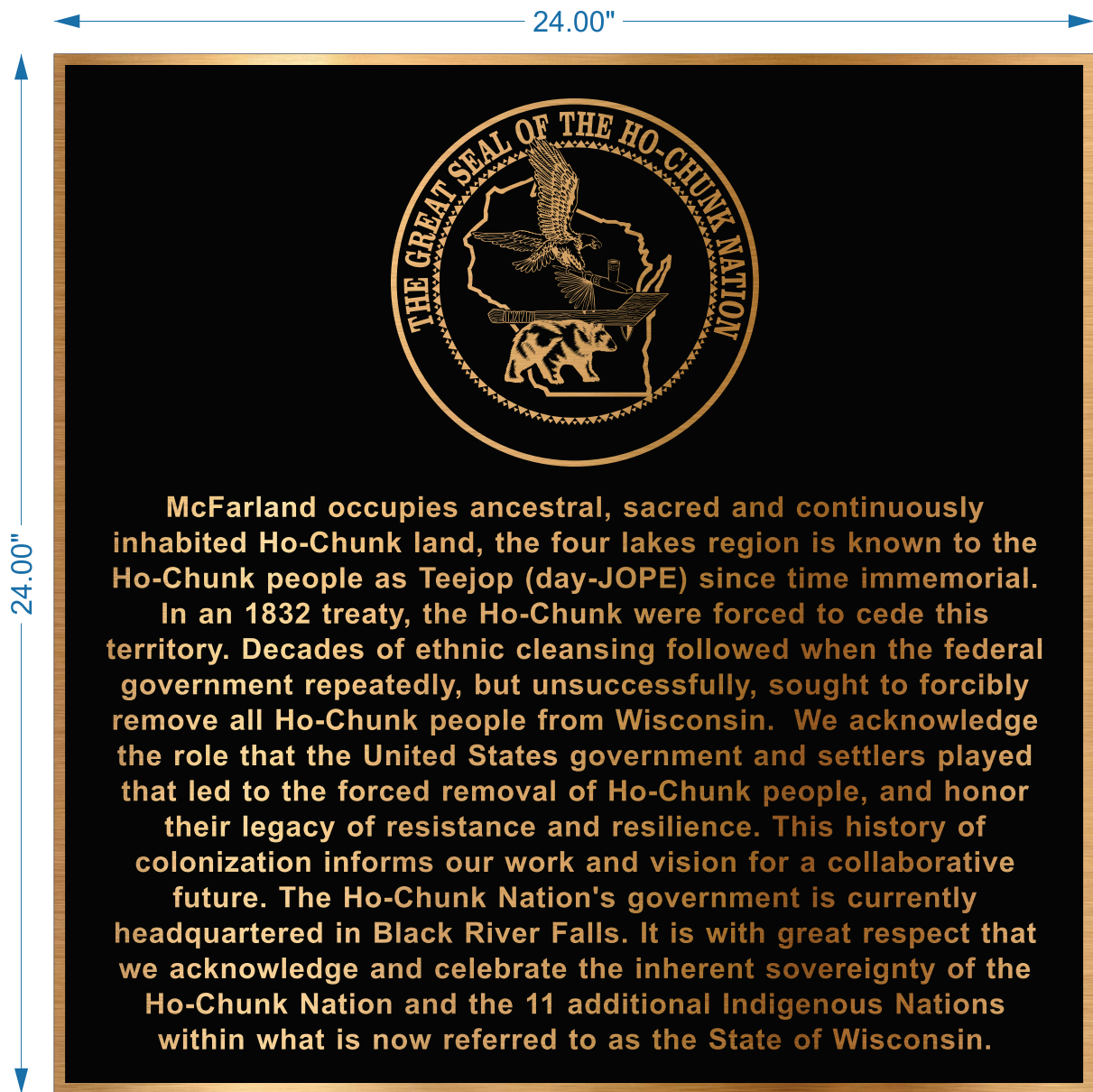
BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only. Final authorization to purchase the signs will be considered after the 2024 Village Budget is approved.



ATTACHMENTS:

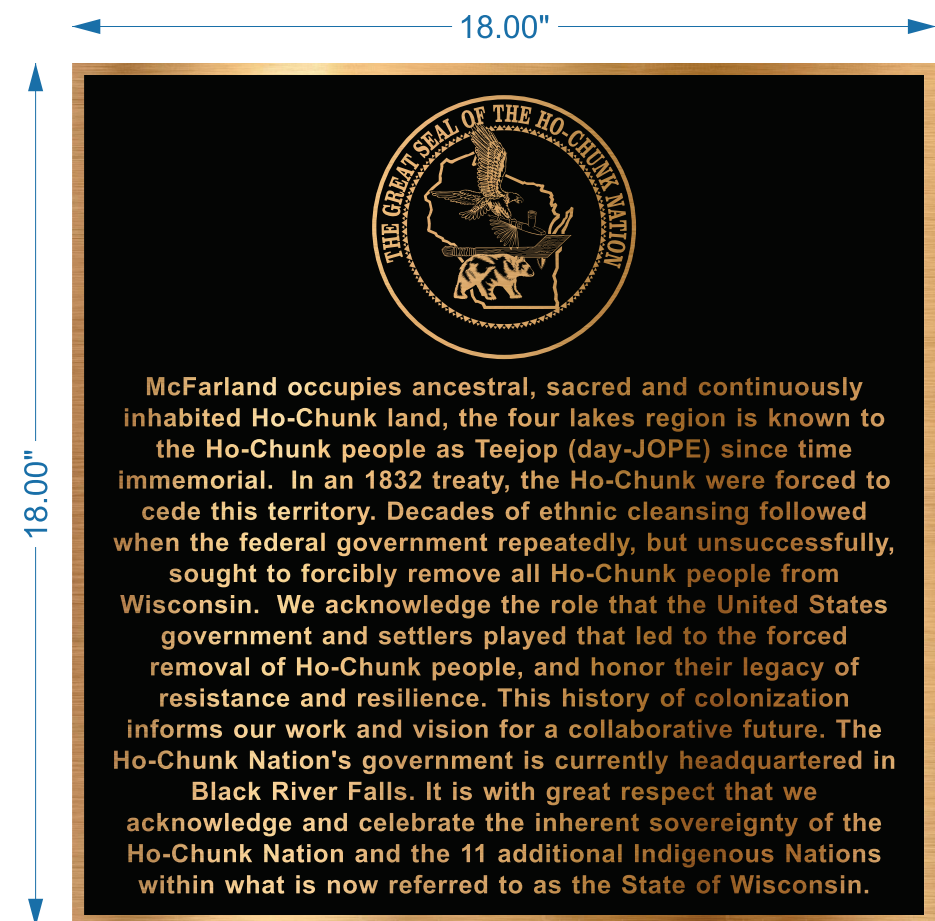
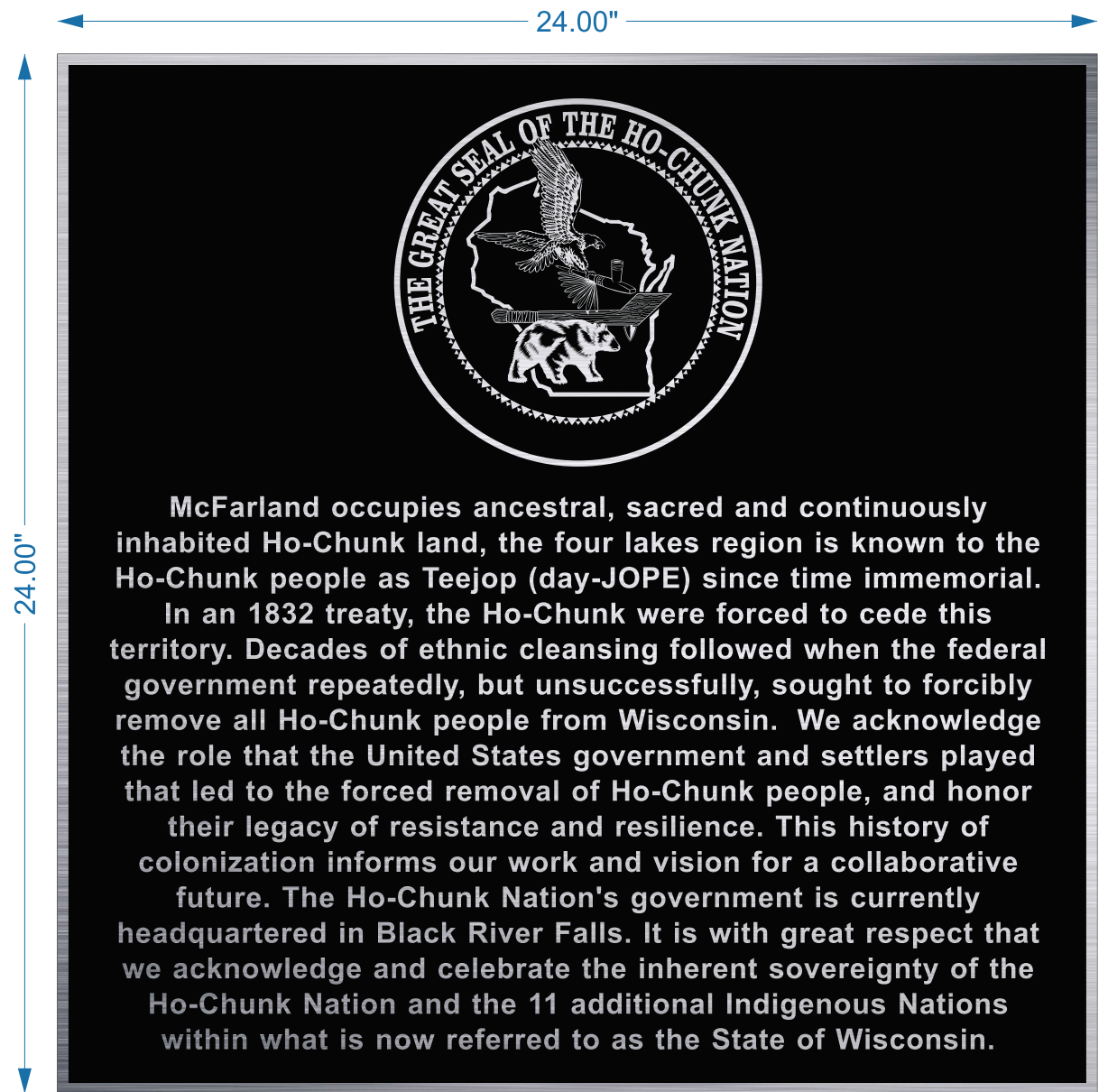
1. 230923 - Ho-Chunk Plaque Concepts (1)



24" x 24"

BRONZE
\$3,312.00 for 1
\$2,760.00 each for 4

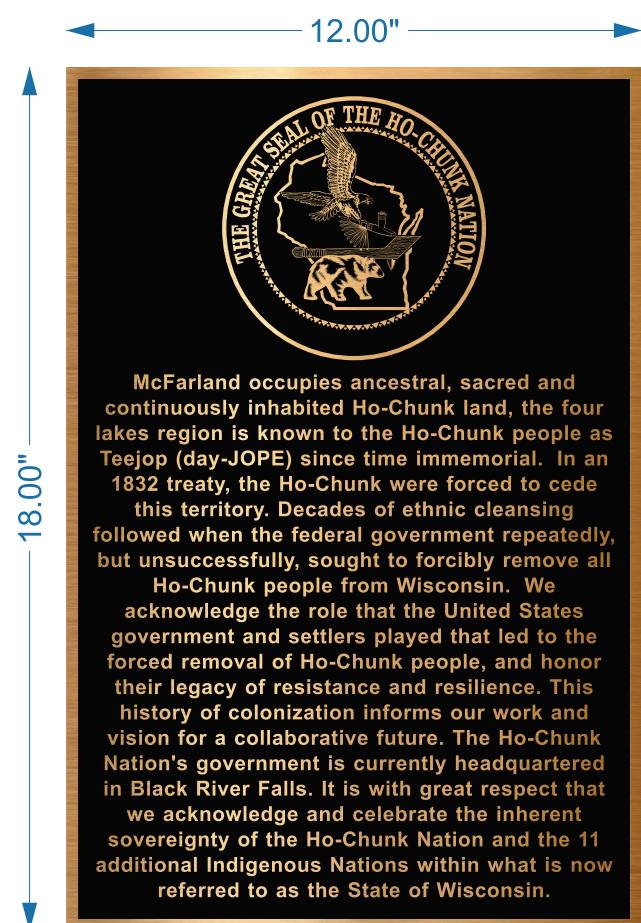
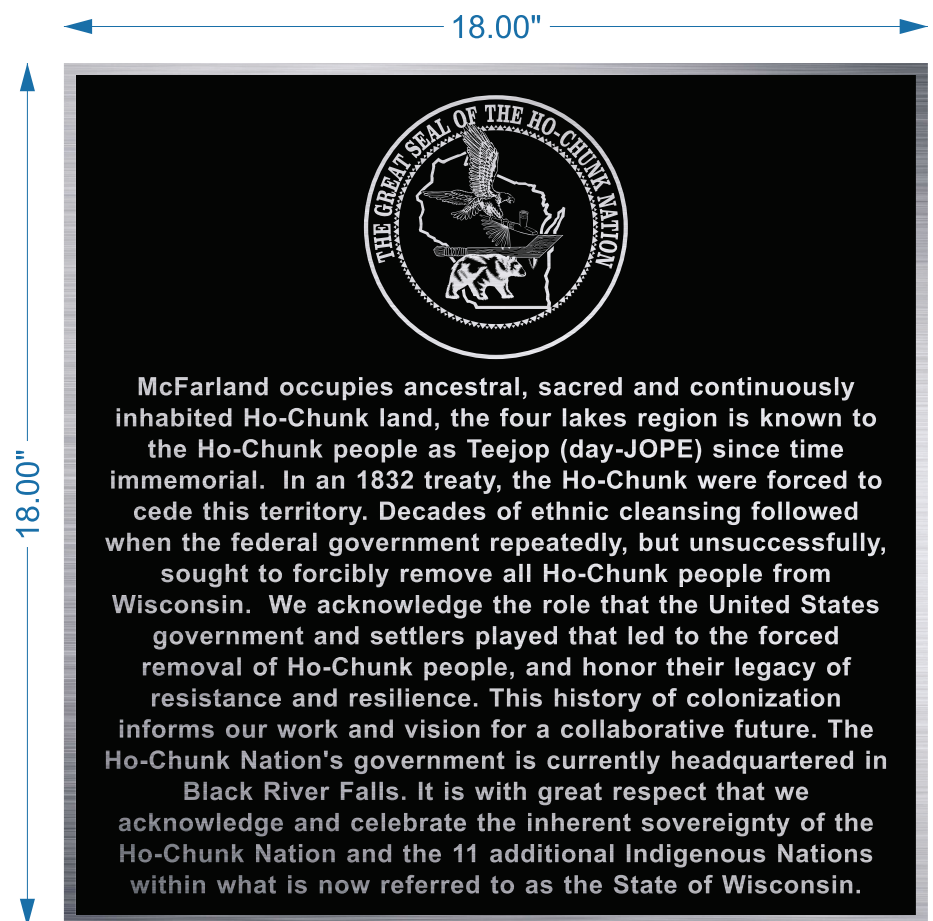
ALUMINUM
\$1,949.00 for 1
\$1,623.00 each for 4



18" x 18"

BRONZE
\$1,925.00 for 1
\$1,603.00 each for 4

ALUMINUM
\$1,106.00 for 1
\$922.00 each for 4



12" x 18"

BRONZE
\$1,287.00 for 1
\$1,073.00 each for 4

ALUMINUM
\$734.00 for 1
\$613.00 each for 4

