

Monday, November 6, 2023**11:30 AM****McFarland Municipal Center**
Conference Room A

AGENDA

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

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/82155474945>

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

Webinar ID: 821 5547 4945

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 Personnel Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to 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.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the October 16, 2023 meeting.
4. BUSINESS.
 - a. Discussion and recommendation on reorganization of the Communication & Technology Department.
 - b. Discussion and recommendation on updates to Chapter 14 of the Village Personnel Policy Manual regarding night shift differential.
5. SCHEDULE NEXT MEETING DATE.
6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND
Personnel Committee Minutes
Monday, October 16, 2023 - 9:30 AM

1. CALL TO ORDER, ROLL CALL.

Village Trustee Luke Fessler called the regular meeting of the Personnel Committee to order at 9:33 AM in Conference Room A of the McFarland Municipal Center.

Members present: Luke Fessler, Edward Wreh

Members not present: TJ Jerke

Staff Present: Matt Schuenke, Andrea Anderson, Jenny Haried

2. PUBLIC APPEARANCES.

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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.

No public present.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the March 14, 2023 meeting.

Motion by Village Trustee Luke Fessler, second by Village Trustee Edward Wreh, to approve the minutes of the March 14, 2023 meeting. Motion carries 2 - 0 - 0 by acclamation.

4. BUSINESS.

a. Discussion and recommendation regarding the job description and classification to create the Full-Time Diversity, Equity, and Inclusion Strategist position within the Village.

Motion by Village Trustee Luke Fessler, second by Village Trustee Edward Wreh, to recommend to the Village Board approval of the job description and classification to create the Full-Time Diversity, Equity, and Inclusion Strategist position within the Village. Motion carries 2 - 0 - 0 by acclamation.

b. Discussion and recommendation on amendment of Chapter 28, Meals, of the Personnel Policy Manual.

Motion by Village Trustee Luke Fessler, second by Village Trustee Edward Wreh, to

recommend the amendment of Chapter 28, Meals, of the Personnel Policy Manual effective January 1, 2024. Motion carries 2 - 0 - 0 by acclamation.

c. Discussion regarding the creation of an Employee Recognition Program by the Employee Engagement Committee.

Discussion only, no action was taken.

5. SCHEDULE NEXT MEETING DATE.

a. November 6th - 11:30 a.m.

6. ADJOURNMENT.

Motion by Village Trustee Edward Wreh, second by Village Trustee Luke Fessler, to adjourn at 10:13 am.

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

Respectfully submitted,
Andrea Anderson
Human Resources Generalist


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, November 6, 2023

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist, Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion and recommendation on reorganization of the Communication & Technology Department.

PREVIOUS ACTION:

In January of 2023, the Village selected Revelation PR, Advertising, & Social Media to evaluate Village communication and create a Communications and Engagement Plan for the Village. On October 10, 2023, Revelation presented the Communication and Engagement plan which included recommendations on staffing of Village communication operations

ISSUE SUMMARY:

Staff have reviewed the Communications & Engagement Plan and put together a proposal for reorganization of staffing for Village Communications. The proposed reorganization would be as follows:

1. **Dissolution of the current Communications & Technology Department.** With this, staff recommends dissolving the current department and splitting the communication and technology functions of the Village to be managed separately.
2. **Communication functions shift to the Administration Department.** Within Revelation's recommendations in the Communications & Engagement Plan, it is recommended that the new Public Information Officer report to the Administrator or Deputy Village Administrator. Staff recommends communication operations shift to be housed within the Administration Department and report to the Deputy Village Administrator. It is common for communications to be housed within the administration department in local governments of our size. With this transition, communications would be plugged into supporting the entire organization in the same manner the finance and human resources functions do. This also aligns well with the future staffing plan and the divisions that are planned to form in 2026 within the department. It is also of note, a similar division style structure exists within the Village's Public Works Department that was reorganized in 2019. Within the Administration Department, the following would be recommended:
 - a. Transition the previous Communication & Technology Director position to a Communications Manager that manages communications and serves as the Public Information Officer. This new position would report to the Deputy Administrator/Clerk.
 - b. The current Media Producer would continue with a lot of the same duties and reporting structure but also would focus on the cable/broadcasting operations



of the Village. The Media Producer would oversee the broadcasting operations and responsibilities including the cable channel, YouTube channel, meetings, broadcasting equipment, and other community content. This position would oversee and manage the Camera Operators. In addition to this oversight, this position would continue to be responsible for media content creation.

- c. The current Technical Specialist position would be dissolved. The AV support functions previously performed by this position would be overseen by the Media Producer, with additional funding added to have an outside company support the Village's audio/visual equipment needs.
- d. The Village would continue to contract with Revelation PR, Advertising & Social Media for social media services. The Village has been utilizing Revelation for contracted social media services since August of 2023. The initial relationship has proved to be positive for the Village and is an efficient way to provide social media services. Previously these functions were performed by the Director. By outsourcing this function, the new Communications Manager can focus their time managing communications, serving as the Public Information Officer and rolling out the communications and engagement plan. Additionally, the manager would have the ability to study this function and determine how it would be performed in the future. The current agreement with Revelation can be terminated by the Village with a 30-day notice period. This service is currently proposed at \$15,000/year (\$1,200 per month).
- e. Addition of LTE hours to provide more administrative support to the Administration Department for busier times such as tax collection and elections. This additional support helps provide balance to account for the new function being added to the department.

3. Oversight of the Information Technology contract shifts to the Village

Administrator. Currently, the Village outsources support of all its informational technology services to Simple Network Consulting. With the dissolution of the previous Communications & Technology Department and Director, the Village Administrator would take oversight of the IT contract. Likely, in the not too distant future, this function shifts to become a division within the Administration Department, at such a time as the Village is ready to start hiring internal staff to perform/manage this function.

Additionally, the following are staff's response to recommendations from Revelation PR that also align with the above reorganization:

- 1. The McFarland School District will be fully responsible for all media content creation/support functions. Previously the Village was providing a great deal of resources and staff to support these functions for the school district. In discussions with the School District, the district has invested in their own infrastructure to support their media and content and has noted the Village's support is no longer needed. The Village's support of these functions will cease with the reorganization.
- 2. The cable channel should continue. Revelation recommended the Village evaluate the



future of the cable channel and transition Village meetings to being recorded/broadcast via Zoom. In evaluating the Village’s current technology infrastructure and operations, staff has determined elimination of the cable channel offers little benefit at this time and only serves to reduce a communication medium that the study identified as being utilized by residents.

3. The Village would not pursue transitioning to broadcasting meetings solely through the Zoom platform. The Zoom platform transition would offer little cost benefit and only reduce the quality of the meetings provided by the Village. If a transition of this nature were desired, it would need to be assessed as part of the community center design process to ensure desired processes/communication mediums align appropriately with technology and equipment.

Next steps...

The reorganization is being presented to the Committee as a concept for feedback. If the committee is agreeable to the reorganization proposal, staff would be prepared to bring back the position descriptions, classifications and organizational structures for further review at the November 27th Personnel Committee meeting.

FINANCIAL/BUDGET IMPACT:

Funding provided within the 2024 budget accounts for the status quo and covers the changes outlined above.

VILLAGE PLAN REFERENCE:

[2023 Village Communication and Engagement Plan](#)

ORDINANCE REFERENCE:

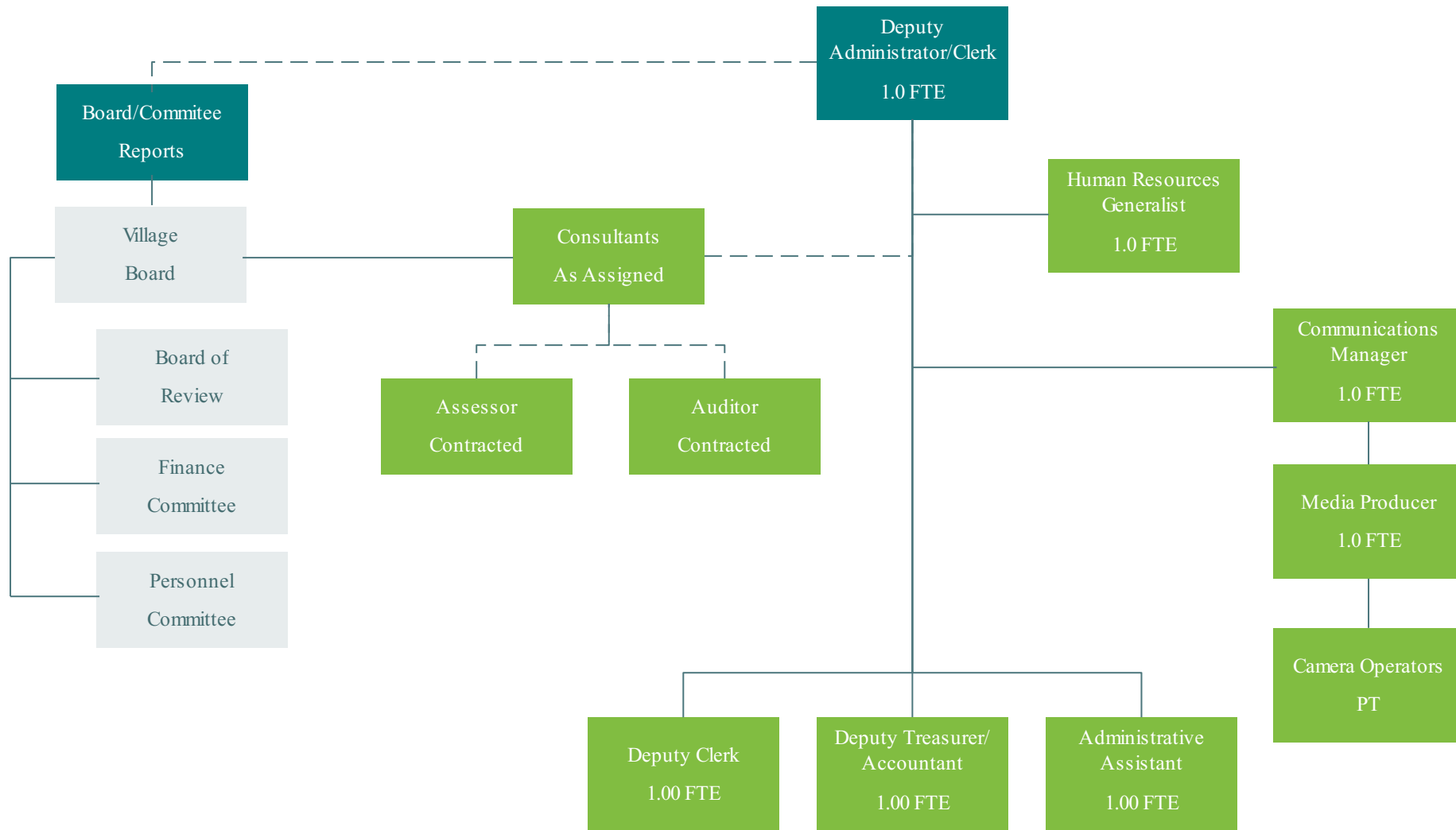
N/A

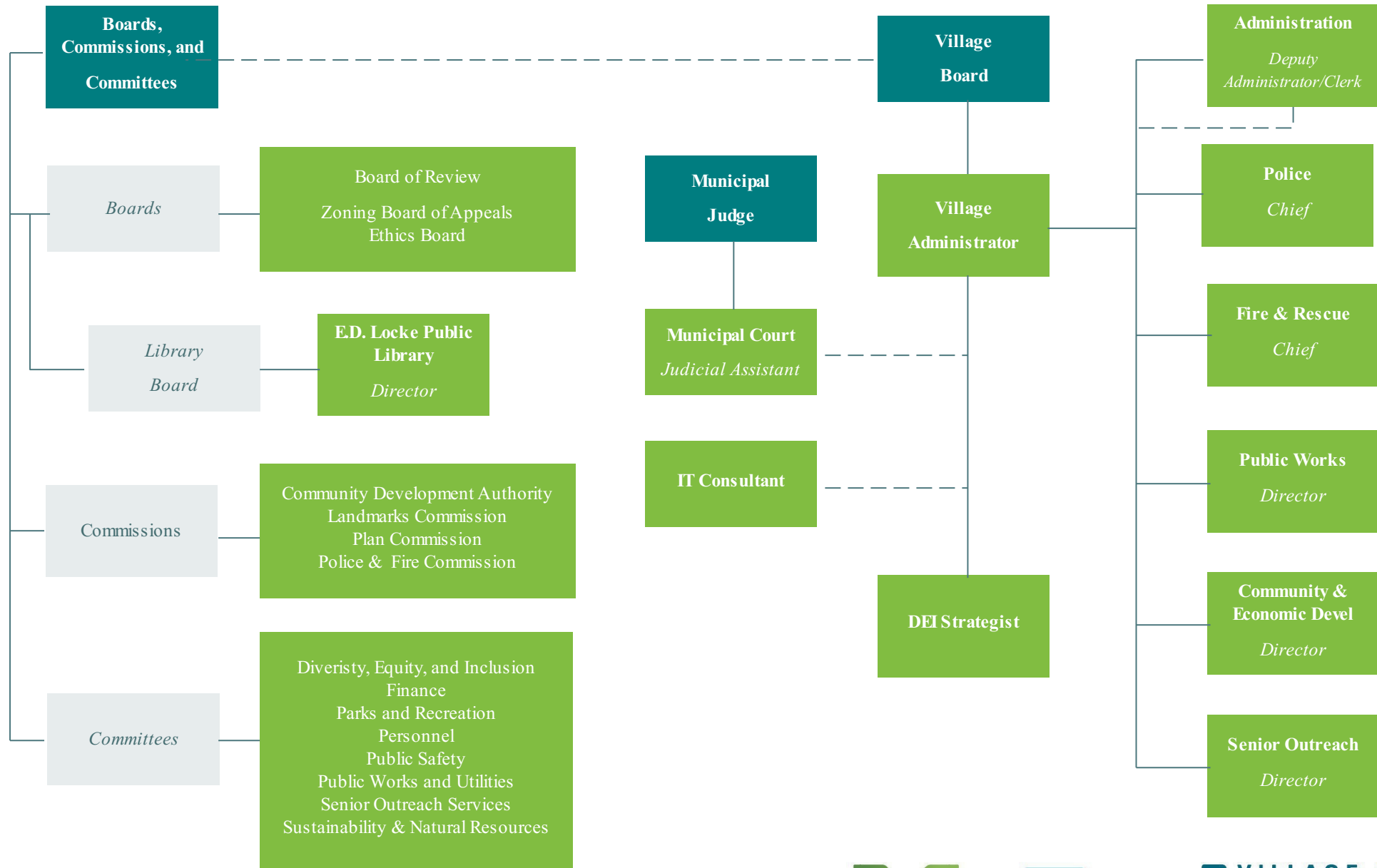
BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion only.

ATTACHMENTS:

1. Administration Organizational Chart 11.06.2023 DRAFT
2. Village Organizational Chart 11.06.2023 DRAFT






VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, November 6, 2023

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on updates to Chapter 14 of the Village Personnel Policy Manual regarding night shift differential.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

As part of negotiations with the Village's Police Union WPPA, night shift differential provided for working the 2 p.m. to 10 p.m. shift and/or the 10 p.m. to 6 a.m. shift is proposed to increase from \$.50/hr to \$.75/hr. Making the change in the personnel policy manual provides this benefit increase for non-represented employees within the Police Department.

FINANCIAL/BUDGET IMPACT:

The estimated financial impact of change for non-represented employees is \$975 per year.

VILLAGE PLAN REFERENCE:

N/A

ORDINANCE REFERENCE:

N/A

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Staff recommends approval.

Motion to recommend approval of updates to Chapter 14 of the Village Personnel Policy Manual regarding night shift differential.

ATTACHMENTS:

1. CHAPTER 14 - Compensation Administration 11-2023 (Redlines)
2. CHAPTER 14 - Compensation Administration 11-2023 (CLEAN)

Compensatory time used or paid will not generate additional overtime payment to the employee and will not count as hours worked or hours paid for overtime calculation purposes.

2. Any accumulated compensatory time within the allowable forty (40) hours that remains unused at the end of the calendar year will automatically be rolled over to the following year. The Village reserves its right to payout compensatory time at any time.
3. An employee must obtain prior approval of the supervisor or Department Head in order to use compensatory time off. A supervisor or Department Head may deny a request as permitted under the law, if the employee's absence will clearly impair the department's ability to meet its responsibilities or requires other employees to work overtime.
4. As noted above, employees must record compensatory time used during each payroll period. Employees must also specify which overtime hours the employee would like to accrue as comp time in any week that overtime is earned. The Administration Department will maintain records of the running compensatory time balances of each employee.

14.07 Night Shift Differential

Any non-exempt employee may be paid night shift differential at the following rates, for the following regularly scheduled shifts:

1. 2 pm to 10 pm - \$0.~~50~~75 per hour
2. 10 pm to 6 am - \$0.~~50~~75 per hour

14.08 Payroll Deductions

1. It is Village policy and practice to accurately compensate employees and to do so in compliance with all applicable state and federal laws. In order to ensure employees are paid properly for all time worked and that no improper deductions are made, employees must record all work time and review their paychecks promptly to identify and to report all errors. Employees should not engage in off-the-clock or unrecorded work.
2. The Village makes every effort to pay employees correctly. Occasionally, however, inadvertent mistakes can happen. When mistakes do happen and are called to the Village's attention, the Village will promptly make any correction necessary. Employees should review their pay report to make sure it is correct. If it appears a mistake has occurred or if there are questions, the reporting procedure described below should be used.
3. It is a violation of Village policy for any employee to falsify time entry or to alter another employee's time records. It is also a serious violation of policy for any employee to instruct another employee to incorrectly or falsely report hours worked or alter another employee's time records to under- or over- report hours worked. Exempt salaried employees will receive a salary which is intended to compensate for all hours that worked for the Village. While salaries may be subject to review and modification from time to time, such as during salary review times, a salary will be a predetermined amount that will not be subject to deductions for variations in the quantity or quality of the work performed. However, under state and federal law, a salary is subject to certain deductions. For example, absent contrary state law requirements, a salary can be reduced for the following reasons:
 1. Full-day absences for which approved leave time is not used.

Compensatory time used or paid will not generate additional overtime payment to the employee and will not count as hours worked or hours paid for overtime calculation purposes.

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