

Thursday, June 20, 2024

5:00 PM

McFarland Municipal Center
5915 Milwaukee St, McFarland
Conference Room A

AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/82526520649>

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

Webinar ID: 825 2652 0649

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

1. CALL TO ORDER, ROLL CALL.

2. PUBLIC APPEARANCES.

- a. This is an opportunity for members of the public to address the Finance Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to finance@mcfarland.wi.us to be included as part of the meeting.

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.

3. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the 5/16/2024 meeting.

4. BUSINESS.

- a. Discussion and action to make a recommendation to the Village Board regarding a Community Grant Application from Kieson Bell, on behalf of McFarland Scout Troop 53 and the McFarland Community Garden.
- b. Discussion and action to make a recommendation to the Village Board regarding a Community Grant Application from the McFarland Community Festival.

5. SCHEDULE NEXT MEETING DATE.

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.

VILLAGE OF MCFARLAND
Finance Committee Minutes
Thursday, May 16, 2024 - 11:00 AM

1. CALL TO ORDER, ROLL CALL.

Trustee Hilary Brandt called the Finance Committee meeting to order at 11:00 am in Conference Room A of the McFarland Municipal Center.

Members present: Hilary Brandt, Stephanie Brassington, Miguel Peña (arrived at 11:03 am)

Members not present: N/A

Staff Present: Matt Schuenke, Cassandra Suettinger, Lisa Skar

2. PUBLIC APPEARANCES.

- a. *This is an opportunity for members of the public to address the Finance Committee for items that are not on the agenda. Please remember this is a hybrid meeting conducted in person and through the Zoom online meeting platform. Meeting attendees wishing to address the Committee about items not on the agenda may do so at this time. Zoom attendees should type their name and address in the Question and Answer feature within the Zoom online meeting platform at this time. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your comments to the Committee for their consideration. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to finance@mcfarland.wi.us to be included as part of the meeting.*

Members of the public may also speak during their selected agenda item as they designate on the public comment form or in the Question and Answer feature on Zoom.
None.

3. APPROVAL OF MINUTES.

- a. *Motion to approve the minutes of the March 12, 2024 meeting.*
Motion by Village Trustee Hilary Brandt, second by Village Trustee Stephanie Brassington, to approve the minutes of the March 12, 2024 meeting. Motion carries 2 - 0 - 0 by acclamation.

4. BUSINESS.

- a. *Discussion and action to make a recommendation to the Village Board regarding a Community Grant Application from the McFarland Equity Project.*
Christine Pribbenow, representing McFarland Equity Project, was present to provide information and answer questions related to the grant application. Motion by Village Trustee Hilary Brandt, second by Village Trustee Miguel Peña, to recommend approval to the Village Board of a Community Grant in the amount of \$3,093.00 for the McFarland Equity Project. Motion carries 3 - 0 - 0 by acclamation.

5. SCHEDULE NEXT MEETING DATE.

June 20, 2024.

6. ADJOURNMENT.

Motion by Village Trustee Hilary Brandt, second by Village Trustee Stephanie Brassington, to adjourn at 11:23 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,
Lisa Skar
Finance Manager/Treasurer


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Thursday, June 20, 2024

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board regarding a Community Grant Application from Kieson Bell, on behalf of McFarland Scout Troop 53 and the McFarland Community Garden.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Please find enclosed for review an application to the Community Grant Program from Kieson Bell, on behalf of McFarland Scout Troop 53 and the McFarland Community Garden. Staff conducted its review for completeness and completed a form outlining our findings.

FINANCIAL/BUDGET IMPACT:

The request from the grant program is for \$750.00. The Committee has discretion in how much it wishes to recommend within its approval to the Village Board. The remaining community grant budget balance to date is \$7,907.00.

VILLAGE PLAN REFERENCE:

None

ORDINANCE REFERENCE:

Chapter 13 - Community Grant Policy

Enclosed within this item. This policy outlines the parameters by which the funds allocated for Community Grants can be expended. The Committee should review applications while considering the Program Objectives in Section 13.04 and the evaluation criteria outlined in Section 13.08 under Application Evaluation.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended Action

Motion to recommend approval to the Village Board regarding a Community Grant Application from Kieson Bell, on behalf of McFarland Scout Troop 53 and the McFarland Community Garden in the amount of _____.

ATTACHMENTS:

1. McFarland Community Garden Pergola - Application 5.22.2024



2. McFarland Community Garden Pergola - Cover Letter - 5.22.2024
3. McFarland Community Garden Pergola - Supplemental - 5.22.2024
4. Community Grant Staff Checklist - Community Garden Pergola
5. Chapter 13 - Community Grant Program Policy



Community Grant Program Application

Program Description

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

For more information, please review [Chapter 13 of the Village's Fiscal Policy Manual](#) or contact [Village Administrator Matt Schuenke](#).

Eligibility Information

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

Organization/Group Information

Organization/Group Name McFarland Community Garden

Organization/Group Address 5710 Anthony Street

Organization/Group Website, if applicable mcfarlandcommunitygarden.com/

Please describe mission/purpose/goals of Organization/Group The McFarland Community Garden offers space to people to garden. It offers space for gardeners who may not be able to garden at their own residence or for those who want to garden with others who have similar interests in growing their own food and/or flowers. There are raised beds near the entrance for those with limited mobility.

Main Contact Information

Main Contact First Name Kieson

Main Contact Last Name Bell

Main Contact Address, Including City, State, Zip 5115 Ridge Road, McFarland WI, 53558

Main Contact Phone Number 608-220-3690

Main Contact E-mail Address	tkkbellfam4@gmail.com
Main Contact Role within Organization/Group	Eagle Scout Applicant building the pergola for the McFarland Community Garden
Main Contact Role within the Project	Eagle Scout Project Leader
Describe Main Contact's Experience with Organization/Group and/or Similar Projects	I have been in Troop 53 for 4 years, starting at Scout rank, climbing all the way to Life Scout rank. I have held various leadership positions including Senior Patrol Leader, Assistant Senior Patrol Leader, and Librarian. I have volunteered to help for quite a few Eagle Scout projects and am very involved yearly with Scouting for Food.



Community Grant Program Application

Key Personnel

In addition to the main contact identified on the previous page, please identify all key personnel within organization/group and/or involved in the project.

i. **First Name**

Bill

Last Name

Stoneman

Role within Organization/Group and/or Project

McFarland Community Garden Interim Garden Coordinator

Describe Experience within Organization/Group and/or Similar Projects

Bill has worked as a professional in the Organic Horticulture industry, and has a wealth of knowledge to share with gardeners.

Please select plus sign below to add additional personnel.



Community Grant Program Application

Grant Request Information

The Organization/Group is requesting funding for: (Check all that apply)

- Enhancement of community/neighborhood engagement, special event development, and/or public education
- New, small capital projects and/or equipment
- Promotion of health, wellness, food security, and/or natural care

Amount of funding being requested

750

Describe funding request

I am requesting partial funding for building a 12' by 14' pergola at the McFarland Community Garden.

Describe goals/objectives of project

The pergola will go in the center of the garden. It will be useful because it will provide shade for the gardeners to take a break and cool off, and for the gardeners to gather and socialize in order to build community.

Describe budget of project

\$1650 - pergola
\$150 - concrete

Describe timeline of project

May-June: funding
June-July: recruit workers
July-August: pour concrete footings and assemble pergola



Community Grant Program Application

References

Please provide references

i. **Organization/Group Name, if applicable**

Boy Scout Troop 53

Contact Person's First Name

Mark

Contact Person's Last Name

Heckel

Contact Person's Phone Number

(608) 287-6647

Contact Person's E-mail Address

mheckel@smartmotors.com

Please describe the nature of the relationship with this reference, including any experience of working with your Organization/Group on a similar project

Boy Scout Troop 53 Scoutmaster

Please select the plus sign below to add additional references.

ii. **Organization/Group Name, if applicable**

Boy Scout Troop 53

Contact Person's First Name

Dan

Contact Person's Last Name

Maahs

Contact Person's Phone Number

(608) 509-3428

Contact Person's E-mail Address

dmaahs84@gmail.com

Please describe the nature of the relationship with this reference, including any experience of working with your Organization/Group on a similar project

Eagle Project Coach

Please select the plus sign below to add additional references.

iii. **Organization/Group Name, if applicable**
McFarland Community Garden Interim Garden Coordinator

Contact Person's First Name
Bill

Contact Person's Last Name
Stoneman

Contact Person's Phone Number
(608) 712-4916

Contact Person's E-mail Address
bill.stoneman@gmail.com

Please describe the nature of the relationship with this reference, including any experience of working with your Organization/Group on a similar project
Eagle Scout Project Beneficiary Contact

Please select the plus sign below to add additional references.



Community Grant Program Application

Cover Letter

Please submit a Cover Letter summarizing your request.

 Letter for Pergola Grant Application - Bell.pdf

Additional Attachments

Please attach any other supplementary information supporting the funding request. This area could also include letters of support for the funding request.

Supplementary Attachments

 Site Map and Pergola - Bell.pdf



Community Grant Program Application

Acknowledgements

The Organization/Group submitting this application acknowledges the following:

- The Organization/Group meets the eligibility requirements identified in Chapter 13 the Village of McFarland Fiscal Policy Manual.
- Funding may be granted at the discretion of the Village of McFarland and subject to the availability of funds.
- The Organization/Group is expected to seek additional resources to accomplish project goals.
- At the completion of the project, the Organization/Group will submit to the Village of McFarland a Project Summary outlining how the funds were used within the proposal awarded.

Name of Person Submitting Application

Kieson Bell

Role within Organization/Group

Life Scout working on Eagle Project

As the person submitting this application, I certify that:

- I am authorized by the Organization/Group to submit this application on behalf of the Organization/Group.
- To the best of my knowledge and belief with regard to the foregoing application and any attachments thereto, I have read and made complete answers to each question and that my answers in each instance are true and correct.

Signature



Date

05/21/2024

Kieson Bell
608-220-4964
tkkbelfam4@gmail.com
May 19, 2024

To Whom It May Concern,

My name is Kieson Bell. I am a Life Scout working towards becoming an Eagle Scout. For my Eagle Project, I am constructing a pergola at the McFarland Community Garden this summer, in July or August. The McFarland Community Garden is the beneficiary of this Eagle Scout project. They are a non-profit organization that lets people garden, who may not be able to do so at their own residence. The garden is located at 5710 Anthony Street in McFarland, Wisconsin.

The Pergola will go in front of the garden shed, between the 2 herb beds. This Pergola will be useful because it will provide shade for the gardeners to take a break and cool off and for the gardeners to gather to socialize and to build community. The gardeners can meet under it for meetings, so they are able to be out of the sun. The McFarland Community Garden is an organic organization, so the pergola will be made out of non-treated cedar wood.

I will either purchase a 12' x 14' pergola kit or purchase materials individually for a 12' x 14' Pergola, based on the best price because a scout is thrifty. The cost will be around \$1800 including all supplies and materials. In June and July, I will be recruiting Troop members, family members, friends, and gardeners that would like to help build the pergola.

Thank you for considering providing a grant to offset the cost of this project benefiting the community.

Sincerely,
Kieson Bell
McFarland Troop 53 Life Scout



CHAPTER 13 Community Grant Program

SECTION 13.01 Program Description

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

SECTION 13.02 Purpose

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

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

SECTION 13.03 Eligibility

- (a) Community organizations that are an active group or organization that regularly meets within the Village of McFarland that is tax exempt pursuant to Section 501(c)(3) of the Internal Revenue Code or that provide charitable services, sponsorships, or donations within the Community without discrimination on the basis of sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military status, or any other legally protected status.
- (b) The following entities are not eligible to apply for the grant program:
 - (1) Individual Applicant.
 - (2) Organizations awarded one (1) grant within the same calendar year.
 - (3) K-12 education institutions (unless said institution has an incorporated, non-profit element that submits an application).
 - (4) Post-secondary educational institutions.

- (5) Religious organizations seeking to use grant proceeds for religious purposes, whether directly or indirectly, as determined by the Village.
- (6) Foundations or other organizations utilizing funds exclusively for personal expenses.

SECTION 13.04 Program Objectives

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

SECTION 13.05 Fundable Requests

Funding requests with a strong and realistic plan for success as follows:

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

SECTION 13.06 Non-Fundable Requests

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

- (a) Annual and/or ongoing capital campaigns including support for debt service or endowment funds.
- (b) Building projects either new construction or remodeling.

- (c) Land acquisition.
- (d) Ongoing maintenance and operational support including personnel expenses.
- (e) Services otherwise supported through the health care system.
- (f) Lobbying.
- (g) Scholarships.
- (h) Sports and recreation events.
- (i) Personal expenses.

SECTION 13.07 Application Submittal

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

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

SECTION 13.08 Application Evaluation

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

- (a) Request produces meaningful, reasonable, and sustainable outcomes.
- (b) Strengthens and enhances neighborhood/community assets.
- (c) Promotes self-sufficiency of individuals and/or organizations.
- (d) As part of the application evaluation process, the Village shall conduct a criminal background check on representatives responsible for the applicant organization. The following will be among the factors considered in determining whether or not the applicant will be eligible for a funding award based on the results of the background check:

- (i) The nature and gravity of the offense(s).
 - (ii) The time that has passed since the conviction and/or completion of the sentence.
 - (iii) The nature of the position held by the individual and/or principal member.
 - (iv) Procedures and policies in place to ensure the appropriate handling and use of monies.
- (e) Encourages coordination/collaboration with other relevant Community partners.
 - (f) Fosters innovation and entrepreneurship.
 - (g) Experience of the organization and the individuals responsible for administering the funds.
 - (h) Timeline and the realistic nature of implementation.
 - (i) Aligned with Village Goals and Objectives through the annual Strategic Implementation Plan.
 - (j) **Review Process.** Each application submitted shall be reviewed as follows:
 - (i) **Staff Review.** All applications shall be filed with the Administration Department to ensure completeness of the information provided. Completed applications will be forwarded to the Finance Committee for consideration at their next available meeting scheduled at the discretion of the Village.
 - (ii) **Committee Review.** The Finance Committee shall review all applications submitted following Staff determination of completeness. They will review and provide a recommendation as to whether it should be awarded to the Village Board to ensure applications are complete. This recommendation may include to award as requested, award with conditions/modifications, or to not award.
 - (iii) **Board Action.** The Village Board shall receive the recommendation from the Finance Committee and in its sole discretion take action on the request.

SECTION 13.09 Funding Awards

- (a) Grant applications may be requested subject to the availability of funds and within the discretion of the Village. Program funding through this grant may or may not be the sole financial supporter of projects, as applicants are expected to seek additional resources to accomplish project goals.
- (b) The grant program may provide payment upon award of funding.
- (c) All funding awards subject to the availability of funds as authorized within the Annual Budget by the Village Board for the Village of McFarland.

SECTION 13.10 Final Report

- (a) **Project Summary.** Included within Appendix B of this policy. A Project Summary will bring together the relevant information outlining how the funds were used within the proposal awarded. This will include but not limited to identifying the organization, providing the summary, detailing conclusions, outlining a final budget, and other relevant information needed as applicable.

* * *

Appendix A [Application](#)

Appendix B Final Report

Adopted: May 23, 2023

Revised: None


McFarland
SUMMARY SHEET

MEETING DATE: Thursday, June 20, 2024

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board regarding a Community Grant Application from the McFarland Community Festival.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Please find enclosed for review an application to the Community Grant Program from the McFarland Community Festival. Staff conducted its review for completeness and completed a form outlining our findings.

FINANCIAL/BUDGET IMPACT:

The request from the grant program is for \$5,000.00. The Committee has discretion in how much it wishes to recommend within its approval to the Village Board.
The remaining community grant budget balance to date is \$7,097.00.

VILLAGE PLAN REFERENCE:

None

ORDINANCE REFERENCE:

Chapter 13 - Community Grant Policy

Enclosed within this item. This policy outlines the parameters by which the funds allocated for Community Grants can be expended. The Committee should review applications while considering the Program Objectives in Section 13.04 and the evaluation criteria outlined in Section 13.08 under Application Evaluation.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended Action

Motion to recommend approval to the Village Board regarding a Community Grant Application from the McFarland Community Festival in the amount of _____.

ATTACHMENTS:

1. McFarland Community Festival Grant Cover Letter 6-10-24
2. McFarland Community Festival Community Grant Application
3. McFarland Community Festival Supplemental - Sponsorship Levels



4. McFarland Community Festival Grant Staff Checklist
5. Chapter 13 - Community Grant Program Policy



June 10, 2024

McFarland Community Grant Committee

To whom it may concern:

The McFarland Community Festival committee has applied for a community grant to help with the costs of our 2024 McFarland Community Festival to be held in September. This festival brings the community together for a weekend of celebration with a carnival, food, community vendors, a parade and beer tent with various activities, just to name a few. We hope you will be able to support this community event.

Thank you for your consideration.

McFarland Community Festival Committee



Community Grant Program Application

Program Description

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

For more information, please review [Chapter 13 of the Village's Fiscal Policy Manual](#) or contact [Village Administrator Matt Schuenke](#).

Eligibility Information

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

Organization/Group Information

Organization/Group Name	Mcfarland Community Festival
Organization/Group Address	PO Box 110, Mcfarland WI 53558
Organization/Group Website, if applicable	www.mcfarlandcommunityfestival.com
Please describe mission/purpose/goals of Organization/Group	Community Festival

Main Contact Information

Main Contact First Name	Stephanie
Main Contact Last Name	Brassington
Main Contact Address, Including City, State, Zip	5412 Broadhead St, Mcfarland WI 53558
Main Contact Phone Number	608-347-8707
Main Contact E-mail Address	mcfarlandfestival@gmail.com

Main Contact Role within Organization/Group President

Main Contact Role within the Project President

Describe Main Contact's Experience with Organization/Group and/or Similar Projects 3rd year as festival president



Community Grant Program Application

Key Personnel

In addition to the main contact identified on the previous page, please identify all key personnel within organization/group and/or involved in the project.

i. **First Name**

Leah

Last Name

Hawley

Role within Organization/Group and/or Project

Vice President

Describe Experience within Organization/Group and/or Similar Projects

3rd year as Vice President

Please select plus sign below to add additional personnel.



Community Grant Program Application

Grant Request Information

The Organization/Group is requesting funding for: (Check all that apply)

- Enhancement of community/neighborhood engagement, special event development, and/or public education

Amount of funding being requested

5000

Describe funding request

Cover expenses related to festival., Tent rental/equipment vendors for kids tent, bands, parade participants.

Describe goals/objectives of project

Community Gathering

Describe budget of project

est. \$27,000

Describe timeline of project

Friday September 27th thru Sunday September 29, 2024



Community Grant Program Application

References

Please provide references

i. **Organization/Group Name, if applicable**

Lions Club

Contact Person's First Name

Bruce

Contact Person's Last Name

Voight

Contact Person's Phone Number

608-838-9626

Contact Person's E-mail Address

bfvoight@charter.net

Please describe the nature of the relationship with this reference, including any experience of working with your Organization/Group on a similar project

beer tent

Please select the plus sign below to add additional references.



Community Grant Program Application

Cover Letter

Please submit a Cover Letter summarizing your request.



MCF Sponsor list 2023.pdf

Additional Attachments

Please attach any other supplementary information supporting the funding request. This area could also include letters of support for the funding request.



Community Grant Program Application

Acknowledgements

The Organization/Group submitting this application acknowledges the following:

- The Organization/Group meets the eligibility requirements identified in Chapter 13 the Village of McFarland Fiscal Policy Manual.
- Funding may be granted at the discretion of the Village of McFarland and subject to the availability of funds.
- The Organization/Group is expected to seek additional resources to accomplish project goals.
- At the completion of the project, the Organization/Group will submit to the Village of McFarland a Project Summary outlining how the funds were used within the proposal awarded.

Name of Person Submitting Application

Stephanie Brassington

Role within Organization/Group

President

As the person submitting this application, I certify that:

- I am authorized by the Organization/Group to submit this application on behalf of the Organization/Group.
- To the best of my knowledge and belief with regard to the foregoing application and any attachments thereto, I have read and made complete answers to each question and that my answers in each instance are true and correct.

Signature



Date

06/10/2024



Sponsorship Levels

Festival Amount	Optional Festival Sponsor Benefits Include:
Friends of the Festival \$250+	<ul style="list-style-type: none"> • Recognition as Festival Friend on web site.
Silver \$500	<ul style="list-style-type: none"> • Recognition as event sponsor in print, web, and social media promotion. • Recognition on sponsor board at the event Sponsor name printed on festival t-shirts
Gold \$1000	<ul style="list-style-type: none"> • Recognition as event sponsor in print, web, and social media promotion. • Recognition on sponsor board at the event Sponsor name printed on festival t-shirts • Link to your website on festival website
Platinum \$2500	<ul style="list-style-type: none"> • Recognition as event sponsor in print, web, and social media promotion. • Recognition on sponsor board at the event • Link to your website on festival website • Large logo printed on festival shirts • Recognition on parade banner (closing)
Premier Platinum \$5000	<ul style="list-style-type: none"> • Recognition as event sponsor in print, web, and social media promotion. • Recognition on sponsor board at the event • Link to your website on festival website • Large logo printed on festival shirts • Recognition on parade banner (closing) • Six tickets to the library 5K run/race

Community Grant Application

Staff Review

Applicant: McFarland Community Festival
Submittal: 6/10/2024

Cover Letter **Yes** No Application **Yes** No Supplemental **Yes** No

Eligible **Yes** No

Reason: Active Community Group Operating within Village of McFarland

Fundable Requests – Applicant Selected:

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

Application Complete **Yes** No

Staff Comments

An event permit is required, has been submitted, and will be reviewed and acted upon at the June 25th Village Board meeting.

Reviewer: Lisa Skar Review Date: 6/10/2024

Committee Review: June 20, 2024

Village Board Review: June 25, 2024

CHAPTER 13 Community Grant Program

SECTION 13.01 Program Description

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

SECTION 13.02 Purpose

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

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

SECTION 13.03 Eligibility

- (a) Community organizations that are an active group or organization that regularly meets within the Village of McFarland that is tax exempt pursuant to Section 501(c)(3) of the Internal Revenue Code or that provide charitable services, sponsorships, or donations within the Community without discrimination on the basis of sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military status, or any other legally protected status.
- (b) The following entities are not eligible to apply for the grant program:
 - (1) Individual Applicant.
 - (2) Organizations awarded one (1) grant within the same calendar year.
 - (3) K-12 education institutions (unless said institution has an incorporated, non-profit element that submits an application).
 - (4) Post-secondary educational institutions.

- (5) Religious organizations seeking to use grant proceeds for religious purposes, whether directly or indirectly, as determined by the Village.
- (6) Foundations or other organizations utilizing funds exclusively for personal expenses.

SECTION 13.04 Program Objectives

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

SECTION 13.05 Fundable Requests

Funding requests with a strong and realistic plan for success as follows:

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

SECTION 13.06 Non-Fundable Requests

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

- (a) Annual and/or ongoing capital campaigns including support for debt service or endowment funds.
- (b) Building projects either new construction or remodeling.

- (c) Land acquisition.
- (d) Ongoing maintenance and operational support including personnel expenses.
- (e) Services otherwise supported through the health care system.
- (f) Lobbying.
- (g) Scholarships.
- (h) Sports and recreation events.
- (i) Personal expenses.

SECTION 13.07 Application Submittal

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

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

SECTION 13.08 Application Evaluation

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

- (a) Request produces meaningful, reasonable, and sustainable outcomes.
- (b) Strengthens and enhances neighborhood/community assets.
- (c) Promotes self-sufficiency of individuals and/or organizations.
- (d) As part of the application evaluation process, the Village shall conduct a criminal background check on representatives responsible for the applicant organization. The following will be among the factors considered in determining whether or not the applicant will be eligible for a funding award based on the results of the background check:

- (i) The nature and gravity of the offense(s).
 - (ii) The time that has passed since the conviction and/or completion of the sentence.
 - (iii) The nature of the position held by the individual and/or principal member.
 - (iv) Procedures and policies in place to ensure the appropriate handling and use of monies.
- (e) Encourages coordination/collaboration with other relevant Community partners.
 - (f) Fosters innovation and entrepreneurship.
 - (g) Experience of the organization and the individuals responsible for administering the funds.
 - (h) Timeline and the realistic nature of implementation.
 - (i) Aligned with Village Goals and Objectives through the annual Strategic Implementation Plan.
 - (j) **Review Process.** Each application submitted shall be reviewed as follows:
 - (i) **Staff Review.** All applications shall be filed with the Administration Department to ensure completeness of the information provided. Completed applications will be forwarded to the Finance Committee for consideration at their next available meeting scheduled at the discretion of the Village.
 - (ii) **Committee Review.** The Finance Committee shall review all applications submitted following Staff determination of completeness. They will review and provide a recommendation as to whether it should be awarded to the Village Board to ensure applications are complete. This recommendation may include to award as requested, award with conditions/modifications, or to not award.
 - (iii) **Board Action.** The Village Board shall receive the recommendation from the Finance Committee and in its sole discretion take action on the request.

SECTION 13.09 Funding Awards

- (a) Grant applications may be requested subject to the availability of funds and within the discretion of the Village. Program funding through this grant may or may not be the sole financial supporter of projects, as applicants are expected to seek additional resources to accomplish project goals.
- (b) The grant program may provide payment upon award of funding.
- (c) All funding awards subject to the availability of funds as authorized within the Annual Budget by the Village Board for the Village of McFarland.

SECTION 13.10 Final Report

- (a) **Project Summary.** Included within Appendix B of this policy. A Project Summary will bring together the relevant information outlining how the funds were used within the proposal awarded. This will include but not limited to identifying the organization, providing the summary, detailing conclusions, outlining a final budget, and other relevant information needed as applicable.

* * *

Appendix A [Application](#)

Appendix B Final Report

Adopted: May 23, 2023

Revised: None