

Wednesday, August 7, 2024

5:30 PM

McFarland Municipal Center
5915 Milwaukee St, McFarland
Community Room

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/84110196247>

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

Webinar ID: [841 1019 6247](https://us02web.zoom.us/j/84110196247)

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 Committee of the Whole 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.
4. BUSINESS.
 - a. Discussion regarding draft goals and objectives to be included within the 2024-2025 McFarland Strategic Implementation Plan.
5. SCHEDULE NEXT MEETING DATE.
 - a. Committee of the Whole - Thursday, August 15, 2024 at 5:30 pm
 - b. Village Board - Thursday, August 15, 2024 at 7:00 pm (Regular Meeting, Special Date)
 - c. Village Board - Tuesday, August 27, 2024 at 7:00 pm (Regular Meeting)
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 7, 2024

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion regarding draft goals and objectives to be included within the 2024-2025 McFarland Strategic Implementation Plan.

PREVIOUS ACTION:

The Village Board met on June 5, 2024 as part of Retreat #1 to review the former year's progress on the 2023/2024 Goals and Objectives and begin process for 2024/2025 Goals and Objectives.

The Village Board met on June 25, 2024 as part of Retreat #2 to discuss and review next year's Goals and Objectives for 2024/2025.

The Village Board met on July 9, 2024 as part of Retreat #3 to to discuss and review next year's Goals and Objectives for 2024/2025.

ISSUE SUMMARY:

The Village Board finalized its review of the 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 27th.

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 2024/2025 Goals and Objectives with Action Plan to confirm the direction provided by the Village Board.

ATTACHMENTS:

1. 2024-2025 McFarland Strategic Impl. Plan 08012024 DRAFT



2024-2025

McFarland Strategic Implementation Plan

DRAFT

August 27, 2024

Village Board Review and Acceptance

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

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

A. McFarland Municipal Center Campus

Continued consideration of recommendations from ~~Develop~~ of the Master Plan to include development ~~implementation~~ of a multi-generational community center that creates functional space for , ~~planned~~ expansion of the library, senior services, youth services, remaining Departments, ~~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.

Action Steps: Cost Timeline Assignment

Objectives Completed.

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

- (3) Identify operational issues, challenges, and fiscal impacts associated with the design of recommendations from the McFarland Municipal Campus Master Plan and the construction of desired improvements thereof.

Action Steps: Cost Timeline Assignment

Update and review long term financial plan (10 years) as appendix to 5 year CIP	None	Aug 24	Administrator
i. that depicts implementation of all improvements for Municipal Center, Library, and surrounding spaces.			Library Village Board

Review master plan, conceptual design work, and space needs to revisit planning assumptions.	None	May 25	Administrator Departments Village Board
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Complete review and additional planning work to consider next steps for project.	None	Nov 25	Administrator Departments Village Board
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Continue operational planning for Community Center with elements for the Library, Youth Center, and Senior Services. Build recommendations into Future Staffing Plan.	TBD	Duration	Administrator Library Senior Outreach Village Board
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- (4) Build accepted and recommended improvements for public infrastructure in accordance with the McFarland Municipal Center Campus Master Plan.

Action Steps: Cost Timeline Assignment

Objective on hold pending additional planning work and Village Board authorization to proceed.

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

B. Public Infrastructure <i>Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.</i>				
Objectives				
(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 completed on August 31, 2023.				
(2) Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.				
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.	Develop plan for addressing Waubesa lagoon/channel waterways as rec.	TBD	Feb 25	Administrator Public Works
ii.	Develop long term facilities plan for all facilities through hiring of new Facility Manager position.	N/A	Jun 25	Public Works
iii.	Begin implementation of 2023 Stormwater Management Plan following first year recommendations.	\$450,000	Nov 25	Public Works
iv.	Continue responding to design and permitting needs for solar array.	TBD	Dec 25	Community Development
(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.	Complete planning and evaluation of Library system to implement rec. on surge suppression.	\$35,000	Apr 25	Library Public Works
ii.	Develop long term plan for hardware/technology replacements to include within CIP.	N/A	May 25	Administrator
iii.	Prepare inventory and assess public restrooms to identify opportunities for gender neutral facilities.	\$15,000	Jun 25	Administrator Public Works
iv.	Develop design and implement recommendation to repair and/or replace roof at Library.	\$150,000	Aug 25	Library Public Works
v.	Begin design process for new Well #5 for construction in 2026.	\$200,000	Dec 25	Public Works
vi.	Finish design process for Phase 2 of the Eastside Interceptor from Rosewood Fields to north of CTH MN.	\$30,000	Dec 25	Public Works

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Village Board Goals, Objectives, and Action Plan

C. Housing & Economic Development <i>Promote responsible growth, affordable housing, increase economic development, and grow/retain existing businesses.</i>			
Objectives			
(1)	Attract and enhance new and existing commercial , restaurants, retail, light industrial , office , mixed-use, and civic uses in the downtown area, USH 51/Farwell corridor, East Side Growth Area, and surrounding areas.		
(2)	Develop incentives for business growth such as incubator programs, tax increment financing districts, and recruitment/retention.		
Action Steps:	Cost	Timeline	Assignment
i. Complete Redevelopment District #1 Plan (Terminal & Triangle District), including new TID #6 Overlay.	\$75,000	Dec 24	Comm Devel Auth Comm Devel Joint Review Board Plan Commission Village Board
ii. Complete updated Redevelopment District #2 Plan (Downtown District).	\$75,000	Dec 24	Community Development
iii. Consider Project Plan for the creation of TID #7 in line with recommendations of the East Side Plan.	N/A	Dec 24	Comm Devel Auth Comm Devel Joint Review Board Plan Commission Village Board
iv. Develop RFP, bid, hire, and complete process to recodify the Subdivision and Zoning Codes as they impact planning decisions, density, zoning, diversity, and commercial uses.	\$110,000	Dec 25	Administrator Community Development Plan Commission Village Board
v. Prepare a Business Retention and Expansion Survey to guide economic development efforts.	\$12,500	Dec 25	Community Development
v. Consider property acquisition where appropriate including funding.	Case by Case	Duration	Administrator Comm Devel
vi. Advance East Side Plan, pursue recommendations and consider projects as applicable.	Case by Case	Duration	Community Development
(3)	Improve mix of housing within the Village, including consideration for affordable housing units within new development.		
Action Steps:	Cost	Timeline	Assignment
i. Evaluate opportunities to build Affordable Housing Fund through General Fund, TIF extensions, County funding, CDBG programs, etc.	TBD	Duration	Administrator Community Development
ii. Encourage affordable housing through recs. from housing studies including Comp Plan, Redevelop Districts, and Dane County Housing Strategy.	Case by Case	Duration	Community Development

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Village Board Goals, Objectives, and Action Plan

D. Village Government

Creation of a dynamic work place that is inclusive and diverse in our ability to demonstrate our commitment to employee growth and development for the betterment of the Community.

Objectives:

- (1) Evaluate staffing models and organization structure to meet future service delivery needs.

Action Steps:	Cost	Timeline	Assignment
i. Finalize plan/proposal for implementation to absorb ongoing operations of the Youth Center.	TBD	Jan 25	Administrator Library
ii. Study and report on recommendations to implement curbside yard waste/leaf collection program.	TBD	Sep 25	Administrator Public Works
iii. Continue planning operational adjustments to service delivery needs of the Community Center.	TBD	Dec 25	Administration Administrator Library Senior Outreach

- (2) Prioritized community-based best practices in public safety service delivery including policing practices and identify areas initiatives for diversity initiatives, outreach, education, and program development.

Action Steps:	Cost	Timeline	Assignment
i. Complete policy updates and finish WILEAG Accreditation.	None.	Mar 25	Police
ii. Develop policy/ord for use and installation of a Safe Haven Box at the Public Safety Center in line Statutes.	\$30,000	Dec 25	Fire and Rescue Police
iii. Design and implement new Records Management System for more efficient and accurate data collection.	\$150,000	Dec 25	Police
iv. Review opportunities to advance emergency management including ongoing preparedness, engagement, and crisis communications.	TBD	Duration	Administration Administrator Fire and Rescue Police

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

Action Steps:	Cost	Timeline	Assignment
i. Continue to implement strategies and recommendations from the Communications and Engagement Plan.	Case by Case	Duration	Administration Administrator Village Board

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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. Communications shared between District and Village Staff for inclusion in the Outlook, Lookout, Social Media, Website, and other media.	N/A	Monthly	Administration School District
ii. Hold regular internal and external meetings between School and Village Boards as well as Staff to discuss shared initiatives, fiscal/tax impact of service delivery, and opportunities to collaborate.	N/A	Monthly	Administrator School District 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 Departments Village Board

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

Action Steps:	Cost	Timeline	Assignment
Objective 5 transitioned as an Action Step within Objective 1 of this Goal.			

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Village Board Goals, Objectives, and Action Plan

E. Community <i>Improve the Community experience for residents, businesses, and visitors through its services, safety, history, and overall desired quality of life.</i>			
Objectives			
(1) Evaluate opportunities for the development of public art, promotion of Village history, and events/programming that enriches the community and enhances the local quality of life. using statues, murals, music, special programming, etc. (2) Create a public art program that enriches the community and enhances the local quality of life.			
Action Steps:	Cost	Timeline	Assignment
i. Finish implementation of signage program implemented by the Landmarks Commission to note locally historic properties.	\$20,000	Dec 24	Community Development Landmarks Commission
ii. Apply for grant from the Wisconsin Historical Society to complete a historic property survey.	N/A	Dec 25	Community Development
ii. Pursue locally initiated public art and design opportunities.	Case by Case.	Duration	Community Development
(3) Promote the concept of a safe and healthy community in an integrated way including diversity, equity, and inclusion initiatives; from policy to planning and development.			
Action Steps:	Cost	Timeline	Assignment
i. Explore inclusion within the Dane County and City of Madison C.A.R.E.S. program, encourage continued funding and support.	TBD	Jun 25	Administrator Fire and Rescue Police Village Board
ii. Cross develop outreach/risk reduction training to develop strategies for medical and wellness risk reduction.	\$10,000	2025	Fire and Rescue Senior Outreach
iii. Participate in the Trust Building Campaign by the IACP to ensure positive partnerships and improve general well being.	Varies	Duration	Police
(4) Conduct process to update mission, vision, and value statements including solicitation of public input into their development.			
Action Steps:	Cost	Timeline	Assignment
i. Conduct background and review history behind existing statements. Develop process and communications plan.	N/A	Aug 24	DEI Strategist
ii. Public engagement to inform process and help shape updates to existing statements.	TBD	Nov 24	DEI Strategist Departments Village Board
iii. Review feedback received, prepare proposed changes, and present to the Community.	N/A	Feb 25	DEI Strategist Departments Village Board

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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.	Plan reconstruction of Siggelkow Road corridor to include off street trail expansion from Juniper Ridge to Community Park on CTH AB.	TBD	Duration	Administrator Comm Devel Public Works
ii.	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 Community Development Public Works
iii.	Work with WisDOT and Town of Dunn regarding Exchange Street, USH 51 trail extensions.	TBD	Duration	Administrator Community 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 as funds are available.	TBD	Duration	Administrator Community Development
(3)	Enhance pedestrian safety for walkers and bicyclists throughout the community, including areas of Highway 51 that go through the Village.			
Action Steps:		Cost	Timeline	Assignment
i.	Construct streetscaping improvements within WisDOT Segment 7 project.	\$250,000	Oct 2025	Community Development
ii.	Continued partnership with WisDOT and Dane County on Segment 7 as applicable, emphasis on Siggelkow round-a-bouts, pedestrian connectivity.	TBD	Duration 2024/2025	Administrator Community Development 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 2026/2027	Administrator Community Development Village Board
iv.	Plan streetscaping improvements for inclusion within Segment 6 project.	N/A	Oct 2025	Community Development

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Village Board Goals, Objectives, and Action Plan

G. Park/Conservancy System

Support the development of active and passive park amenities that appeal to all.

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. Complete Design for Community Park Phase 2 with phased implementation.	\$140,000	Mar 25	Public Works
ii. Implement Phase 2.1 for Community Park as base parking lot construction.	\$250,000	Sep 25	Public Works
iii. Consider land acquisitions where applicable to expand and/or create new opportunities in parks including lake access and recreational trails.	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. Renovate Brandt Park Shelter to address fixtures, security, access, and add gender neutral restroom.	\$110,000	Jun 25	Public Works
ii. Consider addition of playground equipment at Prairie Place Park.	\$160,000	Sep 25	Parks/Rec Committee Public Works

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

Action Steps:	Cost	Timeline	Assignment
i. Discuss future capital/operating costs, gather public input, economic impact, determine fund raising parameters, create community partners as needed.	None	Duration	Administrator Parks and Recreation Committee Village Board

- (4) Develop and implement park master plans that prioritize future developments.

Action Steps:	Cost	Timeline	Assignment
i. Drafting and adoption of 2025-2029 Comp Outdoor Recreation Plan.	\$10,000	Dec 24	Comm Devel Public Works
ii. Begin implementation of recommendations from 2023 Conservancy Management Plan.	\$20,000	Dec 25	Public Works

- (5) Expand, enhance, and develop programs to increase access and promote greater use of the lakefront, wetland conservancy, and waterways.

Action Steps:	Cost	Timeline	Assignment
i. Complete construction of lake access improvements at Lewis Park.	\$250,000	Dec 24	Public Works

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

H. Diversity, Equity, and Inclusion				
<i>Create opportunities to advance initiatives that support the growth of diversity, equity, and inclusion within the Community and organization.</i>				
Objectives				
(1) Provide support for the ongoing development and utilization of the Diversity, Equity, and Inclusion Committee.				
Action Steps:		<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Develop a Language Access Plan, Policy and/or Program to set standards, resources, and training for enhanced accessibility, aligning with equity goals through plain language.		TBD	May 25	All Departments DEI Strategist
ii. Developing a comprehensive data collection policy to delineate parameters, limitations, and objectives to determine ongoing utilization.		N/A	Jul 25	Administration Administrator DEI Strategist
iii. Forming community engagement groups to enhance community buy-in through fostering togetherness, diversity, equity and inclusion.		N/A	Duration	Administration DEI Strategist Library
iv. Implementing education, awareness, and action across the Village Board, committees, departments, and staff using a comprehensive Village-wide equity framework and guidance.		TBD	Duration	Administration DEI Strategist
(2) Continued implementation of the Diversity, Equity, and Inclusion (DEI) Report.				
Action Steps:		<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i. Creating the VOM DEI Annual Report to transparently showcase progress to the community, departments, Board, committees, and staff.		TBD	Aug 25	DEI Strategist
ii. Establishing a comprehensive framework and definition for event planning and execution led by the Village in collaboration with community organizations.		N/A	Duration	DEI Strategist
iii. Leveraging the DEI report to integrate climate, culture, diversity, equity, and inclusion into departments, projects, and programs that align with specific departmental/organizational goals.		N/A	Duration	All Departments DEI Strategist
iv. Aide Library as needed with establishment of DEI criteria for collections, programs, services, displays, and book rec.		N/A	Duration	DEI Strategist Library

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

H. Diversity, Equity, and Inclusion (CONTINUED)

Create opportunities to advance initiatives that support the growth of diversity, equity, and inclusion within the Community and organization.

Objectives

- (3) Work with Community Partners on the creation of a lasting land acknowledgement.

Action Steps:	Cost	Timeline	Assignment
i. Continuing collaboration with the school district on the land acknowledgement plaque initiative.	\$6,000	Jan 25	Community Development DEI Strategist
ii. Researching and analyzing the feasibility of implementing land acknowledgements during meetings to determine their	N/A	Jun 25	DEI Strategist

- (4) Continue discussions with School District on partnerships with the Village for the advancement of diversity, equity, and inclusion within the Community.

Action Steps:	Cost	Timeline	Assignment
i. Engage and network with School District via DEIB Coordinator position.	None.	Duration	DEI Strategist
ii. Continued network development on inclusion of students within boards,	None.	Duration	DEI Strategist