

Monday, October 21, 2024**6:00 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 Note: Virtual attendance is offered as a convenience, but technical difficulties beyond the Village's control may prevent or limit its availability at any meeting. The public is encouraged to attend the meeting in person to assure full access to the proceedings.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/84977763376>

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

Webinar ID:849 7776 3376

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 Diversity, Equity, and Inclusion 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 communications@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 September 16th, 2024 meeting.

4. BUSINESS.

- a. DEI Committee Updates: Committee members will have the opportunity to share community updates and updates from other village committees, commissions, and boards to assist in implementing ordinance 2-461 (a)(b)(c)
- b. Review of code 2-461 (d)Promoting the Village's efforts to involve residents from underrepresented communities on Village boards, commissions, and committees as well as seeking employment with the Village; and (e) Promoting the Committee to the public in order to help implement outreach and engagement strategies recommended for diversity, equity, and inclusion and assisting in informational opportunities, presentations, open houses, and other public initiatives providing information about the Committee to the public.

- c. Equity Framework Decision-Making Guide; initiate the development of Decision-Making Guides for the Board, committees, and commissions as part of our strategic goal to advance Diversity, Equity, and Inclusion initiatives within the community and organization.
- d. Discussion and Action on December 2024 DEI Committee Meeting

5. SCHEDULE NEXT MEETING DATE - NOVEMBER 18TH, 2024 AT 6:00 PM

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

Diversity, Equity, and Inclusion Committee Minutes

Monday, September 16, 2024 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

DEI Committee Chair Trustee Stephanie Brassington called the regular meeting of the Diversity, Equity and Inclusion Committee to order at 6:13 pm in the Community Room of the McFarland Municipal Center.

Village Board members present: Village Trustee Stephanie Brassington; Village Trustee Hilary Brandt

Committee members present: Monica Bruce; Angie Bazan

Staff Present: DEI Strategist Krystal Johnson

2. PUBLIC APPEARANCES.

a. This is an opportunity for members of the public to address the Diversity, Equity, and Inclusion 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 communications@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.

No Public appearances

3. APPROVAL OF MINUTES.

Motion by DEI Committee Chair Stephanie Brassington to approve the July 15th, 2024 meeting minutes; Second by Trustee Hilary Brandt; Motion Carries 4 - 0

a. Motion to approve the minutes of the July 15th, 2024 meeting.

4. BUSINESS.

a. Opportunities for trustees and committee members on the DEI committee are also involved in other Village committees or boards. Provides an opportunity for members of the committee to share updates from committees or boards, and to bring forward any relevant topics or issues they'd like to discuss with the DEI committee

Trustee Hilary Brandt discussed the social media and information technology policy and encouraged committee members to watch the Public Safety Committee meeting, during which the McFarland Police Department's use of social media was examined. Trustee

Brandt recommended a joint meeting when the police department revises its social media policy. Staff member

Krystal Johnson reiterated the Chief's position on social media and the potential for collaboration.

Trustee Brandt also suggested revisiting the community grant application.

Additionally, Trustee Brassington encouraged everyone to attend the Inclusive Park ribbon-cutting ceremony.

b. Committee discussion on the current progress of a Board and Committee Equity Framework.

Staff member Krystal Johnson presented a detailed overview of an initial equity framework guide for the Board, Committee, and Commission. The committee recommended that the guide be condensed and revised for clarity using plain language.

c. Discussion on community language access survey

The committee reviewed the language access survey

5. SCHEDULE NEXT MEETING DATE - OCTOBER 24TH, 2024 AT 6:00 PM

6. ADJOURNMENT.

Motion to adjourn by Trustee Hilary Brandt; second by Monica Bruce - motion carries 4-0

**VILLAGE OF
McFarland**
SUMMARY SHEET

MEETING DATE: Monday, October 21, 2024

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: **DEI Committee Updates: Committee members will have the opportunity to share community updates and updates from other village committees, commissions, and boards to assist in implementing ordinance 2-461 (a)(b)(c)**

PREVIOUS ACTION:

ISSUE SUMMARY:

The Diversity, Equity, and Inclusion Committee, as outlined in ordinance 2-461 (a)(b)(c), is responsible, among other facets of the code, to make recommendations to the Village Board, serving as a resource, setting goals, and advising the Board, committees, and staff on various aspects of diversity, equity, and inclusion within the Village.

Allocating dedicated time during the meeting for committee members to discuss promotes the effective implementation of this ordinance.

- **Chair and Board Trustee**
 - Share any initiatives/updates you are bringing or have brought to the Village Board that you would like to discuss with the DEI Committee
- **Committee's**
 - Provide any committee updates or initiatives that may require the committee's input or perspective.
- **Departments & Staff**
 - Share any recommendations from the committee to staff or departments
- **Community**
 - Share any community updates that are relevant to the committee, Village, Boards, Committee's or Commissions

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

2-461 (a)(b)(c)

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:



ATTACHMENTS:

None

**VILLAGE OF
McFarland**
SUMMARY SHEET

MEETING DATE: Monday, October 21, 2024

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: Review of code 2-461 (d) Promoting the Village's efforts to involve residents from underrepresented communities on Village boards, commissions, and committees as well as seeking employment with the Village; and (e) Promoting the Committee to the public in order to help implement outreach and engagement strategies recommended for diversity, equity, and inclusion and assisting in informational opportunities, presentations, open houses, and other public initiatives providing information about the Committee to the public.

PREVIOUS ACTION:

ISSUE SUMMARY:

Using the W-H-O Framework the committee will work through the purpose of these 2 sections of the Ordinance and provide suggestions for how staff can implement them within the committee.

2-461(d) Promoting the Village's efforts to involve residents from underrepresented communities on Village boards, commissions, and committees as well as seeking employment with the Village;

2-461 (e) Promoting the Committee to the public in order to help implement outreach and engagement strategies recommended for diversity, equity, and inclusion and assisting in informational opportunities, presentations, open houses, and other public initiatives providing information about the Committee to the public.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. VOM_Ordinances_(d)_(e)_WHO_PDF

W- Includes, who what, when where and why ; H – How and Have ; O – Options, Opportunities and oppositions; - intent, impact, action, measurable results

2-461 – Diversity Equity and Inclusion Committee

2-461(d) **Promoting the Village's efforts to involve residents** from underrepresented communities on **Village boards, commissions, and committees** as well as **seeking employment with the Village**;

1. **What does this section call for? (W)**
 - a. Promoting
 - b. Efforts
 - c. To involve
2. **Who does this section involve? (W)**
 - a. Village (Government)
 - b. Residents (underrepresented)
3. **Opportunity – (O)**
 - a. Village Boards, commissions, committee's, seeking employment
4. **How? (H)**
 - a. How does the DEI committee measure
 - i. Promoting
 - b. What are the Village's efforts?
5. **Who – (W)**
 - a. What departments/commissions/committee's have bought into this goal?
6. **How?**
 - a. How have we determined this is a Village goal?
7. **Define -**
 - a. Promoting
 - i. What does that look like for a committee?

W- Includes, who what, when where and why; H – How and Have ; O – Options, Opportunities and oppositions; - intent, impact, action, measurable results

2-461 – Diversity Equity and Inclusion Committee

2-461 (e) **Promoting** the **Committee** to the **public** in order to **help** **implement** **outreach and engagement strategies recommended for diversity, equity, and inclusion** and **assisting** in **informational opportunities, presentations, open houses, and other public initiatives** **providing information about the Committee to the public.**

1. **What does this section call for?**

- a. Promoting
- b. Help
- c. Assisting
- d. Providing

2. **Who does this section involve?**

- a. Committee
- b. The Public

3. **Opportunity?**

- a. Implement outreach
- b. Engagement strategies
- c. Informational opportunities
- d. Presentations
- e. Open houses
- f. Other public initiatives

4. **How?**

- a. Promoting
- b. Help
 - i. Implement
 - ii. Recommend
 - iii. Assisting

5. **Who?**

- a. Who is producing these engagement strategies?
 - i. When reading the code, it appears the committee is doing this
 - 1. Is this feasible?

6. **How?**

7. **Define -**

- a. Help
- b. Promote

McFarland
SUMMARY SHEET

MEETING DATE: Monday, October 21, 2024

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: Equity Framework Decision-Making Guide; initiate the development of Decision-Making Guides for the Board, committees, and commissions as part of our strategic goal to advance Diversity, Equity, and Inclusion initiatives within the community and organization.

PREVIOUS ACTION:

ISSUE SUMMARY:

To initiate the development of Decision-Making Guides for the Board, committees, and commissions as part of our strategic goal to advance Diversity, Equity, and Inclusion initiatives within the community and organization.

- In response to the DEI strategic goal to advance Diversity, Equity, and Inclusion initiatives within the community and organization, the committee will begin the implementation of education, awareness, and action for the Village Board, committees, departments, and staff through a comprehensive equity framework.
- The first phase of this project involves creating Decision-Making Guides for the Board, committees, and commissions. The committee will review and discuss these guides, make suggestions, and decide whether to present them to the Board for further consideration.
- A complete toolkit is being developed. This guide will serve as a simplified resource for current and future members.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. VOM_Decision Making Guide

Village of McFarland Decision-Making Guide

Prework:

Before making decisions, ensure alignment with the Village's commitment to diversity, equity, and inclusion (DEI). Familiarize yourself with the DEI code ordinance and relevant community needs.

Definition:

Framework: A basic structure used to guide decisions and recommendations.

Option 1: Committee Discussion & Action

Framework Examples:

1. **Data-Driven Approaches:**
 - Use data to evaluate government policies and programs with an equity focus.
2. **Equity Action Plans:**
 - Align projects with specific equity goals.

Option 2: Committee Discussion & Action

Framework Examples:

1. **Data-Driven Approaches:**
 - Utilize systems-based, data-driven methods to assess government policies and programs. This includes:
 - Collecting and analyzing data that reflects community demographics and needs.
 - Applying equity-focused research and design practices used globally to ensure inclusivity.
2. **Equity Action Plans:**
 - Develop plans that align projects and initiatives with specific equity goals. This may involve:
 - Setting measurable equity objectives.
 - Regularly reviewing and adjusting plans based on community feedback and data.

Recommendation:

Utilize framework and best practices that include data-driven methods (qualitative and quantitative) with the purpose of viewing issues from a whole-county perspective and applying the W-H-O system, to guide decision making process.

Option 1: Committee Discussion & Action

Best Practices:

When using this framework, follow these steps:

1. **Visualize:** Picture the impact of your decisions.
2. **Normalize:** Make equity a standard part of your work.
3. **Organize:** Structure your approach to include equity in all areas.
4. **Operationalize:** Put your plans into action.

Option 2: Committee Discussion & Action

Best Practices:

1. **Visualize:**
 - Picture the impact of your decisions on various community groups. Use visual aids, like maps or graphs, to illustrate potential outcomes.
2. **Normalize:**
 - Integrate equity considerations into all aspects of your work. This means:
 - Regularly discussing equity in meetings and establishing it as a core value within decision-making processes.
3. **Organize:**
 - Incorporate/Create a structured approach to incorporate equity. This could involve:
 - Assigning roles to ensure equity is considered in all projects.
 - Developing a checklist to assess equity implications for each decision.
4. **Operationalize:**
 - Implement your plans effectively by:
 - Setting clear timelines and responsibilities for action items related to equity within the decision-making process.
 - Monitoring progress and adjusting strategies as needed.

Option 1: Committee Discussion & Action

Key Concepts:

1. Whole County Lens:

- Understand the current data from the county, local areas, and national sources to create a baseline for your decisions.

2. W-H-O System:

- **W (Who, What, When, Where, Why):**
 - Identify communities affected by your recommendations.
 - Ensure you authentically engage and inform these communities.
 - Recognize marginalized groups locally and nationally.
 - Understand historical relationships with these communities.
 - Assess whether your decisions will build or harm trust.
- **H (How and Have):**
 - Analyze how issues developed and their impact.
 - Identify factors (policies, practices) that create or worsen inequities.
 - Evaluate potential impacts and unintended consequences of your decisions.
- **O (Options, Opportunities, and Opposition):**
 - Explore various choices and anticipate reactions.

Option 2: Committee Discussion & Action

Key Concepts:

1. Whole County Lens:

- Gather and analyze data from local municipalities, county resources, and national databases to establish a comprehensive understanding of community needs. This helps to:
 - Identify gaps in services and resources.
 - Ensure that decisions are based on a broad understanding of the community landscape.

2. W-H-O System:

- **W (Who, What, When, Where, Why):**

- Identify who will be impacted by your decisions. Consider:
 - Conducting surveys or focus groups to gather input from affected communities.
 - Understanding the historical context of these communities to inform your approach.
- **H (How and Have):**
 - Analyze the "how" behind existing issues. This includes:
 - Investigating historical data to understand past inequities.
 - Identifying organizational practices that may be perpetuating these inequities.
 - Evaluating the effectiveness of previous initiatives and how impacts were measured.
- **O (Options, Opportunities, Opposition):**
 - Explore different options and assess potential opposition. This may involve:
 - Listing possible actions and their anticipated effects on different community groups.
 - Engaging with stakeholders to discuss potential concerns and gather diverse perspectives.

Conclusion:

Utilize these guidelines to ensure that your decision-making process is grounded in equity and effectively addresses the needs of all community members. Regularly revisit and revise your approach based on feedback and evolving community dynamics. Centering equity, fosters the results of an inclusive and diverse community.

Committee Discussion and Action on Decision Making Guide Name

- Synergy in Governance
- Decision Making with Purpose
- Empowered Choice
- Guiding Principles for Fair Decisions
- Visionary Choices for Impact

McFarland
SUMMARY SHEET

MEETING DATE: Monday, October 21, 2024

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: Discussion and Action on December 2024 DEI Committee Meeting

PREVIOUS ACTION:

ISSUE SUMMARY:

Discussion and Action on the following: The staff member for this committee will be out of the office on the scheduled meeting date in December 16th at 6:00 pm. The committee can decide whether to reschedule or cancel the meeting. The following dates are available:

- Wednesday, December 18th at 6:00 PM
- Thursday, December 19th at 6:00 PM

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None