

Tuesday, November 26, 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 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/82288927809>

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

Webinar ID: 822 8892 7809

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](mailto: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. APPROVAL OF MINUTES.
  - a. Motion to approve the minutes of the September 10, 2024 meeting.
5. BUSINESS.
  - a. Discussion regarding a referral from Trustees Fessler and Brassington to review the Village's policies/procedures regarding village notice to residents.
6. SCHEDULE NEXT MEETING DATE.
  - a. Village Board - Tuesday, December 10, 2024 at 7:00 p.m. (Regular, Possible last meeting of 2024)
7. 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](mailto: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  
**Committee of the Whole Minutes**

*Tuesday, September 10, 2024 - 5:30 PM*

**1. CALL TO ORDER.**

Village President Clow called the Committee of the Whole meeting of the McFarland Village Board to order at 5:30 pm in the Community Room of the McFarland Municipal Center.

**2. ROLL CALL.**

Village Board members present: Village Trustee Hilary Brandt, Village Trustee Stephanie Brassington, Village President Carolyn Clow, Village Trustee Luke Fessler, Village Trustee Alisa Leamy, Village Trustee Miguel Peña, Village Trustee Lowell J. Prill

Village Board members not present: None.

Staff Present: Village Administrator Matt Schuenke, and Deputy Administrator/Clerk Cassandra Suettinger.

**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](mailto: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.*

Residents who registered, but did not wish to speak:

Lynn Hetrick, 5711 Main Street, spoke in support of requiring a referendum vote of the electors before certain public construction projects can be commenced.

Lori Whitman, 5112 Leanne Lane, spoke in support of requiring a referendum vote of the electors before certain public construction projects can be commenced.

Laurie Morris, 6070 Shooting Star Court, registered to yield her time to Ken Boyd.

Ann Brink, 5706 Ambrosia Terrace, spoke in support of requiring a referendum vote of the electors before certain public construction projects can be commenced.

Janet Doll, 5700 Ambrosia Terrace, spoke in support of requiring a referendum vote of the electors before certain public construction projects can be commenced.

Laurie Downs, 6021 Exchange Street, spoke in support of requiring a referendum vote of the electors before certain public construction projects can be commenced.

Ken Boyd, 3457 Siggelkow Road, spoke in support of requiring a referendum vote of

the electors before certain public construction projects can be commenced.

Kathy Annen, 5011 Falling Leaves Lane, spoke in support of requiring a referendum vote of the electors before certain public construction projects can be commenced.

Meredith Hughey, 5003 wild rye Court, spoke in support of requiring a referendum vote of the electors before certain public construction projects can be commenced.

Lori Whitman, spoke in support of making the decision on a spending referendum based on best practice.

#### **4. APPROVAL OF MINUTES.**

a. Motion to approve the minutes of the July 31, 2024 meeting.

Motion by Village President Carolyn Clow, second by Village Trustee Lowell J. Prill, to approve the consent agenda as presented. Motion carries 7 - 0 - 0 by acclamation.

#### **5. BUSINESS.**

a. Discussion regarding the creation of an ordinance requiring a referendum vote of the electors before certain public construction projects can be commenced.

The Board discussed the creation of an ordinance requiring a referendum vote of the electors before certain public construction projects can be commenced. The Board discussed the pros and cons of such an ordinance. Trustee Pena suggested the Board consider creating an ordinance providing a limit on Debt. The Board was agreeable to exploring the concept further at a future meeting. the Board directed staff to bring the issue back after the budget season had concluded. The Board requested staff provided a response to the presentation provided by Trustee Pena.

#### **6. SCHEDULE NEXT MEETING DATE.**

a. Village Board - Tuesday, September 24, 2024 at 5:30 pm (Special Joint Meeting with Library Board)

b. Village Board - Tuesday, September 24, 2024 at 7:00 pm (Regular Meeting)

c. Village Board - Monday, September 30, 2024 at 6:00 pm (Special Meeting, Budget Review #1)

d. Village Board - Tuesday, October 8, 2024 at 7:00 pm (Regular Meeting, Budget Review #2)

e. Village Board - Monday, October 10, 2024 at 6:00 pm (Special Meeting, Budget Review #3)

#### **7. ADJOURNMENT.**

Motion by Village Trustee Stephanie Brassington, second by Village Trustee Hilary Brandt, to adjourn at 6:51 p.m.

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,

Cassandra Suettinger  
Deputy Administrator/Clerk

  
VILLAGE OF  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Tuesday, November 26, 2024

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Matt Schuenke, Village Administrator, Andrew Bremer, Comm & Eco Dev Director

**AGENDA ITEM:** Discussion regarding a referral from Trustees Fessler and Brassington to review the Village's policies/procedures regarding village notice to residents.

**PREVIOUS ACTION:**

The Village Board took action at its October 22, 2024 meeting to refer further discussion of this matter to this meeting.

**ISSUE SUMMARY:**

Please find enclosed within the packet the referral that was discussed by the Village Board at a previous meeting. Also included in the packet is background on existing notices requirements within the entire code that was prepared as a summary by the Village Attorney. Furthermore, the Community and Economic Development Director provided additional insight on notice requirements in the zoning code as well as how this applied to work being done on the former TID #7 project plan discussed this last Summer. Some notices are similar from item to item, while others are different in how the notice is communicated. We can discuss the application of the process further for each as is needed.

**FINANCIAL/BUDGET IMPACT:**

None.

**VILLAGE PLAN REFERENCE:**

None.

**ORDINANCE REFERENCE:**

None.

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Presented for discussion and consideration of next steps.

**ATTACHMENTS:**

1. Trustee Fessler 10092024 732 PM (CDT)
2. Memorandum- Summary of Notice Provisions
3. Community Development Notice Requirement Summary 11202024 adb

## Village Board Trustee Referral Form

<b>Requested By</b>	Trustee Fessler
<b>Item/Issue Referral</b>	We've heard in multiple meetings over the past 6 months that people feel they are impacted by changes happening to the infrastructure and planning areas within McFarland. For example, when looking at TID 7, residents and neighbors from nearby communities who were not notified of the TID 7 plans feel that the change affects them and would like to have been notified directly by the village.
<b>Action/Referral Request</b>	I request that a review of the Village's policies/procedures on notices for Village action such as, but not limited to, redevelopment districts, tax increment districts, streets projects, etc. Specifically, I request that we look at the timeframe, distance, and number of repeat notices sent for these activities. Trustee Brassington is co-sponsoring this request.
<b>Request Referral to (Please select all that apply)</b>	<ul style="list-style-type: none"><li>• Community Development Authority</li><li>• Plan Commission</li><li>• Other</li></ul>
<b>Please describe</b>	I would appreciate guidance if any other bcc's should be included in this request.

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### MEMORANDUM

To: Matthew Schuenke, Village Administrator  
From: Daniel J. Evans, Assistant Village Attorney  
Date: November 22, 2024  
Re: Summary of Notice Provisions in the McFarland Municipal Code

The McFarland Municipal Code provides notice requirements for public hearings, appeals, revocations and enforcement matters. These notice requirements are in numerous sections of the Code and are summarized here. In general, matters involving licensing, permits, revocations of licenses and permits, as well as zoning and subdivisions, require a notice of hearing (often published as a class 1 or 2 notice) as well as written notice to affected parties. The summary below also includes notice requirements for code compliance, and those notices are typically served individually on the relevant party.

Please note that, in addition to the notice requirements listed below, under Wisconsin's Open Meeting Law, all Village Board, Committee and Commission meetings are noticed as required under Wisconsin law. Those general notice requirements are provided under Wis. Stat. § 19.84, but also adopted under section 2-191 of the Municipal Code. The notice requirements listed below are in addition to meeting notices posted in compliance with the Open Meeting Law.

Please also note that the Wisconsin Statutes provide notice requirements for certain actions. Not all of those notice requirements are repeated in the Municipal Code, but those statutory notice requirements are still followed whenever applicable.

The Municipal Code provides the following notice requirements for hearings, meetings and other actions:

1. **Section 2-220, Board of Review meetings.** The requirement under this section follows state law requirements under Wis. Stat. § 70.47, requiring a class 1 notice be published at least 15 days prior to the first Board of Review meeting, or 30 days in any year in which a revaluation for tax purposes is undertaken.
2. **Section 2-235, Disposal of surplus Village property.** If an item is to be sold by auction, then a class 2 notice is required under certain circumstances.

3. **Section 2-996, Administrative appeals.** Certain administrative decisions can be appealed, such as denial of a license or permit (not including alcohol beverage licensing). If the Village receives notice of an appeal, the Village shall provide notice to the applicant within 15 days of receiving the notice, and serve the applicant notice of the appeal by mail or personal service at least 10 days prior to the hearing.
4. **Section 5-128, Unclaimed animals.** If the owner of an animal cannot be ascertained and notified, a notice will be posted in 3 public places regarding the animal.
5. **Section 8-57, Occupancy permits.** An occupancy permit may be revoked under certain circumstances by the Building Inspector, upon 30 days' notice to the user or occupant of the building.
6. **Section 8-58, Building permits.** A building permit may be revoked under certain circumstances. Notice of revocation is made in writing and posted at the building site, as well as served on the permittee and owner of the premises, or any other person in charge of construction.
7. **Section 8-249, Vacant buildings.** The Building Inspector will post a notice on a vacant building or structure requiring the owner to comply with the Code within 30 days, and failure to comply may result in additional action, including possible razing of a building.
8. **Section 8-432, Building numbers.** An owner or occupant will be notified by certified mail that street numbers need to be attached to the building, and non-compliance after 10 days may result in an enforcement action.
9. **Section 8-553, Building inspector notices.** Whenever the Building Inspector determines that a violation has occurred under the building code, a notice will be issued describing the violation and providing the owner 30 days to remedy the problem. Notice is served personally or by registered mail or by posting it on the premises and mailing it by regular mail to the owner's last known address.
10. **Section 7-768, Site erosion control notices.** The Director of Public Works will notify a permittee by certified or registered mail, or personal service, of noncompliance with the erosion control ordinance or approved plan. The permittee then has 24 hours to initiate corrective action.
11. **Section 8-817, Stormwater management notices.** Similar to erosion control, the Director of Public Works will notify a permittee requiring corrective action be taken consistent with the stormwater section of the code and approved plan.
12. **Section 8-963, Compliance with disability laws.** If a person is dissatisfied with the results of the investigation and procedure of a complaint regarding an allegation of a violation of the Rehabilitation Act of 1973 (including reasonable access) the Village

Board will set a date to hear the appeal and provide at least 3 days' notice of the hearing to the applicant by first class mail.

13. **Section 11-1, Licensees to pay taxes.** If a licensee is delinquent in payment of taxes, assessments, forfeitures or other claims owed to the Village, issuance or renewal of a license can be denied, but only after notice of an opportunity for a hearing has been provided. A notice or summons will be issued and served at least 3 days before the hearing and not more than 10 days from the date of issuance of the notice or summons.
14. **Section 11-58, Alcohol beverage license investigations.** If an applicant is denied an alcohol beverage license, the applicant is provided notice of the denial and a right to a hearing. An applicant also has a right to ask the Village Board to reconsider, and notice of that hearing will be mailed to the applicant at least 10 days before the Village Board meeting.
15. **Section 11-64, Outdoor areas for alcohol licensed premises.** If an application for a license includes a proposed outdoor area, notice is required to be given to all property owners within 500 feet of the proposed licensed premises. The notice is to be prepaid by the applicant, and the notice includes a copy of the application and date and time of the hearing or other meeting at which the application will be considered.
16. **Section 11-67, Revocation hearings for alcohol beverage licenses.** Prior to canceling, revoking or suspending an alcohol beverage license, a notice of a right to a hearing is provided, with the hearing not more than 15 days after the date of the notice.
17. **Section 11-132, Direct seller license.** A written notice is provided by regular mail to any applicant denied a direct seller license. The applicant then has 14 days to appeal and request a hearing with the Public Safety Committee.
18. **Section 11-136, Revocation of direct seller license.** A license may be revoked after notice and hearing. The notice must be mailed at least 7 days prior to, or personally served 72 hours before, the hearing time.
19. **Section 11-158, Ski-ball and other amusement machines.** A license may be revoked or suspended upon notice and a hearing. Notice shall be given at least 5 days prior, and not more than 20 days prior, to the hearing date.
20. **Section 11-224, Nonmetallic mining permit.** Reasonable written notice of a basis for revocation or nonrenewal of a nonmetallic mining permit must be provided and an opportunity for a hearing before the Village Board must be provided.
21. **Section 11-253, Blasting permit.** Similar to the nonmetallic mining permit, reasonable notice and an opportunity for a hearing before the Village Board must be provided before revocation or nonrenewal of a permit.

22. **Section 11-263, Issuance of adult entertainment license.** A class 2 notice is required prior to a public hearing before the Public Safety Committee as part of the licensing process.
23. **Section 11-265, Revocation of adult entertainment license.** Notice of a revocation hearing must be served on the licensee at least 15 days prior to the hearing.
24. **Section 11-356, Issuance of a Tourist Rooming House permit.** Prior to issuance of a permit, all property owners within 500 feet of the proposed tourist rooming house are notified of the application.
25. **Section 11-364, Revocation of a Tourist Rooming House permit.** Reasonable notice is provided to the permittee of a hearing to decide whether a permit will be revoked or suspended.
26. **Section 11-404, Revocation of a mobile food establishment permit.** Written notice of a hearing is provided to the permittee at least 7 days by mail, or 3 days by personal service, before a hearing.
27. **Section 20-115, Abatement of public nuisance.** A notice is served on the person who maintains the nuisance, and there is a 10 day deadline then to remove the nuisance.
28. **Section 23-93, Bid solicitations.** A class 1 notice is required for formal bid requests as well as requests for informal quotations from vendors.
29. **Section 23-119, Impact fees.** Appeals of impact fees will be heard by the Village Board after a class 1 notice has been published.
30. **Section 41-1, Adoption of official map.** When the official map of the Village is amended, a class 2 notice is provided before a public hearing, and notice is also mailed to owners of lands abutting the affected portion of any street affected by the amendment, at least 20 days in advance of the hearing.
31. **Section 47-67, Discontinuing utility service.** The water utility will make at least 3 attempts to contact an owner to inspect a property, and provide written notice at the property.
32. **Section 47-142, Utility violations.** Written notice will be served and a reasonable time provided to correct any violations.
33. **Section 47-158, Disconnection from services.** For delinquent bill payments, the utility will provide a written disconnection notice, providing a disconnection date not less than 20 days of the notice.

34. **Section 47-245, Special assessments for sewer interceptor construction.** Notice of hearing will be published by class 2 notice, and mailed to the owners of the properties to be assessed.
35. **Section 53-72, Repair of sidewalks.** If the Village Board determines an owner needs to repair or replace a sidewalk, a notice will be provided to the owner. A hearing will be held and class 1 notice published at least 20 days before the hearing. In addition, a copy of the notice will be mailed at least 10 days prior to the hearing to the property owner.
36. **Section 53-195, Removal of obstructions from sidewalks.** An owner or occupant has 24 hours to remove an obstruction from a public sidewalk once notice is provided to do so by the Village.
37. **Section 53-196, Removal of obstructions from streets.** An owner of an adjacent property has 24 hours to remove an obstruction from a public street once notice is provided to do so by the Village.
38. **Section 53-302, Removal of snow from sidewalks and hydrants.** An owner has until noon the day following notice to remove snow and ice where applicable.
39. **Section 56-37, Preliminary plat approval.** Prior to a public hearing before the Plan Commission regarding a preliminary plat, notice will be published and written notice will be provided to owners of property within 200 feet of the proposed land division.
40. **Section 56-38, Final plat approval.** Similar to the preliminary plat approval process, the same notice requirements apply for a meeting for final plat approval.
41. **Section 56-40, Replat.** The same procedures for preliminary plat approval are followed for replats. Please note that under Wisconsin Chapter 236, replats also require a class 3 notice be published and postings.
42. **Section 59-23, Abatement of tree diseases.** After an owner is served reasonable notice of a need to spray or remove a diseased tree or shrub, the Village Forester may remedy the violation.
43. **Section 62-16, Community living arrangements.** If the Village Board decides that a community living arrangement should cease operations, notice of a hearing is provided to the community living arrangement at least 30 days prior to the hearing before the Board.
44. **Section 62-110, Conditional Use Permit applications.** Notice of a hearing must be published by class 2 notice and, in addition, notice must be mailed or served to the owners of the affected property and within 100 feet of the affected property, at least 5 days before the hearing.
45. **Section 62-113, Appeals from the Plan Commission.** A party denied a conditional use permit may appeal to the Village Board. In the event the Board decides to conduct a

public hearing, notice will be sent by mail to adjacent property owners and a class 1 notice will be published at least 10 days before the hearing.

46. **Section 62-206, Telecommunications facilities.** The Village may inspect telecommunication towers, and if a code violation is found the owner has 30 days from notice to bring the property into compliance.
47. **Section 62-343, Changes to the zoning code.** A class 2 notice will be published prior to a hearing to consider a zoning code change. In addition, at least 10 days prior to the hearing, written notice will be provided to municipalities within 1,000 feet of any land affected by the zoning code change, and owners of all properties within 100 feet of the land to be rezoned.
48. **Section 62-364, Hearings before the Board of Zoning Appeals.** Hearings for appeals to the BZA are published by class 2 notice. In addition, notice is mailed to the appellant or applicant, at least 10 days prior to the hearing, and notice is similarly provided to owners of property within 100 feet of the affected premises or building.
49. **Section 62-401, Historic designations.** Prior to the Landmarks Commission designating a historic site, a public hearing must be held. Written notice must be provided to the affected property owner as well as owners within 200 feet of the affected property at least 10 days prior to the hearing.
50. **Section 62-402, Historic districts.** Similar to designating a historic building, the Landmarks Commission will cause notice to be mailed to all owners within the proposed district and within 200 feet of the district, at least 10 days prior to the hearing.
51. **Section 62-577, Floodplain zoning.** Appeals and requests for variances to the Board of Zoning Appeals regarding floodplain zoning are noticed by a class 2 notice and mailed to the parties at interest and Wisconsin DNR at least 10 days prior to the hearing.
52. **Section 62-679, Wetland zoning.** Similar to Floodplain zoning, hearings to the Board of Zoning Appeals under wetland zoning require a class 2 notice and are mailed to the parties at interest and the Wisconsin DNR at least 10 days prior to the hearing.

## **C&ED Notice Requirements Under the Municipal Code or State Statute & Department Practices by Permit Type**

### Preapplication (Concept Review) – Voluntary meeting, no official permit

- No public hearing required
- No adjacent property owner notification required.
  - Department practice is property owners within 300 feet and 15 days

### CSM

- Class 1 notice of PC public hearing
- Adjacent property owners within 200 feet, no minimum days before hearing
  - Department practice is 300 feet and 15 days

### Preliminary Plat

- Class 1 notice of PC public hearing
- Adjacent property owners within 200 feet, no minimum days before hearing
  - Department practice is 300 feet and 15 days
- 20 day notice to Objecting Agencies

### Final Plat

- 10 day notice to any clerk within 1,000 feet of the plat
- 20 day notice to Objecting Agencies

### Landmarks Commission Certificate of Appropriateness

- No adjacent property owner notification required.
  - Department practice is property owners within 300 feet and 15 days

### Site Design Review

- No adjacent property owner notification required.
  - Department practice is property owners within 300 feet and 15 days

### Conditional Use Permit

- Class 2 notice of PC public hearing
- Adjacent property owners within 100 feet at least 5 days prior
  - Department practice is 300 feet and 15 days

### Zoning Amendment (Text or Map)

- Class 2 notice of PC public hearing
- Adjacent property owners within 100 feet, no minimum days before hearing
  - Department practice is 300 feet and 15 days
- 10 day notice to any clerk within 1,000 feet of the property

### Variances

- Class 2 notice
- Adjacent property owners within 100 feet at least 10 days
  - Department practice is 300 feet and 15 days

#### Comp Plan Amendment

- Class 1 notice of PC public hearing
- No adjacent property owner notification required.
  - Department practice is property owners within 300 feet and 15 days for development related requests

#### Neighborhood Plans, Corridor Plans, etc.

- Class 1 notice of PC public hearing if adopted as amendment to Comp Plan
- No property owner or adjacent property owner notification required
  - Department practice to notify property owners in planning area within 15 days

#### TIF District – Mixed Use (e.g. TID #7) or Industrial Creation or Territory Amendments

- Class 1 Notice – JRB Meeting #1
- Class 2 Notice – PC public hearing
  - No property owner, or adjacent property owner, notification required.
    - Department practice to notice all property owners in TID within 15 days
    - In the case of TID #7, the Village also notified all property owners within ~700 feet of Interstate Partners property regarding invitation to tour Sun Prairie development with the CDA/PC/VB and notice of the public hearing.
- Class 1 Notice – JRB Meeting #2

#### TIF District – Blighted (e.g TID #6) or Rehabilitation/Conversation Creation or Territory Amendments

- Class 1 Notice – JRB Meeting #1
- Class 2 Notice – PC public hearing
  - Only property owners whose property is designated as blighted or rehab/conservation notified 15 days before hearing. No adjacent property owner notification required.
    - Department practice to notice all property owners in TID
- Class 1 Notice – JRB Meeting #2

#### TID District Project Plan Amendments (e.g. TID #3 Allocation Amendment)

- Class 1 Notice – JRB Meeting #1
- Class 1 Notice – PC public hearing
- Class 1 Notice – JRB Meeting #2

*Note, where adjacent property owners fall outside the Village municipal limits, the Department still provides notice to those property owners within the designated radius.*

Other outreach methodologies used for planning projects:

- Monthly Department email
- Lookout
- Outlook
- Social Media posts
- Social Media ads
- Postcards mailed to renters, property owners, businesses
- Partner Organization Outreach (School District, Chamber, Library)
- Flyers posted at parks and businesses
- Pop-up tents at events

Summary of outreach and engagement efforts for the 2023 East Side Plan, 2023 Economic Strategic Plan, and 2023 Housing Needs Assessment:

- The process included the development of a project website for hosting draft documents, meeting presentations and videos, and opportunities for individuals to sign-up to receive periodic project announcement emails.
- Multiple community surveys (780+ responses).
- Staff meetings with individual property owners as requested.
- Stakeholder interviews and focus group meetings with real estate and development professionals.
- Three Public Information Meetings (July 14, July 28, and November 29, 2022).
- Six Community Development Authority and Plan Commission meetings to build the draft plan.
- Information regarding the project was featured in articles in the Outlook newsletter (May 2022, September 2022, and February 2023) which were mailed to 5,800+ households in the McFarland zip code.
- Numerous Lookout articles, social, media posts, press releases, and Thistle ads or articles.
- The Department engaged the McFarland School District, McFarland Chamber of Commerce, McFarland Food Pantry, Library and local businesses to assist in providing information about the project surveys. For example, the School District sent information regarding the project survey to all enrolled families (~1,900 households in and out of the Village) and to District Staff.
- Public hearing. Notification regarding the public hearing was provided as a Class 1 notice in the Thistle at least 30 days prior to the public hearing and the Department sent a copy of the notice to property owners within the planning area, the clerks of the surrounding communities, Dane County, and the Capital Area Regional Planning Commission.