

Tuesday, February 25, 2025

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/88221462299>

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

Webinar ID: 882 2146 2299

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 January 14, 2025 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. To be determined.
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, January 14, 2025 - 6:00 PM*

**1. CALL TO ORDER.**

Village President Clow called the regular meeting of the McFarland Committee of the Whole 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 Community and Economic Development Director Andrew Bremer.

**3. PUBLIC APPEARANCES.**

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

None.

**4. APPROVAL OF MINUTES.**

*Motion to approve the minutes of the November 26, 2024 meeting.*

Motion by Village President Carolyn Clow, second by Village Trustee Hilary Brandt, to approve the minutes of the November 26, 2024 meeting. Motion carries 7 - 0 - 0 by acclamation.

**5. BUSINESS.**

*Discussion regarding a Cooperative Boundary Agreement with the Town of Dunn.*

The Community and Economic Development Director provided an update on efforts to update the cooperative boundary agreement with the Town of Dunn. He reviewed the current boundary agreement which will be in effect through the end of the year. The original agreement was drafted to address annexations along our shared boundary, various land use issues, and other shared public improvements. The Village has been

working with the Town for a while to update the terms of this agreement and extend certain terms with updates noted within the new document. Board members discussed this with Staff and asked questions regarding what has thus far been drafted. The Village Board is planning to meet jointly with the Town of Dunn Board on January 19, 2025 to consider adoption of a resolution to begin the State prescribed review process to authorize creation of the plans. No action was taken on this item.

**6. SCHEDULE NEXT MEETING DATE.**

- a. January 28, 2025 - 5:30 pm - Committee of the Whole (Joint with Library Board)
- b. January 28, 2025 - 7:00 pm - Regular Village Board
- c. January 29, 2025 - 6:00 pm - Special Village Board (Joint with Town of of Dunn Board)
- d. February 11, 2025 - 5:30 pm - Committee of the Whole (Joint with Sustainability and Natural Resources Committee)
- e. February 11, 2025 - 7:00 pm - Regular Village Board

**7. ADJOURNMENT.**

Motion by Village Trustee Stephanie Brassington, second by Village Trustee Luke Fessler, to adjourn at 6:30 pm. Motion carries 7 - 0 - 0 by acclamation.

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,  
Matthew G. Schuenke  
Village Administrator

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

**MEETING DATE:** Tuesday, February 25, 2025

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Matt Schuenke, Village Administrator, Andrew Bremer, Comm & Eco Dev Director, Cassandra Suettinger, Deputy Administrator/Clerk, Melanie Camelia, Communications Manager

**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.

The Committee of the Whole met on November 26, 2024 to additionally discuss the referral.

**ISSUE SUMMARY:**

See attached memo for recommendation on the notification referral from Trustee Brassington and Fessler.

**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. Referral on Notifications - 02.20.25 DRAFT

## 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.

MEMO

To: Village Board

From: Village Administrator Matt Schuenke, Deputy Administrator/Clerk Cassandra Suettinger, Communications Manager Melanie Camellia, and Community Development Director Andrew Bremer.

Date: February 20, 2025

RE: Referral on Notices.

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Since receiving the referral from Trustees Brassington and Fessler, the board has discussed various aspects of the Village's public notification processes that they would like to consider, including but not limited to the required distribution radius for printed notices, the desire to notify community members through additional communication mediums, and the timeliness of notice distribution. Much of the discussion to date has centered around cases where Village ordinance requires that a public notice be distributed to property owners within a specified foot radius of a defined project area. The Village has followed, and routinely exceeds, all notification requirements included its ordinances; however, the desire exists to expand notifications beyond a single limited medium. In addition to the mailed notifications, the Village also routinely uses other forms of communication:

- Public notices within the Leader Independent (formerly Thistle)
- Monthly Constant Contact emails
- This Week in Meetings
- The Lookout
- The Outlook
- Social media posts and advertisements
- Alerts, news flashes, blog posts, and calendar event listings on the Village website
- Text and email notifications to Notify Me subscribers
- Digital flyers on the Carousel feed (displayed in Village buildings and on our cable channel between programs)
- Post card flyers
- Partner organizations (e.g. Chamber, School District, Library)
- On-site postings

We have a wide variety of potential opportunities to expand the direct reach of our notifications. Based on the expressed desire to do so and the discussions had to date, staff would propose the following.

1. Creation of a public notification policy. Policies acknowledge the board’s desire to recognize and codify best practices that must be followed, but they are easier to update over time than Village ordinances, which may prove increasingly necessary as those standards continue to evolve alongside the rapidly-changing landscape of communication technology and the related needs and desires of our community.

The proposed policy would include the following key components:

- a. Scope of Policy – For the November 26 Committee of the Whole meeting, a comprehensive list of notifications required within the current Village Code of Ordinances was provided in the meeting packet. The suggested policy would provide additional guidance to supplement these existing public notice requirements.
- b. Utilize templates for public notices. The templates would include designated space to provide the statutory basics of the particular notice, as applicable, but also space and scaffolding language to assist project staff in providing additional information and guidance to community members beyond the basic hearing details, including:
  - Context for the hearing/meeting within the larger project scope, as well as for the project within Village goals and plans,
  - An optional FAQ attachment template for use in situations where the Village anticipates certain questions that may be best answered ahead of time.

The template would also be accompanied by guidance for project staff on the use of plain language and best practices for clarifying terminology where its utilization is necessary,

- c. A provision that the relevant department/project staff should prepare the notice and provide a copy to Communications in advance of the date the notices will be taken to the post office.
- d. A provision that a copy of all public notices, including supplemental materials, should be published in a ‘news flash’ on the Village website in both the category for the relevant department and the one specifically for public notices (text and email alerts for these categories also go out directly to subscribers when news flashes are published).
- e. In concert with the mailing of public notices, Communications will also publish the notice of public hearing on relevant social media platforms and in any relevant email newsletters (i.e. the Lookout, This Week in Meetings,

departmental updates). Social media posts should be published prior to the notices being mailed out. (It can be posted the same day as the notifications are taken to the post office, but we would want to get ahead of the print notices hitting mailboxes).

If the creation of a policy is desirable, staff will build out a full, draft public notification policy and bring it back to the board for further review and possible adoption at a future meeting.

In addition to the creation of a policy, we recommend the following additional steps:

1. Continue to discuss what distribution radius is appropriate for Village mailings. In 2025, the Village will begin work on a comprehensive review and re-write of the current zoning ordinances. Discussion of the appropriate radius for mailed notifications should continue throughout the process.
2. Ensuring the Village continues to create and publicize opportunities for residents to engage and stay informed about projects, initiatives, and topics of interest and/or import. We already do this on a regular basis but routinely reminding community members of all of the different opportunities we do and will provide may be warranted.
3. Follow up on communications in the Village – The Village accepted a Communications and Engagement Plan in late 2023. Since that time, the Village has implemented a substantial portion of the plan and has both broadened and deepened our Village-wide communication efforts. Staff would propose that an update on these efforts be provided to the board. This update would include data to assess and compare the reach and impact of our communications at the start of 2024 with our reach and impact at various points throughout the year and at the start of 2025. As there is still more work to be done to more completely implement the accepted 2023 plan, staff could also provide recommended implementation and impact goals based on the data and stakeholder feedback collected throughout the last year, along with basic outlines for potential, corresponding communications initiatives the Village might consider achieving those goals.

Examples of future initiatives for consideration could include:

- a. An internal initiative to gather input and information from staff related to their interdepartmental information access needs and the communications formats and mechanisms that would integrate most effectively and efficiently into their workflows. The responses would then be assessed and

used to inform an elevated base standard for routine, ongoing internal communications and guidance for supplemental internal communications when emergent or extraordinary circumstances call for them.

- b. A public-facing initiative to establish and launch a program of in-person office hours with Village Trustees, which might include a standing schedule and/or ad hoc opportunities for community members to meet, give feedback to, and ask questions of trustees about matters that are important to them.
4. A specific issue identified during over the course of previous discussions on notifications was the lack of outreach to Village residents who do not own property. The Village currently utilizes Dane County's AccessDane system to generate mailing address labels for public notices, but at present, this system can only provide said labels for property owners. The Village has begun a partnership with Dane County to expand the capabilities of the label-generating software so that it can utilized information from the protective services address layer in AccessDane, which includes all addresses in the Village, when generating mailing address labels for public notices.