

**Thursday, March 27, 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/83289668615>

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

Webinar ID: 832 8966 8615

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](mailto: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 February 17th, 2025 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. Discussion and Action on community events, World Day for Cultural Diversity for Dialogue and Development, Pride Flag Raising, Juneteenth
- c. Discussion on potential partnership opportunities for funding library-related programming/events
- d. Discussion on the creation of a Flag Raising Policy.

5. SCHEDULE NEXT MEETING DATE.

- a. April 21st, 2025, 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](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**  
**SUMMARY SHEET**

**MEETING DATE:** Thursday, March 27, 2025

**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 to discuss with the DEI Committee

**Other Village Committee members**- Provide any committee updates or initiatives from other Village committee's that you may serve on

**Community** - Share any community updates that are relevant to the committee, Village, Boards, Committee's or Commissions

**Departments & Staff** - Share any updates or recommendations

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

None

  
**McFarland**  
**SUMMARY SHEET**

**MEETING DATE:** Thursday, March 27, 2025

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Krystal Johnson, DEI Strategist

**AGENDA ITEM:** Discussion and Action on community events, World Day for Cultural Diversity for Dialogue and Development, Pride Flag Raising, Juneteenth

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

**Community Events Discussion and Action**

**World Day for Cultural Diversity for Dialogue and Development:**The committee will review the purpose of World Day for Cultural Diversity for Dialogue and Development and decide on the focus for this year's event

- Purpose - Provide staff in planning and organizing the event.

**Pride Flag Raising Event:**The committee will discuss the date and time for the Pride Flag Raising event. Additionally, the committee will decide on the focus this year's event, providing staff with the necessary direction to organize the event.

**Juneteenth Programming with McFarland High School Black Student Union:**The committee will discuss its future involvement with the McFarland High School Black Student Union's Juneteenth programming and determine the level of support and participation moving forward.

The goal of these discussions is to provide clear direction for staff to move forward with planning and executing these community events.

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**



1. UNESCO\_Wrld\_Hert\_Convention
2. Event\_Outline

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The UNESCO Thematic Indicators for Culture in the 2030 Agenda (*UNESCO Culture/2030 Indicators*) is a framework of thematic indicators whose **purpose is to measure and monitor** the progress of culture's enabling contribution to the national and local implementation of the Goals and Targets of the 2030 Agenda for Sustainable Development.

Implementation

The Data Bank

## Thematic Indicators for Culture in the 2030 Agenda

The UNESCO Thematic Indicators for Culture in the 2030 Agenda (*UNESCO Culture/2030 Indicators*) is a framework of thematic indicators whose **purpose is to measure and monitor** the progress of culture's enabling contribution to the national and local implementation of the Goals and Targets of the 2030 Agenda for Sustainable Development.

The role of culture in building a more sustainable world is now widely recognized and reflected in the international agenda. UNESCO's advocacy efforts for the culture and development approach over the last decade resulted in several UN Resolution on Culture and Development adopted by the UN General Assembly, the latest in December 2021 – following 8 similar Resolutions adopted in the previous years, voicing the need to adapt policy frameworks to better anchor culture within sustainable development. A landmark event in this process has been the integration of culture in the 2030 Agenda for Sustainable Development adopted in 2015. Culture is explicitly

referenced in Target 11.4, 'Strengthen efforts to protect and safeguard the world's cultural and natural heritage,' for which the globally agreed upon indicator 11.4.1 has been elaborated and is reported by UNESCO Institute of Statistics (UIS). Beyond Target 11.4, culture contributes both as a sector of activity and transversally across other sectors. The contribution of culture to sustainable development is also clearly recognized in other milestone international frameworks, including the New Urban Agenda (UN-Habitat).

The framework assesses both the role of culture as a sector of activity, as well as the transversal contribution of culture across different SDGs and policy areas. As a set of thematic indicators, it is intended to support and complement the global indicators agreed upon within the 2030 Agenda and foster linkages between different Goals and Targets. The *UNESCO Culture/2030 Indicators* framework aims to:



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## Approach

The **lack of reliable data collection, measurement and monitoring processes** have represented a significant and critical **obstacle in pushing forward the importance of cultural heritage and creativity**.

This insufficiency of quantitative evidence, as well as the fragmentation of culture related data, produced by different institutions, have tended to marginalize culture in national and local development strategies and policies as well as within the identified United Nations Sustainable Development Cooperation Framework (UNSDCF) areas for funding.

Bringing the data together and setting up more reliable measurement systems is essential to provide a better understanding of the multiple ways culture contributes to the economic, social and environmental dimensions of sustainable development. This has become all the more urgent in the context for recent calls for Climate Action as well as the global health crisis due to the COVID-19 pandemic.

Implemented of the *UNESCO Culture/2030 Indicators* is on a voluntary basis by countries and cities, and builds on an in-depth analysis of the multiple ways in which culture contributes to the economic, social and environmental dimensions of development, the *UNESCO Culture/2030 Indicators* provides evidence of culture's transformative role, making it more visible and tangible.

Rather than monitoring the contribution of culture to each relevant SDG Target and globally accepted indicator, the *UNESCO Culture/2030 Indicators* consider the contribution of culture across several of the Goals and Targets, with a view to linking them together. The framework allows aggregation of data across different Goals and Targets around transversal themes in line with UNESCO's programmes, activities and policies.

By strengthening the transversal visibility of culture in the 2030 Agenda, the *UNESCO Culture/2030 Indicators* will help build a coherent and strong narrative on culture and development that is evidence-based and would help decision makers.

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# The Methodology

The conceptual framework, methodology and implementation mechanisms of the *UNESCO Culture/2030 Indicators* relies as much as possible on existing data sources, using qualitative and quantitative data to assess the contribution of culture, integrate data from reporting on UNESCO Culture Conventions and programmes, develop instruments at both national and urban levels, prioritize capacity-building of relevant agencies, facilitate cooperation across institutions, propose a framework adaptable to different statistical capacities.

[The Publication](#)

[Resources](#)

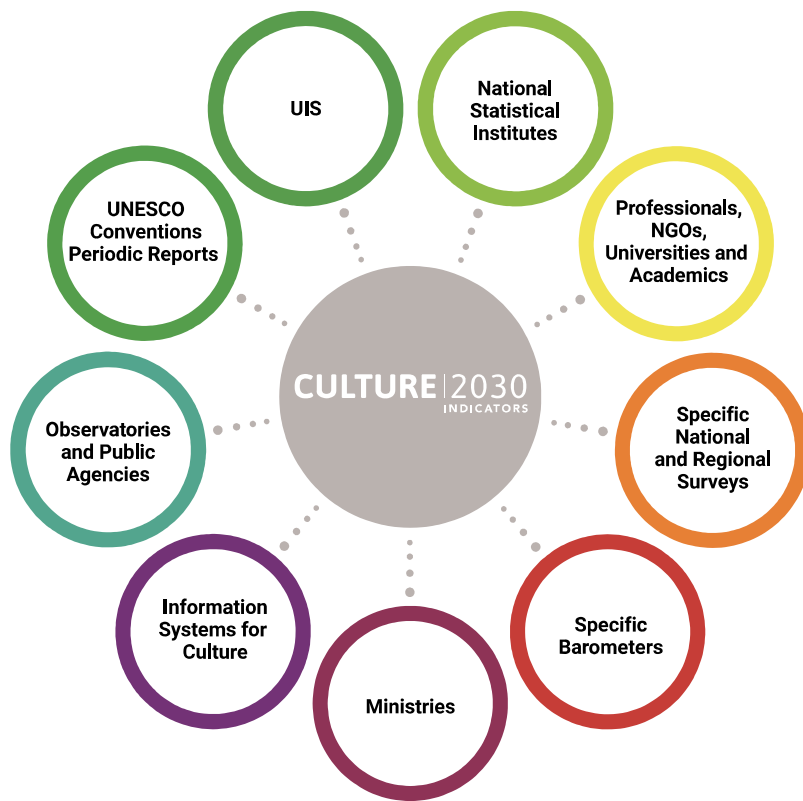
## Data Sources

While relying in priority on national statistical institutes, the *UNESCO Culture/2030 Indicators* will seek to bring together a variety of data sources, including from different ministries, observatories and public agencies, information systems for culture, specific barometers, specific national and regional surveys, and professional volunteer organization. The project will also support countries to enhance existing data within the UNESCO Culture Conventions and Recommendations periodic reports as well as the cultural data produced by UIS.

The *UNESCO Culture/2030 Indicators* aims to reap the benefits of UNESCO's unique expertise in collecting and analysing quantitative and qualitative data in the field of culture.

Once the framework is implemented by a city or a country, the analytical material and good practices will help to build a better understanding, with a view to developing a knowledge base with a digital data bank on Culture in the 2030 Agenda. Information collected as part of the implementation of the *UNESCO Culture/2030 Indicators* in voluntary pilot cities and countries provides a valuable baseline from which to measure progress in addition to directing actions at the local and national levels.

The data also contributes to the formation of a global overview of the state of progress of the contribution of culture to the 2030 Agenda and provides evidence-based and analytical material to support the participation of UNESCO in UN-wide reporting mechanisms related to the 2030 Agenda as well as to the Resolutions of the UN General Assembly pertaining to Culture and Development.



# The Data Bank for the UNESCO

The *UNESCO Culture|2030 Indicators* Data Bank has been created to receive the submissions of Member States implementing the framework at the national and urban levels.

[Access the Data Bank](#)

# Resources



## The Publication

The *UNESCO Culture/2030 Indicators* was launched on the occasion of the Culture of Ministers Forum on 19th November 2019 with more than 120 Ministers of Culture (over 900 participants). The final publication is available online in [English](#), [French](#), [Arabic](#), [Spanish](#), [Chinese](#), [Russian](#) and [Thai](#).

[Read](#)



## Framework Poster

The *UNESCO Culture/2030 Indicators Framework Poster* showcases the 22 indicators and the four thematic dimensions, as well as the mapping to SDG targets and UNESCO Culture Conventions. The poster is available in [English](#), [French](#), [Arabic](#), [Spanish](#), [Chinese](#), [Russian](#) and [Thai](#).

[Download](#)



### Implementation Video

The video presents the main five steps for the implementation of the *UNESCO Culture/2030 Indicators* and it is available online in [English](#), [French](#), [Arabic](#), and [Spanish](#).

[View](#)

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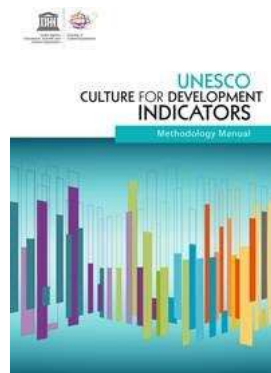
## Technical Resources



### UNESCO Institute for Statistics (UIS)

The *UNESCO Culture/2030 Indicators* has been developed in collaboration with the UNESCO Institute for Statistics (UIS).

[Visit UIS](#)



### UNESCO Culture for Development Indicators (CDIS)

The *UNESCO Culture/2030 Indicators* builds on the past achievements of the CDIS.

[Learn more](#)



### **UNESCO Framework for Cultural Statistics (FCS)**

The *UNESCO Culture|2030 Indicators* methodology builds on the FCS.

[Read](#)

## **First phase of implementation 2021-2022**

The *UNESCO Culture|2030 Indicators* framework is being implemented by Member States at the national and urban levels.

[Learn more about the implementation →](#)

## **UNESCO Culture|2030 Indicators Expert Facility**

The Expert Facility aims to support countries and cities in implementing the *UNESCO Culture|2030 Indicators*. It was renewed in 2023 after a four-day orientation workshop held online from October 2023 to January 2024.

The establishment of the UNESCO Culture|2030 Indicators Expert Facility dates back to 2021, following an Online International Expert Workshop held in 2020. Its renewal came as part of the EU-funded project 'Advancing evidence-based policies and actions and supporting policymaking to enhance the contribution of creative sectors and industries to sustainable development,' for a four-year mandate spanning from 2023 to 2026.

[Learn more about the expert facility →](#)

## UNESCO's Culture Conventions & Recommendations

The *UNESCO Culture|2030 Indicators* framework integrates data from reporting on UNESCO Culture Conventions and programmes. Concepts of sustainable development lie at the core of the UNESCO Culture Conventions and programmes, each of them bringing a specific perspective or focus in line with its individual scope and conceptual framework. With the adoption of the 2030 Agenda, all of the Conventions have incorporated relevant SDGs within their implementation and monitoring mechanisms by aligning their concepts and identifying specific SDGs or Targets to be integrated into their results framework.



Convention for the Protection of Cultural Property in the Event of Armed Conflict and its two protocols (1954 and 1999)

[Learn more →](#)



Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (1970)

[Learn more →](#)



Convention Concerning the Protection of World Cultural and Natural Heritage (1972)

**See also:** 2011 Recommendation on the Historic Urban Landscape.

[Learn more →](#)



Convention on the Protection of the Underwater Cultural Heritage (2001)



**Convention for the Safeguarding of the Intangible Cultural Heritage (2003)**

[Learn more →](#)



**Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)**

**See also:** 1980 Recommendation on the Status of the Artist.

[Learn more →](#)

[Learn more →](#)

## First Consultation on the UNESCO Thematic Indicators for Culture in the 2030 Agenda for Sustainable Development by Member States, 2019

The Culture Sector gratefully acknowledges the work of the Member States in carefully preparing their detailed and meticulous responses and the numerous individuals and organizations who have contributed to the consultation. The Member States of UNESCO, their delegations and the relevant ministries, and agencies in each of the responding countries have provided valuable inputs to the survey. The Culture Sector gratefully acknowledges the contribution of the UNESCO Institute of Statistics as well as the Secretariats of the Six Culture Conventions and Recommendations.



### Questionnaire

[English](#)   [French](#)



### Draft Synthesis

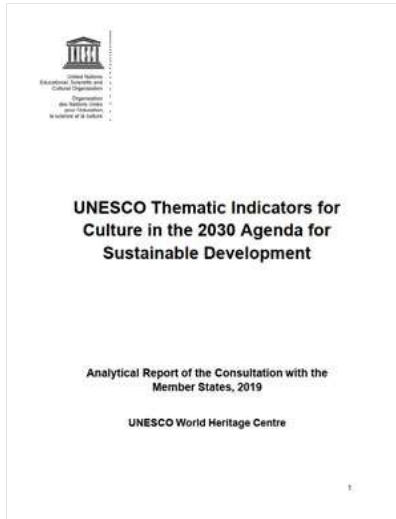
[English](#)   [French](#)



### Summary

[English](#)   [French](#)

The summary of the consultation outcomes is included in an Information Document for the occasion of the 207th session of the Executive Board, (9 - 23 October 2019).



[English](#)   [French](#)

**Analytical Report**

## Related links



**UNESCO and Sustainable Development Goals**

[Learn more →](#)



**UN 2030 Sustainable Development Agenda**

[Learn more →](#)



**UN Habitat - The New Urban Agenda**

[Learn more →](#)

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## Partners

The initiative is supported on a global level by the generous contributions of donors and our partners:

The *UNESCO Culture/2030 Indicators* has been developed in collaboration with the UNESCO Institute for Statistics (UIS) over a period of two years, with inputs from a number of international experts to measure culture's contribution to the national and local implementation transversally to the different Goals and Targets of the 2030 Agenda. As a framework of thematic

indicators, the *UNESCO Culture|2030 Indicators* is intended to support and complement the global indicators agreed upon within the 2030 Agenda.



City of NANJING



Co-funded by the European Union

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UNESCO Culture|2030 Indicators' Regional Preparatory Workshops train 24 countries to harness the power of cultural data collection for sustainable development  
28 March 2024



UNESCO Culture|2030 Indicators Programme mobilizes experts globally to support cultural data collection for Sustainable Development  
13 March 2024



UNESCO and Kenya to implement the UNESCO Culture|2030 Indicators together  
22 November 2023



UNESCO Culture|2030 Indicators International Expert Workshop Online kick-off session  
30 October 2023

More +

Events 18



Granada International Convention on the Economics of World Heritage  
20 Mar 2025 - 21 Mar 2025



Ministers of Culture and a City Mayor who implemented the UNESCO Culture|2030 Indicators assert the value of culture data for evidence-based policies  
29 September 2022



Philippines and city of Baguio - Restitution workshop for the UNESCO Culture|2030 Indicators  
22 September 2022



Costa Rica and the city of Alajuela - Restitution workshop for the UNESCO Culture|2030 Indicators  
11 August 2022

More +

Other activities (11)



UNESCO Culture|2030 Indicators Expert Facility



Culture|2030 Indicators Burkina Faso and the city of Ouagadougou Project Page



Culture|2030 Indicators First Phase of Implementation 2021-2022



Culture|2030 Indicators Philippines and the city of Baguio Project Page

More +

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### Contacts

Jyoti Hosagrahar (UNESCO)

culture2030indicators team (UNESCO)

### Keywords <sup>4</sup>

2030 Agenda

Culture 2030

Sustainable development

Sustainable Development Goals

### Categories

Climate Change

Sustainable Development

Urban Context

## **World Day for Cultural Diversity for Dialogue and Development**

Creation Date – TBD

Purpose/objectives –

- Held every year on May 21<sup>st</sup>, the United Nations Education, Scientific and Cultural organization leads the celebration of Word Day for Cultural Diversity for Dialogue and Development.

89% of all current conflicts in the world occurring in countries with low intercultural dialogue, to forge effective cooperation and sustain peace, strengthening intercultural dialogue must be a priority.

According to UNESCO data, the cultural and creative sector is one of the most powerful engines of development worldwide. It accounts for more than 48 million jobs globally –almost half of which are held by women – representing 6.2% of all existing employment and 3.1% of global GDP. It is also the sector that employs and provides opportunities for the largest number of young people under the age of 30.

- The United Nations Education, Scientific and Cultural Organization has adopted thematic indicators for culture to measure and monitor the progress of national and local implementation of the goals and targets of the 2030 Agenda for Sustainable Development Goals. The 17 Sustainable Development Goals (SDGs) can best be achieved by drawing upon the creative potential of the world’s diverse cultures and engaging in continuous dialogue to ensure that all members of society benefit from sustainable development.
- The Village of McFarland will use the indicators and framework developed by the UNESCO to shape their own indicators and goal for dialogue development to reflect the community.

## Choose a goal

### **Goal #1 - Education & Awareness surrounding the purpose/objectives of WDCDDD**

1. **Empowering Through Education** – Fostering awareness about the core principles and goals of WDCDDD.
2. **Igniting Minds, Inspiring Change** – Providing space for dialogues, presenting opportunity to create solutions and or common ground.
3. **Enlightening Communities on WDCDDD's Purpose** – Building a bridge of knowledge around dialogue and development.

### **Goal #2 - Arts, Music, Food, Culture and how it relates to dialogue surrounding the purpose/objectives of WDCDDD**

1. **Through Arts and Culture** – Using music, food, and the arts as tools to spark conversation about WDCDDD's objectives.
2. **Creative Conversations for Change** – Integrating cultural expressions like art, music, and cuisine to foster dialogue around WDCDDD's mission.
3. **Culture as a Catalyst for Dialogue** – Bridging the gap between the arts and the goals of WDCDDD to inspire global discussions.
4. **Exploring WDCDDD's Purpose through Art and Culture** – Using creative outlets to connect people to the values and aims of WDCDDD.

### **Goal #3 – Cultural Contributions to Development and how it relates to dialogue surrounding the purpose/objectives of WDCDDD**

1. **Cultural/Diverse experiences impact of local and global development** – highlighting cultural heritage as a catalyst for economic empowerment and social cohesion
2. **Promote Dialogue on Cultural/Experience exchange** – Pathway to understanding, by encouraging cross-cultural/experience exchange.

## **Pride Flag Raising**

Creation Date – TBD

Location – TBD

Purpose/Objective:

- The Village of McFarland has raised the pride flag in the past several years to show support for the LGBTQIA+ community and promote inclusiveness. It's a way to celebrate, educate, bring awareness, encourage acceptance, and create a safe, welcoming space for everyone.

## **Juneteenth**

Creation Date – TBD

Location – TBD

Purpose/Objective:

- McFarland High School Student Organization and McFarland Equity project have curated Juneteenth events for the past two years. The Village has supported via community wide initiatives.

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

**MEETING DATE:** Thursday, March 27, 2025

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Krystal Johnson, DEI Strategist

**AGENDA ITEM:** Discussion on potential partnership opportunities for funding library-related programming/events

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

In this packet will be information supporting three events presented to the DEI committee via the E.D. Locke Library Staff. The staff of the Library has provided a list of cultural and educational programs for potential partnership and funding this year.

The committee is asked to discuss each option that aligns with SMART goals.

The Committee is asked to review these options and take action on which events to sponsor.

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

1. DEI SMART Goals
2. 2025 Library Programming

# S.M.A.R.T. Goals to be Achieved by the McFarland DEI Committee

**S**

**SPECIFIC**

What goal do you want to accomplish?

**M**

**MEASUREABLE**

What are the milestones to accomplish the goal?

**A**

**ATTAINABLE**

How can this goal be accomplished?

**R**

**RELEVANT**

Does this goal align with the company objective?

**T**

**TIME-BASED**

When is the deadline for this goal?



## Event Development

- Guest Speaker/Program Development (2)
- Community Space (3)
- Land Acknowledgement (4)

## Improve Staff Support

- Explore Resource Allocation (5)
- Develop Data Collection on Applicable Demographics (6)
- Recruitment/Staffing (7)
- Training Program (8)

# Initial Goal: Event Development – Guest Speaker/Program Development

**S**

**SPECIFIC**

What goal do you want to accomplish?

The DEI Committee will work with the Village Board to develop and implement programs that celebrate diversity within the Community.

The DEI Committee will collaborate with the Library, School District, and applicable community groups on program development within the for Village.

**M**

**MEASUREABLE**

What are the milestones to accomplish the goal?

Community events that acknowledge and celebrate events such as but not limited to Juneteenth, Latino Heritage Month, Black History Month, Women’s History Month, etc...

**A**

**ATTAINABLE**

How can this goal be accomplished?

DEI Committee will review opportunities for guest speakers and program development through the quarterly review of planned recognition within the Community Calendar.

**R**

**RELEVANT**

Does this goal to align with the company objective?

The DEI Committee already works to provide recognition throughout the year to various groups, issues, causes, etc. that can become part of the educational of the group.

**T**

**TIME-BASED**

When is the deadline for this goal?

Community events will be developed and implemented by June of 2023 and will be ongoing.

**Additional discussion notes from DEI Committee meeting 8/15/22**

Working with school district to connect; McFarland Equity Project (MEP); supplement with budget; space-school district offers the largest space; library programming; figuring out what's already here, though implementing new; celebrating EVERYONE within the community; participating in parades to show we are an inclusive community; who's already within the McFarland Community that we can work with? How can we move away from the "McFarland stereotype?"

# Initial Goal: Event Development – Community Space

**S**

**SPECIFIC**

What goal do you want to accomplish?

The DEI Committee will create opportunities for community dialogue and discussion.

The DEI Committee will collaborate with the Library, School District, and applicable Community partners to develop and implement community roundtables.

**M**

**MEASUREABLE**

What are the milestones to accomplish the goal?

In person and virtual community roundtables.

Annual schedules, topics for discussion and agendas for in person and virtual roundtable.

Goal is to hold one Community Space roundtable event per year.

**A**

**ATTAINABLE**

How can this goal be accomplished?

DEI Committee in partnership with the Village Board and Staff will work through existing events or consider new events.

Opportunities for inclusion within existing events include Community Service Day, Winter Wonderland in the Village, and/or McFarland Community Festival.

**R**

**RELEVANT**

Does this goal align with the company objective?

Provides opportunity to bring people together in a social setting to talk about what is important to them within the community.

**T**

**TIME-BASED**

When is the deadline for this goal?

Community Roundtables will be developed and implemented by the fall of 2022.

**Additional discussion notes from DEI Committee meeting 8/15/22**

Generational roundtable; Involving MEP, School leaders for canvassing folks to get involved; "speed dating"; Human library; church monthly meals/Shared Table; food and music brings people together!; take advantage of the gazebo; make sure that we get to the root of the conversation (policy; how people are impacted by these); trying various neighborhoods/parks.

# Initial Goal: Event Development – Land Acknowledgement

**S**

**SPECIFIC**

What goal do you want to accomplish?

The Village of McFarland will complete a land acknowledgement by Indigenous Peoples’ Day (Monday, October 9, 2023).

**M**

**MEASUREABLE**

What are the milestones to accomplish the goal?

The land acknowledgement is annual.

Community members become increasingly aware of Indigenous Persons Day in October.

**A**

**ATTAINABLE**

How can this goal be accomplished?

Village Staff in partnership with Community Partners and the DEI Committee have had preliminary discussions on this action with planning ongoing.

**R**

**RELEVANT**

Does this goal to align with the company objective?

Request originated from within the community.

Has purpose and respect within the Native American community.

**T**

**TIME-BASED**

When is the deadline for this goal?

October of 2023 will be the launch and annual recognition thereafter.

**Additional discussion notes from DEI Committee meeting 8/15/22**

Policy/procedure versus educational; Sustainability & Natural Resources Committee conjunction; historical society?; recognition at Village/public buildings (ex: MKE Public Museum) of the land and how it was occupied; acknowledge before meetings? Have Village provide information on what has already been done.

# Initial Goal: Improve Staff Support – Explore Resource Allocation

**S**

**SPECIFIC**

What goal do you want to accomplish?

Continue resource allocations to support DEI work in the Village.

**M**

**MEASUREABLE**

What are the milestones to accomplish the goal?

Village Staff is able to track allocations within the budget process in line with the goals and objectives of this plan.

Resources allocated will be used in alignment with the Mission and Vision of the Village as well as these goals and objectives for diversity, equity, and inclusion.

**A**

**ATTAINABLE**

How can this goal be accomplished?

Recommendations regarding the allocation of resources to support diversity, equity, and inclusion may be made to the Village Board by the DEI Committee and/or Village Staff as is applicable and appropriate.

**R**

**RELEVANT**

Does this goal align with the company objective?

Resource allocation for diversity, equity, and inclusion supports the action steps of this plan for our goals and objectives.

**T**

**TIME-BASED**

When is the deadline for this goal?

Six to twelve months to develop and implement protocols that support equitable decision making in the budget process.

**Additional discussion notes from DEI Committee meeting 8/15/22**

Line item(s) for budget (DEI Committee/staff)? Trainings.

# Initial Goal: Improve Staff Support – Develop Data Collection on Applicable Demographics

**S**  
**SPECIFIC**  
What goal do you want to accomplish?

**M**  
**MEASUREABLE**  
What are the milestones to accomplish the goal?

**A**  
**ATTAINABLE**  
How can this goal be accomplished?

**R**  
**RELEVANT**  
Does this goal align with the company objective?

**T**  
**TIME-BASED**  
When is the deadline for this goal?

The DEI Committee will utilize the equity audit to maintain and update demographic data in the Village.

Village departments will use equity audit data to inform areas of growth and track impact of diversity, equity, and inclusion initiatives.

Maintain and update equity audit, review at least annually.

Community partnerships (YWCA, Anesis, etc...)

Continuing to review key data points in the community can help to guide Village services and our efforts to enhance diversity, equity, and inclusion.

Fall of 2022 and annually thereafter.

**Additional discussion notes from DEI Committee meeting 8/15/22**

Staff reports.

# Initial Goal: Improve Staff Support – Recruitment/Staffing

**S**

**SPECIFIC**

What goal do you want to accomplish?

The Village of McFarland will review its employment policies to ensure plans for recruitment, hiring, and retention reflect values of diversity, equity, and inclusion.

Consider collection of demographic data in recruitment/staffing to measure effectiveness of policy changes related to diversity, equity, and inclusion.

**M**

**MEASUREABLE**

What are the milestones to accomplish the goal?

Conduct revisions to employment policies to take into consideration applicable elements of diversity, equity, and inclusion.

Build partnerships within the Community to provide open position networks.

**A**

**ATTAINABLE**

How can this goal be accomplished?

Process overseen by Village Staff in line with policies and recruitments led by applicable Village departments.

**R**

**RELEVANT**

Does this goal align with the company objective?

Actions within recruitment to reflect diversity, equity, and inclusion align with the Mission and Vision of the Village.

Helps to build a diverse work force that is knowledgeable regarding equity and inclusion within the organization/community.

**T**

**TIME-BASED**

When is the deadline for this goal?

Completion of policy updates scheduled by December of 2022 for implementation in 2023.

**Additional discussion notes from DEI Committee meeting 8/15/22**

Performative versus actual; job descriptions versus interview.

# Initial Goal: Improve Staff Support – Training Program

**S**

## SPECIFIC

What goal do you want to accomplish?

The Village of McFarland will develop and implement a DEI professional learning plan to support the growth of Village staff.

**M**

## MEASUREABLE

What are the milestones to accomplish the goal?

The Village will commit resources to support DEI professional learning for Village staff.

Village will schedule DEI professional learning for staff at least annually.

**A**

## ATTAINABLE

How can this goal be accomplished?

Village Staff will be working to prepare a training program for the Village that is system wide and includes aspects of diversity, equity, and inclusion.

**R**

## RELEVANT

Does this goal align with the company objective?

Topics of diversity, equity, and inclusion are important to the continued growth and development of staff to fulfill the Mission and Vision of the Village.

Core development within these skill sets help broaden and improve outreach within the community.

**T**

## TIME-BASED

When is the deadline for this goal?

Work on developing the training program by December of 2022 for implementation in 2023.

## Additional discussion notes from DEI Committee meeting 8/15/22

Credible sources for free are out there; GARE resources; trickle down effect.

## 2025 Programs

### **“Native Art in Wisconsin”\***

Speaker: Karen Ann Hoffman

November 12, 2025

Cost: \$500 speaker fee plus mileage \$164.82. Total: **\$664.82**

[Karen Ann Hoffman](#) is a Haudenosaunee Raised Beadwork Artist and an enrolled citizen of the Oneida Nation of Wisconsin. She is the beadwork student of the late Samuel Thomas and his mother the late Lorna Hill of the Lower Band of the Cayuga Nation of the Six Nations Reserve in Canada. She has been studying the art of Raised Beadwork since the late 1990's. Her art is in the permanent collections of many museums including the Smithsonian Institution - National Museum of the American Indian in Washington DC; the Field Museum in Chicago; the Eiteljorg Museum of Indian and Western Art in Indianapolis, IN; and the Wisconsin Historical Society in Madison, WI. She is the winner of Wisconsin Academy, United States Artist and National Heritage Fellowships for her work. In addition to her own beading artistry, she believes strongly in the power and importance of Native art and the necessity to have authentic, in-community voices in the forefront of the conversations, installations and curation of that art. To that end, she sits on multiple arts boards within and beyond Wisconsin. Please join us for an evening with Karen Ann and be prepared to come away with greater knowledge about Native Art in Wisconsin.

### **Black Ash Basketmaking with Kimberly Crowley\***

Date: May 17, 2025

Cost: **\$1,100** for 10 participants

Kimberly Crowley is a member of the Hall family, known for their skills as master Ho-Chunk black ash and miniature basket weavers. Basket weaving is one of the longest practiced Ho-Chunk artistic forms, and both women and men continue to make baskets professionally today. In this workshop, learn the process of preparing the black ash, and making and finishing a Ho-Chunk black ash basket to keep for yourself. All materials are provided for one small basket per participant.

### **Ho-Chunk Food Tasting**

Date: October 11(?), 2025

Cost: **\$300**

Kimberly Crowley invites the community to sample a few dishes the Ho Chunk people deem as traditional foods, including wild rice casserole, wild rice soup, fry bread, fruit, and more.

### **Hmong History, Culture, and Food**

Date: February 24, 6:30-8 PM

Cost: **\$200**

Nengher Vang, professor at UW-Whitewater and owner of The Mekong, a new Hmong restaurant & event space in McFarland, will present on the history, culture, and food of the Hmong people. He will make and bring in some of the appetizers they serve at The Mekong for people to try.

### **Cooking Demonstration with The Mekong**

Date: TBD, later in 2025

Cost: TBD

Nengher Vang (and/or other staff) is back for a cooking demonstration! Watch and learn how the chefs prep and prepare some of the dishes served at The Mekong.



**VILLAGE OF  
McFarland  
SUMMARY SHEET**

**MEETING DATE:** Thursday, March 27, 2025

**SECTION:** Business

**DEPARTMENT:** Administration

**CONTACT:** Krystal Johnson, DEI Strategist

**AGENDA ITEM:** Discussion on the creation of a Flag Raising Policy.

**PREVIOUS ACTION:**

On February 17th, 2025 the DEI committee requested a series of questions be answered and applied to the policy and brought back to committee for review.

**ISSUE SUMMARY:**

Discuss and take action on creating a Flag Raising Policy that will give guidelines for elected officials, village staff, and residents on how flags are raised at Village buildings. The goal is to establish a process for deciding which flags can be displayed and what rules should be followed. The policy will help ensure that flag displays are done consistently and in a way that is unifying of the community.

In this packet will be a revised flag policy, with recommendations from the committee, Village Attorney and Administrator.

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

**ATTACHMENTS:**

1. Revised\_FlagPolicy\_Draft
2. Waunakee\_Flag\_Policy

# CHAPTER ?? Display of Flags Policy

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## SECTION 1.01 Policy Purpose

This Policy entitled “Display of Flags Policy” is referred to herein as the “Policy.” The purpose of this Policy is to establish guidance for the display of flags on facilities or within property owned by the Village, including ~~the display of~~ Commemorative Flags. Flags to be considered within the policy are: the flag of the United States of America, State of Wisconsin, POW/MIA as well as any flags for parades, holidays, cultural recognition, and celebrations as determined by the Village Board. The Village Board controls the flags displayed on facilities or within property owned by the Village with exception of library facilities and other property which falls under the jurisdiction of the Library Board.

## SECTION 1.02 Definitions

- (a) **Wisconsin Flag.** The State Flag of Wisconsin as defined in Wis. Stat. § 1.08.
- (b) **Village Facility.** All real property and/or buildings that are owned or operated by the Village.
- (c) **Commemorative Flag.** Any other flag not otherwise included within these definitions conditioned upon the flag must be designed to symbolize and honor a specific event, person, group, or historical milestone. The commemorative flag is for significant occasions such as historical anniversaries, celebrations, memorials, or achievements. Commemorative flags serve as visual reminders of important moments in time and often carry symbolic elements or imagery relevant to the event or individual being commemorated. Commemorative Flags may not exceed 3’x5’ in size.
- (d) **Flag Laws.** The applicable laws and policies of the United States, the State of Wisconsin, or the Village of McFarland related to the display of the United States of America Flag and the Wisconsin Flag, including, but not limited to, U.S. Code Title 4, Chapter 1, and Wis. Stat. §§ 1.08, 1.14, and 5.35.
- (e) **POW/MIA Flag.** The flag of the National League of POW/MIA – Prisoner of War/Missing in Action Families and as described in Wis. Stat. § 84.04(4)(a).
- (f) **U.S. Flag.** The flag of the United States as defined in 4 USC 1.
- (g) **Tree City USA Flag.** The flag certifying Tree City USA status by the Arbor Day Foundation.
- (h) **Ho Chunk Nation Flag.** The flag certified as the official flag for the Ho-Chunk Nation.

## SECTION 1.03 Objectives

- (a) Provide criteria for flags and guidelines for flag displays on Village property.
- (b) Encourage a sense of community identity and pride by establishing guidelines for the respectful and appropriate display of flags on Village owned government properties.
- (c) Establish clear and consistent protocols for the display of flags at government buildings and public spaces to ensure uniformity and respect for flag etiquette.
- (d) Develop procedures that recognize and respect the ability for the display of flags representing different cultures, religions, and community groups.
- (e) Protect the symbolic integrity of flags by outlining procedures for the proper handling, storage, and retirement of flags to prevent damage.
- (f) Promote public awareness and understanding of the significance of flag-raising ceremonies and the symbolism behind different flags through educational outreach programs and community engagement initiatives.

#### **SECTION 1.04 Flag Selection Criteria**

Flags considered for display at Village Facilities should have direct relevance to the local government or community, represent other official government entities, commemorate significant historical events, or celebrate cultural values or contributions or recognize community-supporting organizations. All flags shall be subject to approval by the Village Board as promoting a message which the Village government chooses to support, including the honoring of individuals or organizations, the commemoration of significant events, or the promotion of civic policies.

#### **SECTION 1.05 Compliance with Flag Codes.**

- (a) All flags displayed at Village Facilities shall comply with the United States Flag Code [4 U.S.C. Ch. 1], including, but not limited to, laws and regulations addressing the order in which flags shall be displayed on a flagpole and laws and regulations addressing display of flags at half-staff.
- (b) Outdoor flags will be flown at Village of McFarland facilities in the following order of precedence: first, the U.S. Flag; second, state flag or one or more commemorative flag as physical space allows.
- (c) **Half – Staff.**
  - (1) The flag will be half-staff for the following circumstance. Half-staff orders will come from presidential proclamations or Governor Orders. Unless directed by the President of the United States, The U.S. flag should generally not be

flown at half-staff during national holidays, except as provided below. The considerations for displaying flags at half-staff include the following:

- (i) The mourning of the death of a highly regarded National or State Figure as provided in 4 U.S.C. §7(m).
- (ii) Marking a state or national tragedy or the anniversary thereof,
- (iii) Memorial Day (until noon).
- (iv) Patriot Day (September 11).
- (v) National Fallen Firefighters memorial service.

(d) **Commemorative Flags.**

- (1) Commemorative Flag displays at a Village Facility may be authorized only by the Village Board

(g) **Other Considerations.**

- (1) Flags shall not be displayed in inclement weather; provided, however, an all-weather flag may be flown on a 24-hour basis if illuminated.
- (2) Any flag flown by the Village shall be clean and serviceable with dimensions no less than (3 ft by 5 ft) and no greater than (4.5 ft by 9 ft) unless otherwise be approved by the Village Board.
- (3) The Village's flagpoles are intended as a means of expression by the Village reflecting policies determined by the Village Board, and are not intended to serve as a forum for expression by the public or any member thereof.
- (4) The Public Works Department will be responsible for display including proper handling, storage, and retirement of flags where applicable.

Adopted: XXXX XX, 2025

Amended: None.

## VILLAGE OF WAUNAKEE

### DISPLAY OF FLAGS AND STREET LIGHTING POLICY

1. Purpose and Scope: This Policy entitled “Display of Flags and Street Lighting Policy” is referred to herein as the “Policy.” The purpose of this Policy is to establish guidance for the display of flags at Village Facilities, including the display of Commemorative Flags, and for displays on the Village’s Street Lights. The Village’s flagpoles and street lights are not intended to serve as a forum for free expression by the public. Subject to the Flag Laws, the Village Board controls the flags displayed at Village Facilities and any Commemorative Flags displayed at Village Facilities represent an expression of the Village Board. Further, the Village Board controls the Village’s Street Lights, and any decision to modify the color shown on the Village’s Street Lights pursuant to this Policy represents an expression of the Village Board.
2. Definitions. The following definitions shall apply to this Policy:
  - a. “Wisconsin Flag” means the State Flag of Wisconsin as defined in Wis. Stat. § 1.08.
  - b. “Village Facility” of “Village Facilities” means all real property and/or buildings that are owned or operated by the Village at which the Flag Laws require the Village to display the U.S. Flag or the State Flag or at which the Village has chosen to display the U.S. Flag or the State Flag. A list of Village Facilities is attached hereto as Exhibit A.
  - c. “Village Flag” means the official flag of the Village of Waunakee as established by the Village.
  - d. “Commemorative Flag” means any flag other than the U.S. Flag, the Wisconsin Flag, the Village Flag, the POW/MIA Flag, or the flags identified in Section 4.a. (2) and (3) of this Policy. To constitute a Commemorative Flag, the flag must previously have been approved for display, and displayed, at the United States Capitol or the State of Wisconsin Capitol within the previous ten (10) years before displayed by the Village under this Policy. Commemorative Flags may not exceed 3’x5’ in size.
  - e. “Flag Laws” means the applicable laws and policies of the United States, the State of Wisconsin, or the Village of Waunakee related to the display of the U.S. Flag and the Wisconsin Flag, including, but not limited to, U.S. Code Title 4, Chapter 1, and Wis. Stat. §§ 1.08, 1.14, and 5.35.
  - f. “POW/MIA Flag” means the flag of the National League of POW/MIA

Families and as described in Wis. Stat. § 84.04(4)(a).

- g. “U.S. Flag” means the flag of the United States as defined in 4 USC 1.
- h. “Village Street lights” shall mean street lights owned and operated by the Village of Waunakee and/or Waunakee Utilities.
- i. “Tree City USA Flag” means the flag certifying Tree City USA status by the Arbor Day Foundation.

3. Policy Compliance.

- a. All flags displayed at Village Facilities shall comply with all Flag Laws, including, but not limited to, laws and regulations addressing the order in which flags shall be displayed on a flag pole and laws and regulations addressing the lowering of flags to half-staff.
- b. The Village Administrator is hereby authorized to establish and maintain written administrative regulations to document the procedures by which Village staff will display flags in accordance with the Flag Laws.
- c. Except for incidental staff time, the Village shall not incur costs when reviewing and implementing requests under this Policy. By way of example, any Commemorative Flags displayed by the Village shall be donated; the Village shall not purchase the Commemorative Flags.

4. Flying or Displaying Flags at Village Facilities.

- a. Existing Practices. Flags shall be displayed at Village Facilities consistent with Exhibit A.
  - (1) The Village shall continue to display the POW/MIA Flag at Village Park as a symbol of the Village’s commemoration and recognition of the sacrifices of those members of the United States Armed Forces, as well as nonmilitary personnel and civilians from the United States, who remain prisoners of war or are missing in action.
  - (2) The Village shall continue to display the Rotary International flag at Rotary Park (adjacent to Village Hall). The Waunakee Rotary Club made contributions to improve the park, and cares for park landscaping on an on-going basis.
  - (3) The Fire Department may continue to display the Fire Department flag

at the Fire Department building.

b. Commemorative Flags.

- (1) The Village may choose to display a Commemorative Flag at Village Facilities when approved by the Village Board and subject to this Policy.
  - (a) Any member of the Village Board may ask the Village Board to authorize the display of a Commemorative Flag in accordance with this Policy.
  - (b) The only Village Facilities at which a Commemorative Flag is authorized to be displayed is at a flagpole in front of the Village Hall, Village Library, and/or Village Center.
  - (c) No more than one Commemorative Flag shall be displayed at a time at each authorized Village Facility.
  - (d) The dates for display of a Commemorative Flag shall be determined by the Village Board and be reasonably related to the event or cause to be commemorated.
  - (e) For avoidance of doubt, the Village Board retains the authority and discretion under this Policy to display a Commemorative Flag for a shorter period of time than requested, and may also remove a Commemorative Flag to allow a different Commemorative Flag to be displayed.

5. Modifying Color of Village Street Lights.

- a. The Village may choose to modify the color shown on Village Street Lights, in coordination with Waunakee Utilities, to bring awareness to public health issues when approved by the Village Board and subject to this Policy.
  - (a) Any member of the Village Board may ask the Village Board to modify the color shown on Village Street Lights to bring awareness to a public health issue in accordance with this Policy. By way of example, the Village has allowed the addition of add-on blue rope lights wrapping the light poles in November to bring awareness to National Diabetes Month.
  - (b) Village Street Lights may be modified to only one color at a time (besides standard white) pursuant to this Policy.

- (c) The dates for display of a color shown on Village Street Lights to bring awareness to a public health issue shall be determined by the Village Board and be reasonably related to the event or cause to be commemorated.

## EXHIBIT A

### Village Buildings

1. Village Hall contains 3 flag poles, on which U.S. Flag, the Wisconsin Flag, and the Rotary Flag are displayed. This is also identified as Rotary Park.
2. The Fire Department contains 3 flag poles, on which the U.S. Flag, the Wisconsin Flag, and the Fire Department Flag are displayed.
3. The EMS Department contains 2 flag poles, on which the U.S. Flag and the Wisconsin Flag are displayed.
4. The Village Garage contains 2 flag poles, on which the U.S. Flag and the Wisconsin Flag are displayed.
5. The Village Center contains 2 flag poles, on which the U.S. Flag and Tree City USA Flag (under the U.S. Flag) are displayed.
6. The Village Police Department contains 1 flag pole, on which the U.S. Flag is displayed.
7. The Village Library contains 1 flag pole, on which the U.S. Flag is displayed.
8. The Old Library Building contains 1 flag pole, on which the U.S. Flag is displayed.
9. The Waunakee Utilities Building contains 2 flag poles, on which the U.S. Flag and the Wisconsin Flag are displayed.
10. The Village Depot (located in Reeve Park, owned by the Village, and occupied by the Waunakee Area Chamber of Commerce offices) contains 1 flag pole, on which the U.S. Flag is displayed.

### Village Parks

1. Village Park contains 3 flag poles, on which the U.S. Flag, the Wisconsin Flag, and the POW/MIA Flag are displayed.
2. Ripp Park contains 3 flag poles, on which the U.S. Flag, the Wisconsin Flag, and the Village Flag are displayed.

3. Settlers Park contains 2 flag poles, on which the U.S. Flag and the Wisconsin Flag are displayed.
4. Savannah Park contains 1 flag pole, on which the U.S. Flag is displayed.
5. Centennial Park contains 1 flag pole, on which the U.S. Flag is displayed.
6. Blue Ridge Park contains 1 flag pole, on which the U.S. Flag is displayed.
7. Kilkenny Park contains 1 flag pole, on which the U.S. Flag is displayed.
8. Peaceful Valley Park contains 1 flag pole, on which the U.S. Flag is displayed.
9. Westbridge Park contains 1 flag pole, on which the U.S. Flag is displayed.
10. Dublin Park contains 1 flag pole, on which the U.S. Flag is displayed.