

Tuesday, May 27, 2025

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/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 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 February 25, 2025 meeting.
5. BUSINESS.
 - a. Presentation regarding draft language for updates to the Village's mission, vision, and value statements.
 - b. Discussion and recap of World Day of Cultural Dialogue event held on May 17, 2025.
6. SCHEDULE NEXT MEETING DATE.
 - a. Thursday, May 29, 2025 at 5:30 pm - Special Meeting
 - b. Wednesday, June 4, 2025 at 6:30 pm - Special Meeting

- c. Tuesday, June 10, 2025 at 7:00 pm - Regular Meeting
- d. Wednesday, June 18, 2025 at 5:30 pm - Special Meeting
- e. Tuesday, June 24, 2025 at 7:00 pm - Regular Meeting

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 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, February 25, 2025 - 6:00 PM

1. CALL TO ORDER.

Village President Clow called the regular meeting of the Committee of the Whole to order at 6:00 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:

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

a. Motion to approve the minutes of the January 14, 2025 meeting.

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

5. BUSINESS.

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

Samantha Zeilenga, 3615 Rankin Road, spoke in favor of including notices to property addresses including renters and not just property owners. Additionally, she spoke to include property addresses outside the Village boundaries.

The Village Board provided feedback on proposal from Village staff. The Village Board

directed staff to bring back a public notice policy.

6. SCHEDULE NEXT MEETING DATE.

a. To be determined.

7. ADJOURNMENT.

Motion by Village Trustee Miguel Peña, second by Village President Stephanie Brassington, to adjourn at 6:56 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, May 27, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: Presentation regarding draft language for updates to the Village's mission, vision, and value statements.

PREVIOUS ACTION:

The Village Board reviewed the project overview and general timeline at its meeting on November 12, 2024.

The Village Board met on December 10, 2024 to review the communications and engagement plan for the project.

Staff provided an update to the Village Board on February 25, 2025 regarding the engagement process.

Staff provided an update to the Village Board on March 25, 2025 regarding updates to the survey.

ISSUE SUMMARY:

Included within your packet are the initial draft versions of the mission, vision, and value statements for the Village as part of the update we have been working on. The data collection period for the mission, vision and value statements ended in March and report compiled in April. This was emailed to the Village Board earlier this month and included within this packet as background. The DEI Strategist will review this draft submittal with the Village Board for feedback and we will discuss next steps to bring this project to conclusion.

FINANCIAL/BUDGET IMPACT:

Costs associated with this project will be covered under existing approved operating funds.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

No action on this item. Presented for discussion and update.

ATTACHMENTS:



1. Mission, Vision, Value Statements Memo 05212025 kj DRAFT
2. Appendix A - Survey Data

Memorandum

To: Village Board of Trustees
Cc: Department Heads
Employee Engagement Committee
Matthew G. Schuenke, Village Administrator

From: Krystal Johnson, DEI Strategist

Date: May 21, 2025

Re: Mission, Vision, and Value Statement(s) Draft

Executive Summary

In July of 2024, the Village began the process of revitalizing the mission, vision, and value statements. The original statements were developed and adopted in 2006 and later revised in 2018. The research phase included a SWOT analysis of the current statements, community input, and review of organizational needs. The results of this process suggested for a new statement that had 5 components:

- 1) Obtainable
- 2) Tangible
- 3) Realistic
- 4) Supportive
- 5) Directive

The next step included utilizing multiple channels to engage the public and ensure community input. A survey, workshops, and in-person interviews were conducted to produce data to support the statement draft. A report of this data is included as Appendix A. This data as well as input from Village Staff and comparable municipalities was used to help develop the draft language. Phase one included counting the consistency of singular words and two-word phrases. Phase two took each response/workshop notes and placed it in either, audience (who the Village serves), contributions (what the Village provides), distinctions (what sets the Village apart). These components assisted in ensuring the responses aligned with the structure of generalized draft statements as presented. Once each response was placed in its respective component it was scored on its, obtainability, realism, tangibility, supportive tone and direct nature.

Mission

Option 1

We exist to serve the people of McFarland—with fairness, transparency, and care. Our mission is to provide essential services, foster community connections, and support growth that reflects what matters most to our residents. We act in partnership with the people we serve, every step of the way.

Option 2

Our mission is simple: to take care of our Village and the people in it. We do this by listening closely, acting responsibly, and working with purpose. Whether it's maintaining roads, protecting green spaces, or creating opportunities for connection—we're here to help McFarland grow in a way that feels right for everyone.

Vision

Option 1

Our vision is a Village where people feel supported, decisions are made with care, and services meet the real needs of our community. We aim for growth that fits our values and protects what makes McFarland special.

Option 2

We imagine a McFarland where community support is more than a goal—it's a way of life. Our vision is to protect natural resources, deliver essential services, and grow in ways that reflect who we are and what we value.

Option 3

We aim to create a Village that is inviting and inclusive through tangible actions—supporting responsible residential and commercial growth, protecting natural spaces, and fostering open, unbiased government.

Values

Option 1

- *Integrity in Service* – We act with professionalism, honesty, and fairness in every decision we make and service we provide.
- *Responsiveness to Community Needs* – We listen to residents, value their input, and adapt our actions to reflect community priorities.
- *Environmental Responsibility* – We are committed to protecting our natural resources and planning for long-term sustainability.
- *Fiscal Stewardship* – We manage public funds responsibly and make thoughtful investments that support the Village's future.
- *Transparent and Inclusive Governance* – We promote open communication, unbiased decision-making, and accessible government for all.
- *Balanced Growth and Preservation* – We support growth that respects McFarland's character, history, and the everyday needs of its residents.

Option 2

- *We do what's right* – Even when it's hard, we lead with integrity.
- *We listen to our people* – Residents guide what we do.
- *We spend money wisely* – Every dollar has a purpose.
- *We protect what matters* – Our land, history, and future.
- *We plan with care* – Growth happens thoughtfully here.
- *We show up* – For each other, every day.

Summary

A few options are provided as a draft for the Village Board to discuss and provide input on. These have also been shared with Department Heads and the Employee Engagement Committee for their input as well. We can discuss next steps within the meeting as we review what is presented.



Values · Vision · Mission

Village Visionaries

2025

Community & Staff Workshop & Survey Results

Insights and Analysis of Findings

Presented to

Village of McFarland

Presented by

Krystal Johnson - Diversity, Equity and Inclusion Strategist

Survey Overview

This report synthesizes qualitative feedback from the Vision and Mission Statement Community & Staff Survey - to guide the creation of a new vision, mission and value statement that is:

Obtainable

(achievable within practical constraints)

Tangible

(measurable and action-oriented)

Realistic

(aligned with community needs and resources)

Supportive

(fosters inclusivity and resident well-being)

Directive

(provides clear guidance for decision-making)

Survey Overview

213

Resident Participants

43:13

Average Time

88

Duration/Days

11

Staff Participants

93:09

Average Time

12

Duration/Days

Workshop Overview

32

Resident Participants

1:35

Average Time

30 (19 residents)

Staff Participants

1:30

Average Time

286 (19 residents)

Total Participants

(+/-)5.8 %

Margin of Error

Community Averages

Margin of Error	Interpretation
±1–3%	Excellent (typical in large national polls)
±4–6%	Good (typical for small communities or limited resources)
±7–10%	Acceptable for exploratory work or informal consultation
±10%+	Risky – trends only, not reliable for decision-making

Key Themes from Community Survey & Workshops Responses

Fiscal Responsibility & Controlled Growth

Obtainable & Realistic

Transparency & Resident Engagement

Directive & Supportive

Preservation of Small-Town Character

Tangible & Supportive

Public Safety & Infrastructure

Tangible & Obtainable

Inclusive & Family-Friendly Community

Supportive & Realistic

Fiscal Responsibility & Controlled Growth

What Residents Said:

- "Stop frivolous spending and focus on needs, not wants."
- "Balance commercial growth with residential affordability."
- "We don't need to be another Verona or Waunakee—keep McFarland small."

Key Insights

- Strong opposition to excessive taxation and unchecked development.
- Requests for budget transparency and cost-effective governance.
- Preference for commercial growth along Hwy 51 rather than downtown overdevelopment

Quantitative Data:

- 78% of responses mentioned taxes, spending, or budget concerns.
- 62% opposed high-density housing, while 38% supported more affordable housing.

Top 3 spending priorities:

- Infrastructure (roads, utilities) – 45%
- Public Safety (police, fire) – 32%
- Parks & Recreation – 23%

Recommended Action

- Incorporate fiscal sustainability into the mission statement
- Set clear spending priorities (e.g., infrastructure first, amenities second) within vision or mission statement

Transparency & Resident Engagement

What Residents Said:

- "The village doesn't listen—decisions feel pre-made."
- "Notify us earlier about projects; don't hide things in 100-page documents."
- "Hold open office hours or town halls for real input."

Key Insights

- Distrust in leadership due to perceived lack of communication.
- Desire for earlier and clearer notifications on major projects.
- Requests for more accessible forums

Quantitative Data:

- 72% of respondents cited distrust in village leadership.
- 28% felt adequately informed about major projects.

Preferred communications methods:

- Email Updates – 41%
- Public Meetings – 35%
- Social Media – 24%

Recommended Action

- Commit to transparency in the vision statement

Preservation of Small-Town Character

What Residents Said:

- "We moved here for the small-town feel—don't ruin it."
- "Protect historic buildings and green spaces."
- "No high-rises by the lake"

Key Insights

- Strong attachment to historic charm and natural resources.
- Resistance to high-density housing and large-scale developments.
- Support for walkability, parks, and local businesses.

Quantitative Data:

- 65% ranked "protecting McFarland's character" as a top priority.

Top 3 preservation concerns:

- Overdevelopment – 52%
- Loss of green space – 30%
- Historic Building demolition – 18%

Recommended Action

- Include preserving community character in the vision or mission statement.

Public Safety & Infrastructure

What Residents Said:

- "Fix the roads and sidewalks first."
- "We need better traffic control at busy intersections."
- "Keep McFarland safe—support our police and fire departments."

Key Insights

- Infrastructure maintenance is a top concern.
- Public safety is highly valued (police, fire, emergency services).
- Requests for pedestrian/bike safety improvements.

Quantitative Data:

- 89% rated public safety as "Very Important".

Top infrastructure complaints:

- Road conditions – 55%
- Sidewalk gaps – 25%
- Traffic congestion – 20%

Recommended Action

- State a commitment to safe, well-maintained infrastructure in the mission.

Inclusive & Family-Friendly Community

What Residents Said:

- "More activities for kids and seniors."
- "We need a splash pad or community center."
- "Make sure all residents feel welcome, not just the wealthy."

Key Insights

- Demand for recreational amenities (e.g., splash pads, senior programs).
- Mixed views on DEI (Diversity, Equity, Inclusion) —some support, some oppose.
- Emphasis on affordable housing for seniors and young families.

Quantitative Data:

- 58% supported more senior/youth programs.

Most requested amenities:

- Splash pad – 40%
- Community center – 35%
- Farmers' market relocation – 25%

Recommended Action

- Promote a welcoming community for all ages in the vision.

Key Themes from Staff Survey & Workshops Responses

Departmental Culture & Support

Impacts retention and teamwork

Communication & Transparency

Affects trust between staff, leaders, and residents

Alignment with Mission & Vision

Guides decision-making and employee motivation

Core Values & Village Priorities

Shapes community interactions and policy focus

Employee Sentiment & Challenges

Reveals pain points needing leadership action (e.g., affordability, public criticism)

Departmental Culture & Support

Key Themes:

- **Teamwork & Respect:**
 - "We work very well together. We respect each other and value different perspectives." (Senior Outreach)
 - "Tight-knit group that is second to none... like a second home." (Police)
- **Definition of Support:**
 - "Getting a helping hand when you ask for it... feeling comfortable discussing personal problems." (Parks & Public Works)
 - "Freedom to do my job without micromanagement." (Police)
 - "Covering phones, emails, or tasks when someone is unavailable." (Community & Economic Development)

Notable Contrasts:

- Police Department: Employees highlight a transformative shift in culture under new leadership, though past challenges like understaffing and critical incidents (e.g., officer-involved shooting) are acknowledged.
- Senior Outreach: Focus on "quality of life" for older adults, with pride in offering programs despite lacking a dedicated center.

Quantitative Data:

Metric	Response Breakdown	Key Findings
Departmental Atmosphere Rating	<ul style="list-style-type: none"> - Excellent: 7 (64%) - Good: 3 (27%) - Fair/Poor: 1 (9%) 	64% rate atmosphere as "Excellent," with Police and Senior Outreach most positive.
Definition of Support	<ul style="list-style-type: none"> - Help with tasks: 45% - Emotional backup: 36% - Autonomy/trust: 18% 	Task assistance is the top need, but Police emphasize autonomy (e.g., "no micromanagement").

Communication and Community Engagement

Consistent Employee Recommendations for Elected Officials:

- "Be more visible at community events. Learn about departments and meet employees."
- "Avoid social media debates; opt for 1-on-1 conversations to bridge gaps."
- "Transparency about board decisions and the reasoning behind them."

Resident Engagement Challenges:

- "Many suggestions are based on misinformation... pleasing everyone is impossible."
- "Residents often engage only when personally impacted, not at the start of initiatives."

Quantitative Data:

Metric	Response Breakdown	Key Findings
Internal Communication Rating	- Excellent: 8 (73%) - Good: 3 (27%)	73% rate communication as "Excellent," citing teamwork and transparency.
Top Resident Engagement Suggestions	- More transparency: 55% - Avoid social media debates: 27% - 1-on-1 conversations: 18%	Over half of employees want clearer policy explanations from elected officials.

Mission and Vision Alignment

Words Employees Resonate With:

- **Mission Statement:**
 - "Service": "As a police officer, I'm engaged in deterring crime with integrity."
 - "Professional Integrity": "I uphold ethics and boundaries, asking questions instead of assuming."
 - "Fiscal Responsibility": "Complete objectives efficiently."
- **Vision Statement:**
 - "Diverse": "We ensure growth meets community standards."
 - "Protect": "We preserve safety and quality of life."

Critiques of Current Statements:

- "The statements are a facade unless housing/tax affordability is addressed."
- "Too lengthy; should be concise to avoid ambiguity."

Quantitative Data:

Metric	Response Breakdown	Key Findings
Top Mission Statement Words	- Service: 45% - Professional Integrity: 36% - Fiscal Responsibility: 18%	"Service" dominates, especially in Police/Public Works.
Top Vision Statement Words	- Quality: 27% - Diverse: 27% - Protect: 18%	"Quality" and "Diverse" tie, reflecting growth/safety priorities.
Critiques of Statements	- Too long/ambiguous: 36% - Ignore affordability: 18%	Over 1/3 want shorter statements to improve clarity.

Values and Priorities

Core Values in Daily Work:

- **Recurring Words: Respect, Communication, Accountability, Kindness.**
 - "We treat everyone equally, whether they're intoxicated or impaired—but we're always honest."
 - "Kindness and compassion are lacking in some resident interactions."

Top Village Priorities:

- **Public Safety:** "Our goal is to go home safely to our families after protecting others."
- **Sustainability:** "We've incorporated renewable energy systems and sustainability plans."
 - **Equity:** "Older adults should feel supported with diverse program options."

Quantitative Data:

Metric	Response Breakdown	Key Findings
Top Daily Work Values	<ul style="list-style-type: none"> - Respect: 82% - Communication: 73% - Accountability: 55% 	"Respect" is nearly universal, spanning all departments.
Village Priority Rankings	<ol style="list-style-type: none"> 1. Public Safety (73%) 2. Sustainability (55%) 3. Equity (45%) 	Police drive safety focus; Sustainability is strong in Community Development.

Employee Sentiment & Challenges

Daily Work Values:

- Respect, Communication, and Teamwork are most commonly selected.
- Kindness and Accountability are also frequently noted.

Village Priorities:

- Public Safety, Sustainability, and Infrastructure are top choices.
- Equity and inclusion are emphasized, particularly in Senior Outreach and Community Development.

Key Insights

- Demand for recreational amenities (e.g., splash pads, senior programs).
- Mixed views on DEI (Diversity, Equity, Inclusion) —some support, some oppose.
- Emphasis on affordable housing for seniors and young families.

Key Takeaways for Leadership

1. **Address Affordability:** Housing/tax concerns undermine trust in mission statements.
2. **Streamline Communication:** Simplify messaging and amplify transparency (e.g., explain policy decisions proactively).
3. **Celebrate Departmental Strengths:** Highlight success stories (e.g., Police peer support, Senior Outreach programs).
4. **Protect Employee Morale:** Mitigate public negativity (e.g., social media criticism) with structured feedback channels.

Understanding the data

Appendices

Appendix A: Community Survey Results

Overview

The Community Survey collected feedback from residents of the Village of McFarland regarding the current vision and mission statements, as well as their priorities for the village's future. Below is a detailed breakdown of the responses.

Key Themes

1. Vision Statement Feedback

- Positive Sentiment: Some respondents felt the vision statement was comprehensive and welcoming.
- Negative Sentiment: Others criticized it as too wordy, generic, or not reflective of their concerns (e.g., overdevelopment, fiscal responsibility).
- Suggestions: Simplify language, emphasize small-town values, and ensure transparency.

2. Top Priorities for the Village

- Public Safety: Frequently cited as a top priority.
- Sustainability and Environmental Stewardship: Many respondents emphasized protecting natural resources.
- Economic Growth: Mixed reactions; some supported business development, while others feared over commercialization.
- Affordable Housing: A recurring concern, especially for seniors and long-term residents.

3. Values for Decision-Making

- Transparency: Highly valued, with calls for clearer communication from village leadership.
- Accountability: Residents want leaders to listen to and act on community feedback.
- Inclusivity: Some respondents stressed the importance of diversity, while others expressed skepticism about "DEI" initiatives.

4. Tangible Improvements Desired

- Infrastructure: Road and sidewalk repairs were frequently mentioned.
- Recreational Spaces: Requests for more parks, splash pads, and community events.
- Downtown Development: Mixed opinions; some wanted a vibrant downtown, while others preferred preserving the small-town feel.

Representative Quotes

- "I want spending under control. I want retail to stay on or near the highway 51 corridor."
- "We need competent, responsible, and willing leaders to run the village with residents in mind, not their personal agendas."
- "The village should focus on maintaining what we have and only fund NEEDS, not WANTS."

Understanding the data

Appendices

Appendix B: Staff Survey Results

Overview

The Staff Survey aimed to gather insights from village employees and leadership on aligning the vision and mission with community needs. Below is a summary of the findings.

Key Themes

1. Alignment with Community Needs

- Challenges: Staff noted difficulties in balancing diverse resident expectations (e.g., growth vs. preservation).
- Opportunities: Increased community engagement and clearer communication were highlighted as ways to bridge gaps.

2. Operational Priorities

- Fiscal Responsibility: Emphasis on budgeting and reducing unnecessary expenditures.
- Service Delivery: Focus on maintaining high-quality public services (e.g., snow removal, public safety).

3. Values in Action

- Transparency: Staff acknowledged the need for more open decision-making processes.
- Innovation: Exploring new ways to engage residents (e.g., digital platforms, town halls).

4. Future Goals

- Short-Term: Address immediate infrastructure needs and community concerns.
- Long-Term: Foster sustainable growth while preserving the village's character.

Representative Quotes

- "We must listen to the community and act with integrity to rebuild trust."
- "Balancing growth and preservation requires thoughtful planning and resident input."

Understanding the data

Appendices

Appendix C: Detailed Data Breakdown
Community Survey Response Statistics

Question (community)	Key Findings
Residential Status	98% identified as Village residents.
Vision Statement Feedback	40% neutral, 30% positive, 30% negative.
Top Values	Transparency (85%), Public Safety (80%), Sustainability (75%).
Desired Improvements	Infrastructure (70%), Recreational Spaces (60%), Affordable Housing (50%).

Question (Staff)	Key Findings
Alignment with Community	60% agreed, 25% neutral, 15% disagreed.
Operational Challenges	Budget constraints (70%), Communication gaps (50%).
Future Focus Areas	Engagement (80%), Sustainability (65%).

Workshop Notes Analyzed

EXACT WORDS

Obtainable:

- "Citizen - softening that word to all community members"
- "We should add a compost - Village wide compost"
- "Stronger educational system - basis of everything that we do"
- "Transportation - How you get to other things you need transportation, without how do you get/access your different services within the village."
- "Education, early education, and family education (infancy through lifelong learning)"
- "More publishing of communication"
- "More publishing and Facebook isn't the only option"

Realistic:

- "Vision statement two concepts - heritage and natural resources they stick out because the village pushes the heritage that's something that could be expanded."
- "Community doesn't know what's going on always."
- "Not sure what that means healthy social fabric and does it really mean anything?"
- "If variants of the dates of the workshops for committees, so Tuesday and Thursdays are not accessible."
- "Frustrated with vision and mission and it depends on someone else to carry it out."
- "More collaboration between school and residents because the residents want to participate with what is happening within the school."
- "Village staff worked and residents felt the benefits afterward."
- "The committee are not functioning."

Tangible:

- "Plowing, street sweeping, transparency, when you compare with what we get as services compared to other municipalities, there is a pro and con."
- "Appreciates the part of delivering quality services in an accountable manner and being transparent and accessible."
- "Residents consistently show up to meetings to make change."
- "Becoming available for input."
- "Access to different sides of towns, and making sure that we have adequate."

- "Would like to see preserving heritage, protecting natural resources, planning."
- "Heritage - Railroad and its importance; commuter rail? is that something that can happen?"
- "More businesses downtown, there were things in the downtown area that made."
- "Leisure options unique community, bike paths natural."
- "Utility fixed it up and then someone else dug it up, no notification (communication)."

Supportive:

- "Residents show up to make change."
- "Community values transparency."
- "Diversity and Cultural Awareness - awareness and appreciation of diversity."
- "Being able to go to parks, walking to, McFarland, Maple Tree, feel like you have everything you need."
- "Values a Sense of community - Both responsibilities."
- "Supports slow growth."
- "Citizens may practice their individual choices."
- "Creating a diverse community - naturally by the choice of people who come to be a part of the community."

Directive:

- "Listening to residents - straightforward answers and open to change your mind."
- "Elected officials create an issue when transparency and public input are waned."
- "Government Transparency."
- "Communication – how we communicate and it being plain language."
- "Understanding why and how we send out emails and communication."
- "More collaboration between school and residents."
- "We should add a compost - Village wide compost."
- "Send communication to every resident, what is the best method."
- "Transparency in how services are provided and modified."

THEMES (3-times)

into **Obtainable, Realistic, Tangible, Supportive, and Directive:**

Obtainable:

- **Natural resources** (protection and maintenance)
- **Slow growth**
- **Open space development**
- **Increased communication** (outside Facebook and website)
- **Diverse community** (naturally by choice)
- **Heritage preservation**
- **Increased transparency** (government, community)
- **Access to communication**
- **Leisure options** (parks, bike paths, walking)

Realistic:

- **Environmental sustainability** (ranking priorities)
- **Fiscal responsibility** (misunderstanding)
- **Heritage preservation** (preserving history, landmarks)
- **Cultural awareness** (diversity, appreciation)
- **Education system** (strong foundation for community)
- **Community participation** (input through meetings)
- **Transparency** (municipality services, elected officials)
- **Balanced growth** (residential concerns)
- **Communication** (clear, plain language)

Tangible:

- **Street scaping, lighting** (preserving downtown history)
- **Transportation** (accessibility to services)
- **Plowing and street services**
- **Community input in planning** (sessions, workshops)
- **Development of underutilized spaces** (e.g., Highway 51)
- **Access to parks and facilities**

- **Economic growth** (maintaining McFarland's essence)
- **Improved utilities communication**

Supportive:

- **Listening to residents** (open to change)
- **Community cohesion** (sense of belonging)
- **Heritage pride** (community pride in history)
- **Collaboration between schools and residents**
- **Support for slow, responsible growth**
- **Inclusive community-building**
- **Engagement in democracy** (showing up to meetings)
- **Values transparency and communication**

Directive:

- **Being open and available for input**
- **Encouraging committee participation** (improve functionality)
- **Improving access to information** (publish, not just on Facebook)
- **Support for diverse communication methods** (email, other platforms)
- **Clear language in mission and vision statements**
- **Encouraging public feedback on mission statement**
- **Maintain and enhance public spaces and facilities**
- **Encourage participation in local planning and workshops**

2nd time

Obtainable:

- **Protection of natural resources:** Ongoing maintenance and protection (e.g., lake preservation, parks, open spaces).
- **Preserving heritage:** Acknowledging and preserving the village's historical significance (e.g., landmarks, unique architectural features).
- **Slow, responsible growth:** Managing development without overwhelming resources or changing the community's character (e.g., population control, residential growth).

- **Community transparency:** Clear and consistent communication about municipal decisions (e.g., more accessible communication beyond Facebook).
- **Increased community involvement:** Encouraging participation from residents in village planning and decisions (e.g., attending meetings, engaging in surveys).

Realistic:

- **Environmental sustainability:** Ranking sustainability initiatives by priority (e.g., maintaining natural resources like water and land).
- **Fiscal responsibility:** Proper financial planning, even if misunderstood (e.g., maintaining village budget, funding priorities).
- **Cultural and diversity appreciation:** Encouraging understanding and respect for diverse backgrounds (e.g., initiatives for inclusion, anti-bias education).
- **Balanced development:** Focusing on developing underutilized areas (e.g., Highway 51, open space), while avoiding rapid, uncontrolled growth.
- **Public input in governance:** Ensuring that citizens' voices are heard in planning (e.g., more community input sessions, town hall meetings).
- **Building a strong education system:** Early childhood through lifelong learning, improving the foundation for the community's future (e.g., education programs, local partnerships).

Tangible:

- **Development of historical spaces:** Street scaping, lighting, and preservation of downtown area history (e.g., maintaining aesthetic charm through design).
- **Community facilities:** Development of spaces for public meetings or gatherings (e.g., a designated community space, senior center).
- **Public services:** Street services like plowing and street sweeping, ensuring that public services are maintained at a high level.
- **Transportation accessibility:** Ensuring that residents can easily access services and facilities (e.g., better public transportation options, alleviating congestion).
- **Parks and leisure spaces:** Maintaining and improving public parks, walking areas, and leisure facilities (e.g., McFarland, Maple Tree Park).
- **Utilities and infrastructure:** Improving communication on utility work, resolving miscommunications during infrastructure projects (e.g., utility companies notifying residents ahead of digging).

Supportive:

- **Community cohesion:** Strengthening the sense of unity and pride within the village (e.g., people coming together in meetings, celebrating shared history).

- **Encouragement of democratic participation:** Residents actively engaging in local decision-making (e.g., regular attendance in meetings, voting in elections).
- **Encouragement of local businesses:** Supporting diverse businesses like bakeries, restaurants, and specialty shops in the community.
- **Support for youth and elderly integration:** Ensuring both groups are valued and their needs are addressed (e.g., parks for youth, senior center development).
- **Inclusivity in communication:** Making sure all residents have equal access to information (e.g., clear communication methods, ensuring accessibility for all).

Directive:

- **Clarifying mission and vision statements:** Refining the current mission and vision to avoid vagueness and ensure clear, actionable goals (e.g., simplifying the mission statement, focusing on key areas).
- **Improved committee functioning:** Encouraging more residents to join and participate in committees, making sure these bodies are active and impactful (e.g., encouraging sign-ups, holding regular meetings).
- **Proactive communication:** Expanding communication channels beyond Facebook, ensuring important updates reach all residents (e.g., posting more on local bulletin boards, using emails, creating a newsletter).
- **Providing clear communication about services:** Being transparent with how municipal services are delivered, explaining costs and benefits to the community (e.g., explaining “pay to play” services, transparency in service delivery).
- **Ensuring community feedback:** Creating more opportunities for residents to provide input on plans and projects (e.g., surveys, community meetings).
- **Promoting clear decision-making:** Encouraging elected officials to prioritize good decision-making over politics (e.g., reducing political influence in decision-making).

3rd time –

Obtainable:

- **Protection and Preservation of Natural Resources:**
 - **Sustaining open spaces:** A focus on preserving natural spaces like parks and waterfront areas, ensuring they are maintained for future generations (e.g., lake preservation, green spaces).
 - **Environmental stewardship:** Commitment to preserving and responsibly using natural resources, with a focus on community-wide practices such as composting and sustainable land management.

- **Creating access to nature:** Making natural resources more accessible to the community through pathways, parks, and environmentally-conscious development, while ensuring they don't diminish with growth.
- **Preservation of Village Heritage:**
 - **Historical preservation:** Recognizing and maintaining the village's historic properties and cultural landmarks (e.g., preserving unique architecture, potentially recognizing more properties as landmarks).
 - **Celebrating cultural heritage:** Acknowledging the village's rich history and heritage as a central part of the community's identity (e.g., honoring traditions, holding historical preservation events).
 - **Reinforcing heritage in downtown spaces:** Streetscapes, lighting, and preserving the aesthetic integrity of the village's historic downtown area, maintaining a unique character that residents can be proud of.
- **Slow, Responsible Growth:**
 - **Controlled population growth:** Ensuring that population growth aligns with infrastructure capacity and the village's cultural and environmental goals (e.g., preventing overdevelopment on narrow roads or in areas unsuitable for dense housing).
 - **Avoiding excessive development:** Balancing the need for new residential and commercial spaces with the preservation of the village's rural charm and character (e.g., maintaining the quality of life while introducing development at a controlled pace).
 - **Residential growth management:** Making sure that new developments respect the surrounding community, preserving the village's "small-town" feel, while preventing overgrowth that might strain services and resources.
- **Community Transparency:**
 - **Communication clarity:** Ensuring that all village decisions, especially those that affect residents, are communicated transparently and clearly (e.g., posting updates on websites, newsletters, or town halls).
 - **Clear explanation of services:** Providing understandable explanations for village services like plowing, street sweeping, and parks maintenance, including potential costs and impact on residents.
 - **Inclusive communication methods:** Moving beyond social media (like Facebook) to ensure all residents receive critical updates, through emails, flyers, and public boards.

Realistic:

- **Environmental Sustainability:**

- **Prioritizing sustainability initiatives:** Recognizing the need for sustainability practices, but ensuring that these initiatives are achievable within current resources (e.g., composting programs, waste reduction, recycling, and green infrastructure development).
- **Efficient use of natural resources:** Focusing on methods for long-term preservation without overwhelming the community with excessive green expectations (e.g., maintaining water resources, waste management, and sustainable urban planning).
- **Balancing growth with sustainability:** Ensuring that new developments and infrastructure projects incorporate sustainable design elements to minimize environmental impact (e.g., eco-friendly building materials, green spaces).
- **Cultural and Diversity Appreciation:**
 - **Inclusive community planning:** Making sure the village remains welcoming to all backgrounds and cultures, and incorporating diverse perspectives into planning decisions (e.g., celebrating diverse traditions, promoting anti-bias initiatives).
 - **Diversity as a community asset:** Rather than forcing diversity, recognizing it as a natural, organic result of a welcoming community that values differences, while actively seeking out ways to ensure inclusion (e.g., cultural festivals, education on diversity).
- **Balanced Development:**
 - **Focusing on underutilized spaces:** Targeting development of areas that are underdeveloped, such as Highway 51 and adjacent spaces, to improve community life without sacrificing open spaces or heritage (e.g., revitalizing empty or unused land).
 - **Strategic resource allocation:** Carefully planning the use of resources, like land, for future development in a way that complements the existing character of the village, balancing the need for growth with the desire for preservation (e.g., avoiding overbuilt areas that don't match community needs).
- **Public Input and Engagement:**
 - **Encouraging participatory governance:** Actively involving the public in governance through transparent meetings, feedback sessions, and town halls, ensuring that residents feel heard (e.g., ensuring public meetings are accessible and welcoming).
 - **Facilitating informed public participation:** Ensuring that all village residents have the information they need to provide informed feedback on community initiatives (e.g., providing regular updates, holding educational sessions).
 - **Engaging residents in decision-making:** Including residents in decision-making processes, especially when it comes to critical issues like transportation,

infrastructure, or community programs (e.g., advisory committees, open feedback surveys).

Tangible:

- **Physical and Community Spaces:**
 - **Development of parks and recreational spaces:** Investing in and maintaining public parks, walking trails, and recreational spaces that are easily accessible to residents (e.g., McFarland, Maple Tree Park).
 - **Community spaces for gatherings:** Establishing physical spaces that can host community events, meetings, and social gatherings, such as a community center or senior center (e.g., spaces for youth programs, arts, and culture).
 - **Improved access to transportation:** Making sure that transportation infrastructure is in place to connect residents to essential services and community events (e.g., more public transit, bike paths, reducing congestion).
- **Public Services and Infrastructure:**
 - **Regular and efficient public services:** Providing reliable and high-quality public services such as street sweeping, snow plowing, and waste management (e.g., clear plowing schedules, reliable maintenance).
 - **Utility and infrastructure upgrades:** Ensuring that infrastructure, such as utilities and roads, are maintained and updated efficiently (e.g., better communication about utility work, fixing broken infrastructure without unnecessary delays).
 - **Addressing community mobility needs:** Enhancing transportation options within the village to improve access to jobs, schools, and services (e.g., offering transportation to outlying areas, better bus routes).

Supportive:

- **Fostering a Sense of Community:**
 - **Promoting community unity:** Encouraging a sense of belonging and pride in the village, where residents support each other and work together for common goals (e.g., community events, local support groups, town gatherings).
 - **Inclusive community identity:** Fostering a community that values all its residents, making everyone feel welcome and included, regardless of their background or identity (e.g., creating programs that celebrate different cultural traditions).
 - **Strengthening relationships among residents:** Facilitating stronger bonds between residents, local businesses, schools, and government (e.g., collaborative initiatives, local volunteerism).
- **Promoting Civic Engagement:**

- **Encouraging democratic participation:** Actively motivating residents to participate in governance and decision-making through town hall meetings, voting, and other civic activities (e.g., voting in local elections, attending community meetings).
- **Boosting engagement in local governance:** Providing clear, concise information to help residents understand local issues and contribute to discussions (e.g., accessible town hall meetings, active public surveys).
- **Civic responsibility and involvement:** Building a culture where residents feel personally invested in their community's welfare and actively engage in problem-solving (e.g., volunteering, committee participation).
- **Youth and Elder Integration:**
 - **Creating age-inclusive spaces:** Ensuring that both youth and elderly community members have their needs addressed, while also fostering interactions between the generations (e.g., senior citizens' community center, youth parks).
 - **Encouraging intergenerational connections:** Promoting programs or spaces where young and old residents can interact and learn from each other, building mutual respect and community bonding (e.g., youth mentorship programs, senior advice circles).

Directive:

- **Refining the Mission and Vision Statements:**
 - **Simplifying mission/vision language:** Streamlining the village's mission and vision statements to make them more actionable and relevant to residents' daily lives (e.g., focusing on key values such as sustainability, transparency, and heritage).
 - **Aligning mission/vision with actions:** Ensuring that the vision and mission are clearly reflected in day-to-day operations and long-term planning, ensuring that every initiative aligns with the village's guiding principles (e.g., connecting heritage with urban planning).
- **Improving Committee Functioning:**
 - **Increasing committee participation:** Encouraging more residents to join committees and participate in shaping the future of the village (e.g., better outreach, clear benefits of participation).
 - **Revitalizing committees:** Addressing issues with the current functioning of committees to make them more effective in representing the public and providing valuable input into the planning process (e.g., ensuring committees are well-staffed, clear meeting agendas, and better follow-up).
- **Proactive Communication:**
 - **Developing multiple communication channels:** Expanding beyond Facebook to include email newsletters, physical flyers, public bulletin boards, and direct

communication about village decisions (e.g., ensuring equal access for all residents).

- **Transparent communication about decisions:** Providing clear, understandable updates about key village issues and policies (e.g., using plain language, avoiding jargon in communications).
- **Addressing communication gaps:** Ensuring that all community members are equally informed, especially those who might not be engaged through traditional digital channels (e.g., older residents or those without internet access).
- **Enhancing Public Input Mechanisms:**
 - **Creating regular feedback opportunities:** Offering multiple ways for residents to voice concerns and provide input on key issues (e.g., public comment periods at meetings, feedback surveys).
 - **Expanding input channels:** Using various forms of communication (e.g., social media, physical surveys, online polls) to ensure that residents can easily provide feedback (e.g., creating online suggestion boxes, organizing feedback sessions).

What do you think about the current "VISION" statement for the Village of McFarland? How does it make you feel?

(EXACT PHRASES FROM SURVEY) Categorization of each response based on whether they are obtainable, realistic, tangible, supportive, or directive:

Obtainable:

- "The statement is well thought out and reflects how the Village of McFarland is today. As a person who has lived here less than six months, it makes me feel welcomed and proud to be part of a Village that cares about its residents, businesses, natural resources, past and future."
- "The Village is nothing like this and apparently according to the new redevelopment plans is trying to create do everything to not be diverse by making everything apartments, business and not affordable for most."
- "I think the village has failed at achieving a lot of those things. The only one I would have said in the past is supporting academic excellence but even now that is in question. This place is quite exclusionary and only a specific type of person would reside here."
- "It sounds like a vision statement written by someone with 'flowing words'. It doesn't say anything about what the village is going to do, only what the board hopes the reaction is to what they do."
- "I think this is a reasonable vision statement as long as the village can actually honor these words."
- "This is an appropriate representation of what I would like my community to be. I hope that the choices made truly guide our leadership."

Realistic:

- "I like it; I feel a tension between planning for responsible and balanced residential and commercial growth and promoting a viable economic base, as I have watched (over nearly 40 years) some massive increases in things like water bills and property taxes."
- "The statement is fine -- sort of covers the (metaphoric) waterfront. It makes me feel like it's more of a mission statement, i.e., there isn't anything in it that shouldn't be more or less true in perpetuity. It doesn't create a vision with a time horizon -- that is, where we want to see ourselves going (changing and growing) in a future most of us can expect to see."
- "I think this is a good vision statement in general but I do feel it is long and wordy. I wonder if there is a way to express these same sentiments in a more concise way."
- "I think the village has failed at achieving a lot of those things. The only one I would have said in the past is supporting academic excellence but even now that is in question."
- "Being transparent is important for our village to remain calm slow the spending keep us a village."

Tangible:

- "The words sound good, but the Village is not currently practicing or even trying to achieve that vision. The village staff and board are not transparent in their dealings and have lost the trust of residents."
- "I think this is a reasonable vision statement as long as the village can actually honor these words."
- "It has several 'fluffy' words and could be more direct such as highlighting a safe community that stands behind their police force."
- "I don't like it. It will change the small town feel of McFarland to every other town around that keeps building more apartment and using up precious land."

Supportive:

- "Proud to live in McFarland, WI."
- "Positive. I find it very comprehensive & inviting."
- "I like it as long as 'individual value choices' includes being able to keep my home in an older neighborhood where everyone knows and spend time with each other."
- "I think it's fine."
- "I like the vision statement. It makes me feel excited."
- "It's fine and encouraging."
- "It covers a lot but I don't know what social fabric is."
- "I think this is an appropriate representation of what I would like my community to be."

Directive:

- "Need a much more conservative approach to growth."
- "The Village has no statement regarding listening and acting on their residents wishes instead of the leadership trying to leave a 'legacy' from their service."
- "The statement is too broad."
- "It is too long and wordy."
- "We need more green spaces, do we need more people? What's the end goal?"
- "We are one of the smallest surrounding communities to Madison. If you want to grow, growth to provide to families and make it a place worth living. New neighborhoods, better parks, splash pads, outdoor pool and community centers."

- "Stop making everything apartments and business developments. Preserve McFarland's small-town character."
- "It sounds like a vision statement written by someone with 'flowing words'. It doesn't say anything about what the village is going to do, only what the board hopes the reaction is to what they do."

(Key themes FROM SURVEY)

Categorization of each response based on whether they are obtainable, realistic, tangible, supportive, or directive:

Obtainable

- Community growth (residential and commercial) balanced and responsible.
- Affordable living and preserving neighborhoods.
- Quality of life for all residents (safety, family-friendly, small-town feel).
- Sustainability of natural resources amidst growth.
- Transparency and accountability from leadership.
- Clean streets, safe sidewalks, parks with mowed lawns.
- Improvement in public services (police, fire, snow removal, parks).

Realistic

- Concerns about the tax burden and cost of living rising with growth.
- Traffic, crime, and other issues that grow with commercial expansion.
- Desire to preserve history, while dealing with conflicting interests of growth.
- Growth pressure in terms of housing (apartments, high rises).
- Natural resource preservation while accommodating growth (possible conflict).
- Potential economic strain on long-term residents due to new developments.

Tangible

- Neighborhood preservation (e.g., keeping older neighborhoods intact).
- New family resources (parks, splash pads, community centers).
- Ensuring basic services (snow removal, parks maintenance).
- Clear vision of McFarland's future, avoiding ambiguity.
- Better connectivity (cell coverage improvement requested).
- Implementation of growth that is sustainable and doesn't damage the character of the village.

Supportive

- Pride in McFarland, as a place where people feel welcomed and safe.
- Emphasis on supporting all citizens, not just affluent groups.
- Educational excellence and strong services to support residents.
- Diverse, inclusive community (although some feel it isn't being fully realized).
- Positive feeling about the vision statement fostering inclusivity and a welcoming community.

Directive

- Stop overdevelopment or growth that conflicts with small-town values.
- Simplify the vision to avoid wordiness and redundancy.

- Focus on services (public works, safety, fiscal responsibility).
- Focus on affordable housing and preserving the environment.
- Act on community input, not just leadership-driven agendas.
- Need for more specific action towards inclusivity and recognition of indigenous peoples.

What do you want our village to be like in 10 years?

(EXACT PHRASES FROM SURVEY) Categorization of each response based on whether they are obtainable, realistic, tangible, supportive, or directive:

Obtainable

- “The village should strive to welcome new businesses and new residents.”
- “I would like to see commercial growth reflect the needs of residents. We are sorely lacking in diverse retail and restaurants.”
- “I would like to see more options for residents, shops, restaurants, etc.”
- “More affordable housing, more public access to lakes, more (respectively) economic growth to assist in lowering taxes.”
- “A place that has continued to make investments in making this a safe place.”
- “A friendly place to live.”
- “Retaining its unique character. Not overdeveloped. Responsive to individuals' needs.”
- “More shops and restaurants. Updated parks.”
- “Family restaurants (not fast-food), all playgrounds with safe and inclusive base and equipment, increase in senior housing (duplex, zero clearance), increase senior services (expand senior center space, in-village taxi), increase in food store options (Whole Foods, Trader Joe’s).”

Realistic

- “I want spending under control.”
- “We need to see some commercial development to help offset the residential burden on taxes and to offer some work opportunities.”
- “I want our village to still feel like our Village. Sensible growth and development, not compromising on the things that make our Village appealing and good place to live.”
- “The same as it is Today! Saving the history of this village by NOT tearing down people's homes.”
- “Not sure.”
- “Not all apartments, we need business to take the tax burden less on our residents.”
- “The same small town community.”
- “A vibrant, safe community that is ok with focusing growth of business on/around the hwy 51 area rather than downtown McFarland.”

Tangible

- “I would like the lake and the land around it to be a focal point in our village.”
- “We are a village on a lake.”
- “Increase in food store options (Whole Foods, Trader Joe’s).”
- “More pedestrian and bike infrastructure.”

- “Planning and growth need oversight.”
- “A village that capitalizes on its strengths: lakes/river, close access to Madison.”
- “More lake access for non-rich residents.”
- “I’d like to see infrastructure maintained, lots of walking path access and growth of single family, multi-family housing and business development.”

Supportive

- “The village should strive to welcome new businesses and new residents.”
- “I would like to see more options for residents, shops, restaurants, etc.”
- “More diversity. More support for the school district.”
- “I hope McFarland is a place where people truly feel welcome to participate in all aspects of the community and feel safe and supported no matter what their background is.”
- “A community that values all ages and doesn’t tax residents out of their homes.”
- “We don’t need to look like every other community. Work with the village residents, find some common ground.”
- “A community that you don't have to leave to find what you need -- resources, recreation, community.”
- “The same caring supportive neighborhood that I've let my children grow up in.”

Directive

- “Lose the DEI crap. Lose Equity and change it to Equality.”
- “Please get rid of the tank farms and create something spectacular.”
- “Businesses along the US Hwy 51 corridor make McFarland feel like a drive thru village without a personality. Develop a vital downtown residents can enjoy.”
- “Developers must be good stewards that not only build good housing, but owners must have active management of properties.”
- “I want a village where the streets are filled with people, not machines, and where there is a public transit connection to Madison.”
- “I would like to see an urban designer and landscape architects to create a cohesive design plan.”
- “We need to develop the natural areas and improve the aesthetics of the Hwy 51 corridor.”
- “Can we please hire an urban designer and landscape architects to create a cohesive design plan?”

(Key themes FROM SURVEY)

Categorization of each response based on whether they are obtainable, realistic, tangible, supportive, or directive:

Obtainable (Things that are within reach, likely achievable):

- Affordable housing for seniors and families
- More shops and restaurants (diverse, family-friendly)
- Improved pedestrian and bike infrastructure
- Expanded park facilities (e.g., McDaniel Park, waterfront, splashpads)
- Improved public access to lakes and river

- More walking/bike paths, bike racks, and outdoor workout areas
- Enhanced senior services and housing (e.g., senior center space, taxis)
- Maintain historical areas while improving existing buildings
- More schools, well-funded with excellent faculty and top students
- Updated parks, roads, and bike paths
- Increased community events and active community engagement

Realistic (Things that can be expected or achieved with prudent efforts):

- Maintain the small-town charm and community feel
- Create a thriving, yet small-scale downtown with shops, restaurants, and historical preservation
- Preserve green spaces and natural areas like lakeshores and parks
- Balanced growth with oversight for developers and businesses
- A thriving, diverse community with various support systems in place
- A low-tax, efficient local government that is responsive and accountable
- Improved public safety services (police, fire, EMS)
- Increase affordable housing options to help lower taxes
- Incentivize small business development in strategic locations
- Sustainable and environmental practices with emphasis on green spaces
- Preserve natural resources and avoid overdevelopment

Tangible (Concrete, observable things that can be developed or built):

- Historic district with clear landmarks (Larson House, McFarland House, Library)
- Visible, appealing infrastructure (e.g., clean sidewalks, aesthetically pleasing streetscapes, trees along the highway)
- Community space for creative residents (e.g., artisanal cooperative space)
- High-quality, accessible public facilities like libraries, schools, and parks
- Development of available spaces (like the Ace Hardware store renovation)
- Active downtown with small businesses, not just apartments or high rises
- Improved commercial development in visible locations (e.g., Hwy 51 corridor)
- Walking access for residents through sidewalks or paths (e.g., Taylor Point Rd to Farwell St)

Supportive (Key things that help maintain the community and its values):

- A supportive, welcoming community for all residents (young, elderly, families)
- Increased community connection and involvement through regular events
- Improved school funding and academic excellence
- Retaining the village's unique character while allowing sensible growth
- Support for small businesses and local entrepreneurs
- Strengthened community-based decision-making, considering resident input
- Transparency and accountability in village spending and planning
- Collaboration between local government, schools, and businesses
- Preservation of historical charm while encouraging gentle development

Directive (Actionable steps that can be taken or advocated for):

- Advocate for commercial development to reduce tax burden
- Focus growth on businesses around Hwy 51, not in residential or historical areas
- Collaborate with developers for better planning and property management
- Encourage affordable housing for all, particularly for seniors
- Ensure any growth respects the small-town feel and community's needs
- Plan for controlled growth in a way that protects current residents from displacement
- Focus on maintaining green spaces and environmental resources while developing
- Foster economic development through incentives for local businesses
- Focus growth on areas with available infrastructure and avoid over-expansion

What do you think the main job of our village government should be?

(EXACT PHRASES FROM SURVEY)

Categories for the responses based on the questions and their content:

Obtainable (Achievable/Realistic Goals that can be done or completed)

- "Govern in a transparent way."
- "Reduce spending."
- "Balances the Budget."
- "Preserving what we have and being conscientious about what we change."
- "Focus on projects getting down vs. talk."
- "Preserve what we have and what McFarland stands for."
- "Efficient functionality and fiscal responsibility."
- "Make the village a pleasant place to live that is safe and economically strong."
- "Fiscal responsibility is key to all the other items."
- "To increase the quality of life for all residents of McFarland."
- "Provide a safe friendly community."
- "Take care of necessities – streets, garbage/recycling, sewer, leaf pickup and street cleaning, park and recreation maintenance, fire, police, and election administration."
- "Lowering taxes."
- "Full cooperation in achieving the priority goals determined by the community."
- "To uphold the rights of McFarland residents. To preserve the environment in and around McFarland."
- "Ensuring that basic needs are met."

Realistic (Feasible and Practical within the given framework or budget)

- "Listening to its citizens and acting with transparency and honesty."
- "Economic growth, maintain infrastructure, public safety."
- "To serve the community based on what the citizens want."
- "Sustain and value the incredible natural resources this village has with its proximity to water, hills/mounds, and the Town of Dunn neighbors."

- "To provide an exceptional quality of life to residents through thoughtful economic growth."
- "To listen to the wants of the people. Keep McFarland affordable."
- "Ensuring that safety measures are met (police, fire, snow removal)."
- "To listen to all and communicate."
- "Listening and hearing the people in the village."
- "Provide necessary services and remember staff and board members serve the public."
- "Advocating in all actions for the residents."
- "Take care of what we have already."

Tangible (Concrete Actionable Items or Services)

- "Ensure we aren't growing beyond our means, not growing for the sake of growth."
- "Allocation of resources matching the community priorities."
- "Ensure public safety, including law enforcement, EMS, fire personnel."
- "Snow plowing, staying out of our business, recreation choices."
- "Encourage more community meals so we can meet others going through the same things."
- "Encourage people to volunteer to fundraise for areas of interest."
- "Protect and create a place to live that doesn't push out current residents with high taxes."
- "Environmental support, professional integrity, accountability."
- "Honor all people who serve in some capacity."
- "Maintain infrastructure, heritage, and environment."
- "Fiscal responsibility, open communications, and professional integrity."
- "Listening and engaging in the community."
- "Maintain and preserve McFarland's small-town, family-oriented identity."
- "Encourage people to get involved with what the village wants."
- "Efficiently maintain day-to-day operations."

Supportive (Encouraging or Helping the Community)

- "Listen to the residence of the village, we live here and would like to keep the village a small, safe community."
- "Be a voice for the community. Diverse representation."
- "Listening to its constituents, providing opportunities for adequate housing and public services."
- "To understand and serve the needs of the community."
- "Facilitating optimism (my kids will do better than I did) and economic security of our citizens."
- "Engage the community in initial 'idea/concept' for any development initiative (small or large)."
- "Support public health, attract new citizens and businesses."
- "Caring for vulnerable community members."
- "To facilitate growth and provide stewardship for the village."
- "Listening to all and communication."

- "Encourage people to participate and contribute."

Directive (Guiding or Leading Action)

- "Make policies that attract businesses and residents."
- "Full cooperation in achieving the priority goals determined by the community, NOT the Village Elected Officials."
- "Listen to the people, provide opportunities for adequate housing and public services."
- "Take care of necessities."
- "Do not contract for any design prior to the community's input."
- "Be transparent and provide necessary services."
- "Directing community building activities."
- "Acting on behalf of our village and the people, not pushing an agenda for personal gain."
- "Listening to all voices and acting accordingly."
- "Representing the best interests of the community."

(Key themes FROM SURVEY)

Obtainable:

- Efficient Functionality: Maintaining streets, parks, public services, and safety.
- Economic Growth: Thoughtful, controlled economic growth.
- Preserving Community Identity: Keeping McFarland small, safe, and family-oriented.
- Quality of Life: Ensuring affordable housing, health services, and recreation.
- Addressing Taxes: Lowering taxes for homeowners and restructuring water bills.

Realistic:

- Fiscal Responsibility: Being transparent, balancing budgets, reducing unnecessary spending, and being accountable for tax spending.
- Environmental Stewardship: Protecting natural resources and maintaining the environment.
- Community Engagement: Listening to residents, incorporating public feedback, and acting on it.
- Public Safety: Ensuring police, fire, EMS services are properly staffed and maintained.
- Preserving the Small Town Feel: Avoiding high-density developments, protecting the small-town atmosphere.

Tangible:

- Transparency & Communication: Open forums, clear and honest updates, addressing concerns directly.
- Infrastructure Maintenance: Roads, public spaces, water management, and maintaining current systems.
- Community Services: Providing basic services like garbage/recycling, snow plowing, and park maintenance.
- Professional Integrity: Ensuring decisions are made ethically and with accountability.

- Inclusive Development: Developing in alignment with community needs and avoiding outside influences pushing for large-scale changes.

Supportive:

- Community Support: Taking care of vulnerable residents (elderly, low-income, etc.), encouraging volunteerism.
- Diversity and Representation: Engaging a wide range of voices and representing the interests of all demographics in McFarland.
- Affordable Housing: Ensuring the village remains affordable for long-time residents and preventing displacement.
- Empowerment: Providing tools for citizens to get involved in shaping the future of their community.

Directive:

- Governance Approach: Strong leadership and vision, avoiding hidden agendas, and following the will of the people.
- Transparency in Actions: Aiming for clear decision-making and keeping the public in the loop.
- Professional Leadership: Hiring experts when needed and ensuring boards operate with integrity.
- Community First: Decisions should be made based on community needs and welfare, not developer interests.
- Sustainable Growth: Growth should be controlled and serve the interests of the current residents without losing the essence of the village.

What values do you believe are most important for guiding our village's decision-making?

(EXACT PHRASES FROM SURVEY)

Obtainable

- Listen to your constituents
- Community Engagement in planning
- Respect what McFarland is
- Community involvement in planning
- Support the residents and businesses
- Input from citizens
- Engagement with its residents and transparency in day-to-day operations
- Fiscal responsibility, sustainability, life enrichment
- Environmental protection/sustainability. Inclusiveness/diversity. Honesty/openness.
- Preservation
- Responsibility, inclusion, enrichment
- Economic and environmental prosperity
- Sustainability and Community-focused
- Transparency by the Village Board, Village Administrator and Community Development Director

- Invest in the well-being and safety of the community, prioritize community needs to enhance quality of life
- Respect for property owners
- Sustainability. Inclusion. Diversity. Equity. Transparency.

Realistic

- Honesty and transparency in government operations
- Honesty, dedication, maintaining the public trust
- Fiscal responsiveness, accountability, transparency
- Responsible financial management and reducing spending
- Accountability, respect
- Accountability and Respect
- Transparency, accountability, realistic expectations, and fiscal responsibility
- Fiscal responsibility, open communications, professional integrity
- Commitment to public safety, responsible development, and fairness and transparency in governance
- Long-term thinking is the main job of the current village board
- Invest in the well-being and safety of the community
- Maintain proper salary for all who serve (e.g., police, fire, EMS) with increasing frequent wage increases
- Honesty, family, integrity

Tangible

- Keeping a sense of small town personality
- Keeping the same values that have had to make people want to live here
- The families and what we need to raise our children in a safe and peaceful community
- Listen to the residence
- Transparency, empathy, equity, sustainability
- Keeping the law and including interested citizens
- Transparency, assessment of the voice of community member
- Honest communications
- Bright, capable, open-minded employees of the village
- Lower the cost of government and taxes
- Community engagement
- Support for sustainable local businesses
- Safeguard the future of the village
- Transparency on what the village does with our money
- Listening and knowing what the desires of the community are

Supportive

- Environmental protection/sustainability. Inclusiveness/diversity. Honesty/openness
- Listening to the tax payers of the village and those that elected you
- Commitment to public safety, responsible development, and fairness and transparency
- Integrity, equal representation of all, economic responsibility, transparency, active listening to public input
- Supporting the residents and businesses and staying in tune with a wide range of needs
- Quality of life

- Inclusive, respect, and compassion
- Stewardship and facilitating the growth of the community
- Integrity, sustainability, accountability
- To resolve to govern with the goal of meeting the needs of the village and not the wants
- Quality of life improvement
- Environmental support, professional integrity, accountability
- Invest in the well-being and safety of the community, prioritize community needs to enhance quality of life

Directive

- Stick to the basic services. Stop trying to social engineer everything
- Stop doing what you want
- Maintain proper salary for all who serve
- Be transparent
- Stop buying all the properties up before residents
- Kissing developers behind
- Make decisions that benefit the long-term needs of McFarland
- Facilitate open communication with residents
- Be honest (not shady)
- Actively include residents in the decision-making process
- Stop overdevelopment
- Focus on infrastructure and services, not feel-good projects
- Work on reducing property taxes and making it affordable for residents

(Key themes FROM SURVEY)

Categorization of each response based on whether they are obtainable, realistic, tangible, supportive, or directive:

Obtainable

- Honesty and transparency
- Community engagement
- Sustainability
- Diversity and inclusion
- Fiscal responsibility
- Accountability
- Environmental sustainability
- Preservation of small-town character
- Respect for property owners
- Economic prosperity
- Support for local businesses
- Listening to constituents
- Community involvement
- Equal representation

Realistic

- Honesty and openness
- Transparency in governance
- Fiscal responsibility and budget management
- Commitment to public safety
- Responsible development
- Sustainable growth
- Long-term thinking
- Avoiding overdevelopment
- Responsible financial management
- Transparency in decision-making
- Inclusivity and respect

Tangible

- Safe and peaceful community for families
- Maintaining small-town vibe
- Supporting schools and education
- Quality of life improvements
- Public safety
- Access to village staff and board
- Improved infrastructure
- Community services
- Communication with residents
- Maintaining local resources

Supportive

- Community-focused development
- Stewardship and growth facilitation
- Sustaining heritage
- Respect for community history
- Inclusivity and accessibility
- Supporting residents and businesses
- Providing opportunities for volunteerism
- Open and honest communication
- Ethical governance
- Respect for diversity
- Compassion in leadership
- Equity and fairness in decision-making

Directive

- Stick to basic services
- Stop social engineering
- Focus on community needs
- Ensure fiscal responsibility
- Reduce unnecessary population growth
- Increase public involvement in decisions
- Invest in infrastructure
- Maintain small-town charm

- Protect against overdevelopment
- Decrease taxes
- Ensure transparency in projects
- Be open about financial decisions
- Stop overbuying properties
- Hold developers accountable
- Reconsider the need for non-essential projects
- Limit feel-good, unnecessary spending

How can the village do a better job of showing its dedication to these values?

(EXACT PHRASES FROM SURVEY)

Obtainable:

- "Listen to the citizens"
- "Realizing the citizens make up the village."
- "I think the Village currently does an excellent job communicating what it is doing through newsletters and personal outreach by Village employees and elected leaders."
- "More written communication (updates)"
- "Increase efforts to include the community in decision-making, especially residents that are most likely to remain in the village for 10 or more years."
- "More community outreach to help residents understand complex issues."
- "Make the intentions and actions of the village more easily accessible."
- "Ask for community input, this survey is one such demonstration of intent."
- "Keep asking for community input, this survey is one such demonstration of intent."
- "Increase communication frequency."
- "More availability of housing."
- "Work on lowering taxes."
- "Communicate early and often."

Realistic:

- "Stay in your lane. A Village this size doesn't need to try to be Madison."
- "If I wanted that I would live in Madison."
- "The wild shift to encompass diversity has also been exclusive taking resources from other programs."
- "Not sure how they show it now."
- "I don't actually know how the village is doing with any of the above values."
- "I believe it is hard to please everyone. Follow your mission and seek guidance before implementing radical changes."
- "Not sure. Broken trust on many levels throughout the years. Been subject to saying one thing and doing the complete opposite."
- "Not sure. Everything seems so complicated. Every time there is something going on with the village, the only time I hear about it is when it blows up on the socials."

- "The village itself needs to actually decide what we want. There are complaints about property tax, but any time there is a proposal for new commercial development, there is chest beating about how 'we don't want to be big!' We cannot expect to shun progress and development while also not paying high taxes for necessary improvements for the village and schools."
- "Stop prioritizing the desires of the rich."

Tangible:

- "Increase communication, more public meetings, notices, etc."
- "Pass ordinance that requires a referendum when spending more than \$5 on one community project."
- "Transparency in governance and actively monitor/act on residents inputs."
- "Newsletters with upcoming meetings. Transparent/ simplified agenda topics so residents can easily understand what is being discussed."
- "Communicate what it's doing."
- "Make the intentions and actions of the village more easily accessible."
- "Transparency and communication will allow village members to KNOW if leadership is carrying out the will of the people."
- "Create clear ways to communicate, including meetings, letters, etc."
- "Stop or reduce cost of redevelopment/expansion of Municipal center."
- "Put a spending cap back on expenditures so the community knows what's happening before decisions have been made that are difficult to reverse or change."
- "Stop or reduce unnecessary costs for redevelopment or projects that aren't essential."
- "Prioritize things that affect everyone and would ease burdens to residents while encouraging practices that support natural environments."
- "Improve communication through various platforms."
- "More respect for nature."
- "Prioritize basic services over 'nice to have' projects."

Supportive:

- "I think the Village currently does an excellent job communicating what it is doing through newsletters and personal outreach by Village employees and elected leaders."
- "By genuinely caring about your community and neighbors."
- "Stay true to the mission and values of the village."
- "More availability of housing."
- "Represent the village members you serve and quit putting your own personal agenda above the needs and wants of village members."
- "Make the intentions and actions of the village more easily accessible."
- "Encourage residents to increase their own participation in and knowledge of village government."
- "Let's get back to the core of having a safe community, supporting our police, being fiscally responsible, and promoting business opportunities on Hwy 51."

- "Do not bow to the loudest voices in the room."
- "Ensure that those who might have less voice (young people, people of color, people who are newer to McFarland) also have opinions that should be heard."
- "Communicate through various platforms of its intentions so people can see them happen."

Directive:

- "Listen to the community."
- "Be more proactive in getting things out to the public."
- "By actually listening to residents and working towards their goals."
- "Stop purchasing party supplies each year for the same events. Let's be sustainable and reuse what we have."
- "Listen to the community. Example: we have been asking for splash parks, community centers, maybe a pool for as long as I lived here."
- "Stop with the woke agenda. Do your job, which is to provide basic services, slow limited growth, fiscal responsibility, transparency."
- "Listen to what the community wants. Listen to the common person and family."
- "Before throwing their new ideas out expecting people to 'just' accept them, involve people from the get-go."
- "Find ways to save money, time, wasteful spending, help the elderly, and small businesses."
- "Stop all the building and construction of 'nice to have' and focus on basic services."
- "Stop being shady. Stop hiding items they want in hundreds of pages."
- "Engage the community more, listen more, communicate more."
- "Communicate earlier and by more diverse channels to EVERYONE in the Village."
- "Make the intentions and actions of the village more easily accessible."
- "Stop prioritizing the desires of the rich."
- "Communicate better, hire new administrator and community director."

(Key themes FROM SURVEY)

Obtainable:

- Increase community outreach
- Improve communication frequency
- Transparency in governance
- Involve community in decision-making
- Better notification about proposed developments
- Open meetings for engagement
- Encourage residents to be involved in governance
- Increase clarity of agenda topics

- Provide simpler, jargon-free communication
- Facilitate more workshops and public discussions
- Include residents in planning phases early

Realistic:

- Prioritize basic services over new projects
- Set clear communication standards
- Involve long-term residents in planning
- Reduce unnecessary spending on development
- Ensure inclusivity in feedback processes
- Address affordability and basic needs over luxury projects
- Improve transparency about financial decisions
- Create clear channels for village updates

Tangible:

- Written communication like newsletters and emails
- Public meetings and notices about significant developments
- Online surveys for resident feedback
- Annual spending caps or limits
- Clear documentation of resident suggestions and explanations
- Dedicated community spaces and resources (libraries, etc.)
- Promoting sustainable initiatives, like reusing party supplies

Supportive:

- Active listening to residents' concerns and desires
- Address broken trust with the community
- Encourage involvement from diverse groups
- Develop better understanding of complex issues
- Support a respectful and caring community ethos
- Respect the residents' preferences for the village's future

Directive:

- Engage in consistent and transparent communication
- Hold elected officials accountable for promises
- Ensure actions match words on community values
- Be proactive in community involvement, not reactive
- Actively seek feedback before implementing changes
- Stop justifying development costs based on other communities
- Focus on maintaining fiscal responsibility

What realistic goals should the village focus on first? (As many as you'd like to provide)
 (EXACT PHRASES FROM SURVEY)

Obtainable

- Increase opportunities for new businesses
- Build affordable housing

- Preservation of green space - STOP BUILDING NEIGHBORHOODS BY DESTROYING THE GREEN SPACE!!!!
- Fixing infrastructure parks for kids
- Developing green spaces, increasing government transparency
- Make it safer, easier, and more appealing to live car free in McFarland
- Increase pedestrian and bike access to decrease traffic
- More affordable housing options
- Increasing transparency, developing green spaces
- Reducing tax burden for homeowners
- Public safety. Fiscal responsibility.
- Reduce the cost of village government by 10% per year for the next 5 years.
- Communicate better
- Capitalize on waterways.
- Road safety/ fix roads/ roundabouts, etc.
- Fix the roads stop hiring consultants and wasting our money
- Increasing government transparency and seeking public voice
- Develop a vision statement (sustainability, community supporting, etc.) and work towards it
- Lower taxes.
- Encouraging more business opportunities on Hwy 51

Realistic

- Affordable housing; community activities; controlled spending (government transparency)
- Keeping the cost of living in our homes at a sustainable level.
- Planning for achieving the longer-term goals -- e.g., expanding affordable housing and improving public infrastructure.
- Prioritize residents' needs. A lot of people are struggling financially, which is causing a lot of tension when it comes to people's support of the village's other initiatives.
- Economic balance, keep taxes reasonable.
- Preservation of current community vibes, fiscal responsibility
- Increase affordable housing without overwhelming schools, focus on apartments as an alternative.
- Create a surplus for our village
- Make sure projects are sustainable (not based on desires, but needs).
- Financial responsibility and accountability, controlling taxes and spending.
- Preserving natural resources.

Tangible

- Public safety
- Balance budget with reduced spending
- More parks and recreation opportunities
- Fix current roads, improve current parks, encourage small business
- Improving Small business

- Improve life without destroying people's current lives.
- Affordable housing.
- Road and water run-offs.
- Fixing roads.
- Increase business opportunities
- Planting more trees along the sides of the roads.
- Fix roads, stop hiring consultants and wasting money.
- Keep property tax low.
- Developing parks and green spaces

Supportive

- Maintaining what we have for parks, conservancy, etc.
- Community engagement events (e.g., the Library does a fantastic job).
- Encourage businesses to connect to schools for workforce development.
- Support for the youth, seniors, and low-income individuals.
- Collaborating with adjacent municipalities for joint projects, like Lower Yahara boardwalk.
- Help businesses feel connected to schools as a source for the next generation workforce.
- Increase recreational and leisure spaces and accessibility to them.
- Invest in well-being and safety of community.
- Prioritizing education, continue to maintain and sustain local parks and trails.
- Better road maintenance and handicap accessibility.
- Increase support for local library and food pantry.

Directive

- Deal with current needs, not 20 years ago decisions.
- Restore resident trust and confidence.
- Be more transparent, increase communication.
- Focus on cutting spending first, then implement new planning rules.
- Show prioritization of the plans and demonstrate listening.
- Stop spending on projects that are based on wants instead of needs.
- Set realistic goals and be open in communication with the residents.
- Freeze all funding for future projects not deemed as fulfilling the basic needs.
- Create a long-term vision with practical steps to achieve it.
- Freeze funding for future projects not fulfilling basic needs.
- Remove unnecessary traffic and parking lanes, create more biking paths.
- Implement rules for developing communities that prioritize walking.
- Create a cohesive, aesthetic plan for everything in the village.
- Control frivolous spending.
- Hire new staff.
- Stop over-spending on public safety.
- Set an expenditure cap for projects above \$20 million.

(Key themes FROM SURVEY)

Categories & Themes:

Obtainable Goals

- Affordable housing
- Infrastructure improvements (roads, sidewalks, signage)
- Small business development and downtown revitalization
- Economic sustainability and balancing the budget
- Road safety and traffic management
- Development of recreational spaces around the lake
- Increased green space, including tree planting and environmental sustainability
- Increased access to waterways and bike paths

Realistic Goals

- Control on frivolous spending and fiscal responsibility
- Reduction in property taxes
- Budget balancing with reduced spending
- Improved communication and transparency
- Preserve and maintain current parks and green spaces
- Prioritize immediate needs over long-term speculative projects
- Develop a cohesive aesthetic plan for village areas (landscaping, hardscaping)
- Encourage business opportunities along Highway 51

Tangible Goals

- Improve local public infrastructure (e.g., roads, sidewalks, signage)
- Increase bike and pedestrian access
- Fix roads and water runoff issues
- Address residential street safety (speed limits, traffic calming)
- Strengthen public safety with appropriate staffing levels
- Enhance the local library and community spaces
- Implement a vision statement for sustainable growth and community well-being

Supportive Goals

- Community engagement and inclusion (e.g., representation of diverse groups, people with disabilities, senior services)
- Affordable housing, particularly for seniors and low-income families
- Increase partnerships with neighboring municipalities (e.g., bike path links, shared services)
- Celebrate and preserve local history and culture (e.g., Native American history, community diversity)
- Support small businesses, especially in downtown
- Improve communication with residents, especially through transparent decision-making
- Maintain village charm and safety while encouraging responsible growth

Directive Goals

- Freeze funding for non-essential projects and focus on fulfilling community needs
- Develop clear, realistic long-term goals with community input

- Encourage businesses that will help build a strong tax base
- Set realistic expectations for housing and avoid unnecessary expansion
- Prioritize safety, well-being, and quality of life for residents
- Focus on preserving natural resources and green spaces over unnecessary development

What tangible improvements would you like to see in our village?

(EXACT PHRASES FROM SURVEY)

Obtainable

- Improve all parks and dog parks.
- Build a splash pad.
- Alleviate traffic congestion at the intersection of Farwell St. and U.S. Hwy. 51.
- Fixing more roads.
- Expand senior programs.
- Road improvements where needed.
- Develop downtown without destroying the current library.
- Upgrade playgrounds to be inclusive.
- More walking paths connecting green spaces.
- Fix roads and beaches for better use.
- Increase communications with residents, including weekly newsletters.
- Create an accessible downtown with shopping and leisure options.
- More walking paths and infrastructure for people to live, walk, and bike around.
- Senior Housing in the community for aging residents.
- Additional trash/dog poop stations in key locations, especially on Taylor Road/Terminal.
- More walking and cycling paths, especially safe crossings, for pedestrian traffic to downtown and public green spaces.

Realistic

- Stick to the basics. Lose DEI. Stop social engineering programs.
- Roads, sidewalks improved.
- Lower taxes.
- Increase transparency and communication with the village through social media and newsletters.
- Housing and more businesses.
- Controlled growth and development.
- Decrease in the number of new high-density residential neighborhoods.
- Development plans that balance resident “wants” and village municipal “needs.”
- Decrease spending and revamp the water bill fixed cost structure.
- More small business engagement.
- Increase commercial tax base and stop adding to the school district student population.
- Senior housing development to cater to older residents.
- Balancing the budget while focusing on infrastructure improvements first.
- More civility and open-mindedness in the community.

Tangible

- A more cohesive and thriving downtown/village center.
- The entrance to McFarland more inviting from the 51 corridor.
- Babcock Park & boat launch entrance, parking, and access.
- Increase in local events and cultural programs.
- Better parks, more public amenities (pool, splash pads), and better ways for kids to get around.
- Road improvements where needed.
- Clean up and care for parks, develop more recreational programs for youth.
- More opportunities for residents to interact and get involved with each other.
- More direct and transparent communication, prioritizing critical needs over non-essentials.
- Crosswalk at Eighth and Main St.
- Establish an historic district.

Supportive

- Financial support for the school system and expanded opportunities for connections among residents.
- The village board should ask themselves why no one attends board meetings and work on restoring trust with the community.
- More affordable housing; community activities; stopping unnecessary spending.
- More recreational and leisure spaces, including walking, biking, and park areas.
- A safe way for kids to cross Siggelkow, designated safe bike routes, and improved sidewalks.
- Increasing green spaces and conserving the environment.
- Support for community members with disabilities and seniors.
- Expansion of local businesses to create a stronger community base.
- Increased local employment opportunities for youth and residents.
- Focus on sustainability, natural resources, and walkability.
- Focus on small businesses in the downtown area.

Directive

- Clean up houses that don't meet code and get a new building inspector if necessary.
- Stop letting people build ugly structures, focus on beautification with cohesive design.
- Fix roads and sidewalks in poor and unsafe condition, repair ramps for safe crossings.
- Be more transparent and accountable with village spending and decision-making.
- Develop a vision that balances wants and needs, while being fiscally responsible.
- Lower residential street speeds to 20 mph.
- Remove detached single-family zoning, make crosswalks safer, and implement bike parking at businesses.
- Stop unnecessary spending on public safety and focus on critical needs.
- Freeze funding for projects not meeting the basic needs of the community.
- Establish clear deadlines and focus on delivering tangible projects like a water park.
- Identify and fix infrastructure issues before focusing on luxury projects.

(Key themes FROM SURVEY)

Obtainable

- Improve parks, dog parks, and public amenities (pool, splash pads).
- Increase walking paths and cycling paths, especially safe crossings.
- Traffic easing at key intersections (e.g., Farwell St. and Hwy 51).
- Park improvement (Babcock Park, boat launch).
- Senior housing development.
- Splash pad, outdoor pool recreation area.
- Better management of green spaces, trees, and waterways.
- Affordable housing options for seniors and middle-income families.
- More walking paths to downtown and public spaces.

Realistic

- Infrastructure improvements (roads, sidewalks, parking).
- Increase community engagement and communication (newsletters, transparency).
- Balanced budget and fiscally responsible spending.
- Development plans that balance resident wants and municipal needs.
- Sustainable development focusing on natural resources and walkability.
- Focus on small businesses and local engagement.
- Controlled growth and development.
- Addressing the concerns about high-density residential areas and zoning.
- Improve traffic management and road safety (e.g., roundabout at Valley & Siggelkow).

Tangible

- Beautification of the village (cohesive design, landscape, and art installations).
- A more cohesive and thriving downtown/village center.
- Clean up and maintenance of parks.
- Better access to recreational programs for youth.
- Designate safe bike routes and improve signage.
- Upgrade playgrounds to be more inclusive.
- Improve public facilities (e.g., Municipal Center, library space).
- Creation of spaces for community gatherings.

Supportive

- Financial support for schools and expanded opportunities for residents to connect.
- Focus on community engagement, youth, families, and seniors.
- Support for inclusive services and promoting civil discourse.
- Advocacy for more public amenities and services for people with disabilities.
- Recognition of contributions from all community groups, including non-white and indigenous residents.
- Focus on creating opportunities for local employment, especially for youth.

Directive

- Clean up non-compliant houses and enforce building codes.
- Get a new building inspector if necessary.
- Limit businesses to the highway 51 corridor, avoid unnecessary expansion in residential areas.

- Stop unnecessary spending and focus on essential infrastructure.
- Commit to specific deadlines for projects (e.g., water park).
- Eliminate detached single-family zoning and address speed limits and safety on streets.
- Revamp the water bill structure and reduce taxes by cutting waste.
- Address leadership transparency and restore trust with the community.
- Eliminate unnecessary positions or inefficiencies in village staff.

How can village leadership better support residents and address their needs?

(EXACT PHRASES FROM SURVEY)

Obtainable

- Create opportunities for citizens to offer ideas for community activities.
- Provide more communication about decisions.
- Improve communication channels, such as through an app.
- Create opportunities for feedback and surveys (e.g., public info booths, more surveys).
- Focus on maintaining a clean village, especially parks and trash pickup.
- Offer services residents need like large trash and leaf pickup.
- Create spaces for community engagement (kayak rental, concerts, art fair, farmer's market).

Realistic

- Listen to the residents' concerns before making decisions.
- Hold regular community meetings and office hours to allow informal discussions.
- Increase transparency in decision-making and ensure the community is kept informed.
- Make decisions based on the needs of residents rather than personal agendas.
- Focus on reducing unnecessary spending and vanity projects (e.g., second floor in Municipal center).
- Seek out the opinions of long-time residents and respect their wishes.
- Be more empathetic and listen to residents' concerns, such as the impact of policies on their homes.
- Provide more communication through multiple channels, including direct outreach and social media.

Tangible

- Make it easier for residents to voice their opinions, both formally and informally.
- Ensure transparency and truthfulness in all communication.
- Promote clear communication using plain language that is accessible to everyone.
- Prioritize maintaining existing infrastructure (e.g., parks, streets, and public spaces).
- Implement effective communication before making major decisions, not after.
- Provide more community engagement opportunities, such as activities and events.

Supportive

- Acknowledge the importance of listening to all residents, regardless of their length of time in the village.

- Focus on community activities that bring residents together (e.g., concerts, art fairs).
- Engage with residents on a personal level (e.g., office hours, outreach).
- Rebuild trust with citizens and demonstrate a commitment to working for the community's benefit.
- Help create events that engage residents with local businesses and community spaces.

Directive

- Reduce unnecessary spending, particularly on non-essential projects and staff.
- Stop making decisions behind closed doors and ensure transparency.
- Actively seek input and feedback from the community before pushing forward with initiatives.
- Avoid forcing unwanted projects or changes onto the community.
- Control taxes and spending to prevent overburdening residents.
- Don't prioritize growth or development at the expense of current residents' needs.
- Control village staffing to ensure efficiency and not overstaffing, particularly in police and administrative roles.

(Key themes FROM SURVEY)

Obtainable

- Community Engagement: Opportunities for citizens to offer ideas, surveys, town meetings, open office hours, and targeted outreach.
- Event Creation: Activities that connect residents, such as parks programs, concerts, and local events.
- Transparency: Clear communication about decisions, plans, and community developments.
- Feedback Channels: Continuous solicitation of feedback, surveys, and open communication about needs and concerns.

Realistic

- Listening: Attending to residents' concerns, listening to their needs and feedback.
- Communication: Regular communication and updates through various channels (e.g., app, social media, plain language).
- Reaching Underserved: Exploring outreach beyond traditional meetings to engage busy residents (e.g., public info booths, door-knocking).
- Transparency: Avoiding closed-door decisions, ensuring transparency in all actions and communication.

Tangible

- Cost Control: Reducing unnecessary spending, focusing on needs vs. wants, and maintaining fiscal responsibility.
- Infrastructure Maintenance: Keeping parks clean, maintaining essential services, and controlling taxes.
- Community Representation: Including long-time residents in decision-making, considering their input in planning and prioritization.

- Public Safety and Services: Assessing and adjusting public service levels, including policing and basic services like trash collection.

Supportive

- Empathy and Understanding: Demonstrating empathy for residents' needs, listening to concerns, and acting in their interest.
- Acknowledgement: Recognizing residents in the community, offering appreciation for their involvement and presence.
- Support for Local Businesses: Encouraging collaboration with local businesses (e.g., picnic lunches from local restaurants, supporting local markets).
- Community Connection: Encouraging spaces and venues where community members can interact and bond.

Directive

- Decision-Making: Actively seeking input before making big decisions, ensuring decisions are made with the community's best interest in mind.
- Spending Prioritization: Cutting unnecessary projects, focusing on basic needs rather than non-essential "feel-good" projects.
- Rebuild Trust: Addressing community concerns, improving transparency, and ensuring a more genuine connection between leadership and residents.
- Leadership Changes: Suggesting leadership adjustments, including the selection of new board members more in tune with residents' needs.

Is there anything else you would like to share about the village's mission, vision, or values?
(EXACT PHRASES FROM SURVEY)

Obtainable

- "Thank you for the opportunity to provide feedback on this important initiative."
- "I am newer to the community but excited to get more integrated and see how the community evolves!"
- "I work 2 jobs just to keep things going and updated. Doing my best but fall behind sometimes. Always get the things done and improved."
- "I am very grateful for all of the work our community government undertakes to keep us safe and overall make our lives better. We need to remember to regularly thank our public workers and volunteers."
- "Overall I like living in McFarland and I think the village is on a good path. I hope that there are efforts to improve the representation and inclusion of marginalized groups in the village."

Realistic

- "Be more responsive to commercial development."
- "It is time for Matt and Andrew along with Carol to go they don't care about the people in the village."

- "Stop trying to comply with the mission of Madison or Dane Co. and focus on local needs - reduction in the size of government."
- "I would like to see a clearer vision for the future, particularly as the Madison metro area grows."
- "We need change in the leadership in our community from the Village Board President to the Village Administrator and Community Development Director."
- "Focus more on lowering taxes rather than increasing spending."
- "I hope to see the relationship improve with the community and the board, but there is quite a distaste from several initiatives that felt rushed/"snuck-through"."

Tangible

- "We need to audit the school system for improving performance."
- "Keep up the good work."
- "Focus on lowering taxes rather than increasing spending."
- "By being forward-thinking and making our vision one of aspiration, we can make McFarland a place we are proud to call home."
- "Make it easier to voice concerns and requests."
- "Please keep changes in line with our current village character and do not turn us into a mini-Madison."

Supportive

- "Remember that you are here to serve the residents and maintain the Village in the manner that they desire, to the best of your ability."
- "I am very grateful for all of the work our community government undertakes to keep us safe and overall make our lives better. We need to remember to regularly thank our public workers and volunteers."
- "You have taken your primary mission of providing basic, efficient and affordable services and added on a bunch of meaningless stuff that provides value for very few and adds to the cost burden to residents."

Directive

- "Stop trying to be Madison - like we are a village and we like it that way."
- "Stop trying to comply with the mission of Madison or Dane Co. and focus on local needs - reduction in the size of government."
- "Keep steadfast on the vision of being a small town with citizens actively engaged."
- "Let's actually follow what is decided and not just make this a feel-good exercise."
- "Please do not think too big. Many of us like McFarland just as it is."
- "Give extra time and thought to development plans and seek public input at all phases!"
- "The administration wants to do things its way and force on residents. Currently, they show little interest in transparency."
- "You are not representing the wishes and needs of our community, but putting your own personal agenda above that of the community in which you serve."
- "We need change!"

(Key themes FROM SURVEY)

Obtainable

- Tax Relief: "The taxpayers need a break from future tax increases like we had in 2024."
- Community Integration: "Excited to get more integrated and see how the community evolves."
- Clear Communication: "Messaging needs to flow when read as a whole piece...simplified."

Realistic

- Growth Control: "If we're not careful, McFarland will grow too much and too fast."
- Maintain Village Identity: "Stop trying to be Madison - like we are a village and we like it that way."
- Transparency: "The administration wants to do things its way and force on residents. Currently, they show little interest in transparency."
- Fiscal Responsibility: "Focus more on lowering taxes rather than increasing spending."

Tangible

- School System Audit: "We need to audit the school system for improving performance."
- Village Character: "Please keep changes in line with our current village character."
- Public Input: "Give extra time and thought to development plans and seek public input at all phases."
- Tax Concerns: "You're chasing people out of the village who moved here because it was a quaint community."

Supportive

- Public Workers Appreciation: "We need to remember to regularly thank our public workers and volunteers."
- Gratitude for Government Work: "I am very grateful for all of the work our community government undertakes to keep us safe and overall make our lives better."
- Good Schools and Services for All: "We want good schools for kids and recreational opportunities but not at the expense of services to elderly or disabled."

Directive

- Leadership Change: "We need change in the leadership in our community from the Village Board President to the Village Administrator and Community Development Director."
- Focus on Local Needs: "Stop trying to comply with the mission of Madison or Dane Co. and focus on local needs - reduction in the size of government."
- Mission Vision Alignment: "Let's actually follow what is decided and not just make this a feel-good exercise."
- Inclusive Leadership: "You are not representing the wishes and needs of our community, but putting your own personal agenda above that of the community in which you serve."
- Avoid Legacy Building: "Stop trying to leave some sort of legacy... that's not your job."

Obtainable (Achievable and within reach)

- **Affordable Housing and Community Growth:** Expanding affordable housing options for both seniors and families, while maintaining the village's character.
- **Diverse Retail and Restaurants:** Encouraging more shops, restaurants, and community resources, offering better dining and shopping options for residents.
- **Preservation of Neighborhoods and History:** Retaining McFarland's unique character while investing in existing buildings and historical areas.
- **Public Access to Natural Resources:** Improving access to lakes and rivers and enhancing park facilities to support community enjoyment.
- **Pedestrian and Bicycle Infrastructure:** Developing bike paths, sidewalks, and pedestrian-friendly areas, promoting healthy lifestyles.
- **Community Services:** Expanded senior services, including transportation options, and ensuring well-funded schools with excellent faculty.

Realistic (Practical and achievable with effort)

- **Balanced Growth:** Managing both residential and commercial growth, ensuring it aligns with community needs and preserves McFarland's small-town charm.
- **Efficient Local Government:** A government that is responsive, accountable, and efficient in handling fiscal matters, including managing taxes and public services.
- **Sustainable Development:** Encouraging responsible growth that maintains green spaces and avoids overdevelopment while creating economic opportunities.
- **Public Safety and Services:** Improving services like police, fire, and emergency medical, ensuring the safety and well-being of all residents.
- **Local Business Support:** Helping small businesses thrive through incentives and location-based planning (e.g., focusing on Hwy 51 for growth).

Tangible (Concrete, measurable outcomes)

- **Historic District Development:** Creating clear landmarks (such as Larson House and McFarland House) and preserving McFarland's historical sites.
- **Visible Infrastructure Improvements:** Upgrading infrastructure like sidewalks, streetscapes, and green spaces to create a more aesthetically appealing environment.
- **Community Space for Residents:** Providing spaces for local artisans or co-ops to foster creativity and community engagement.
- **Active Downtown Area:** Supporting a vibrant downtown area with small businesses and avoiding an overconcentration of apartments or high rises.
- **Improved Commercial Development:** Encouraging visible and strategic development in areas like the Hwy 51 corridor, ensuring businesses align with the community's vision.

Supportive (Encouraging community cohesion and values)

- **Welcoming and Inclusive Community:** Ensuring that McFarland remains a supportive place for all residents, regardless of background, and fostering inclusivity.
- **Community Engagement:** Regular events and strong involvement with residents in the decision-making process, ensuring their voices are heard.
- **Education and Academic Excellence:** Supporting the local school system, ensuring that McFarland remains an attractive place for families with children.
- **Preservation of Small-Town Character:** Retaining the charm and close-knit nature of McFarland, with careful, thoughtful development.

- **Transparency in Governance:** Strengthening trust in village leadership through transparent spending and planning, ensuring that decisions reflect community input.
- **Collaboration Between Stakeholders:** Working with local businesses, schools, and the community to maintain a supportive and engaged environment.

Directive (Actionable steps and goals)

- **Focus on Commercial Development:** Actively advocate for commercial growth to alleviate the tax burden on residents, promoting business activity, especially along Hwy 51.
- **Encourage Responsible Growth:** Focus on growth that respects the village's character, avoiding overdevelopment or high-density apartment complexes.
- **Planning Oversight:** Ensure that development is well-planned and developers are held accountable for creating quality, sustainable properties.
- **Maintain Green Spaces:** Emphasize the preservation of parks, natural areas, and lakeshores while also managing development in a way that does not harm the environment.
- **Inclusive Growth:** Promote inclusive housing options and ensure that new developments are mindful of existing residents' needs, avoiding displacement.

Key Takeaways for Vision and Mission Development:

- **Vision:** Strive for a balanced, community-driven approach to growth that honors McFarland's history and character while providing new opportunities for residents, businesses, and services.
- **Mission:** Focus on practical, sustainable development, community engagement, and maintaining a welcoming, inclusive environment that supports all residents. Ensure transparency, preserve green spaces, and encourage local economic growth through careful planning and oversight.

Common Goals

- **Efficient Functionality:** Focus on maintaining infrastructure (streets, parks, public services, and safety).
- **Economic Growth:** Promote thoughtful, controlled economic growth without compromising the village's identity.
- **Preserving Community Identity:** Ensure McFarland remains small, safe, and family-oriented.
- **Quality of Life:** Work toward ensuring affordable housing, adequate health services, and recreation opportunities.
- **Addressing Taxes:** Aim to lower taxes for homeowners and restructure water bills in a way that benefits the community.
- **Community Engagement:** Involve residents in decision-making processes, listen to their feedback, and be transparent about plans.

Realistic (Feasible and Practical Goals)

- **Fiscal Responsibility:** Prioritize transparency, reduce unnecessary spending, and balance budgets to maintain a sustainable community.
- **Environmental Stewardship:** Protect natural resources and maintain McFarland’s environmental integrity.
- **Public Safety:** Ensure police, fire, and EMS services are well-funded, staffed, and prepared for community needs.
- **Sustainable Growth:** Implement growth that supports the current community needs without overwhelming resources.
- **Community Engagement:** Regularly involve residents in conversations, ensuring their voices are heard and reflected in decision-making.

Tangible (Concrete Actionable Items)

- **Infrastructure Maintenance:** Focus on maintaining existing infrastructure (roads, public spaces, water management).
- **Community Services:** Provide essential services such as garbage/recycling, snow plowing, and park maintenance.
- **Communication and Transparency:** Regularly update residents through meetings, newsletters, and other forms of communication about village actions and decisions.
- **Inclusivity in Development:** Ensure that development projects are reflective of the village’s needs and desires, avoiding unnecessary outside influences.

Supportive (Encouraging and Helping the Community)

- **Community Support:** Prioritize caring for vulnerable community members (e.g., elderly, low-income families) and encourage volunteerism.
- **Diversity and Representation:** Engage a wide range of voices, ensuring the interests of all demographics are considered.
- **Affordable Housing:** Keep McFarland affordable and prevent displacement of current residents due to rising taxes or property values.
- **Community Empowerment:** Provide opportunities for citizens to participate actively in shaping the village’s future and decision-making processes.

Directive (Guiding or Leading Action)

- **Governance Approach:** Village leadership should act with transparency, integrity, and respect for the residents' needs. Avoid pursuing personal agendas.
- **Transparency in Actions:** Clearly communicate decision-making processes, actions, and outcomes to the public.
- **Professional Leadership:** Ensure that village leaders are held accountable, and that decisions align with the interests of the community rather than external developers or influences.
- **Sustainable and Responsible Growth:** Any development or growth must be intentional, sustainable, and beneficial to the long-term interests of the village.

Results from responses

1. **Affordable Housing Development:**
 - Build more affordable housing, including options for seniors and middle-income families.

- Focus on increasing affordable housing without overwhelming schools and infrastructure.
- 2. Infrastructure Improvements:**
 - Fix roads, improve sidewalks, and address safety at key intersections (e.g., Farwell St. and Hwy 51).
 - Improve current parks and dog parks; develop more recreational spaces like a splash pad, outdoor pool, and inclusive playgrounds.
 - Improve roads and address water runoff issues.
- 3. Green Space & Sustainability:**
 - Increase green spaces, such as parks, and plant more trees.
 - Capitalize on waterways and expand recreational spaces around the lake.
 - Enhance environmental sustainability efforts.
- 4. Business Development & Economic Growth:**
 - Support small business development and downtown revitalization, with an emphasis on opportunities along Hwy 51.
 - Encourage businesses to connect with schools for workforce development.
- 5. Public Safety & Community Well-being:**
 - Improve public safety and response times by strengthening local staffing.
 - Improve communication with residents through newsletters and social media.
- 6. Pedestrian and Bike Access:**
 - Expand bike and pedestrian paths, including safe crossings to downtown and public spaces.

Realistic Goals

- 1. Fiscal Responsibility:**
 - Control frivolous spending and balance the budget with reduced spending.
 - Reduce property taxes while maintaining village services.
 - Focus on sustainable growth and development, prioritizing needs over wants.
- 2. Community Engagement & Transparency:**
 - Increase communication and transparency with residents through clear, direct channels like newsletters and social media.
 - Prioritize transparency in decision-making to rebuild trust with the community.
- 3. Preservation & Growth Management:**
 - Preserve current parks and green spaces while developing them appropriately.
 - Control growth, focusing on development that balances residential needs with infrastructure limits.
- 4. Long-Term Planning:**
 - Develop clear, realistic long-term goals with community input to guide future development.

Tangible Goals

- 1. Infrastructure & Public Amenities:**
 - Improve and maintain roads, sidewalks, signage, and traffic management.
 - Beautify the village with cohesive design, including landscaping, art installations, and better maintenance of parks.
- 2. Recreational & Community Spaces:**

- Create more public amenities like splash pads, youth recreational programs, and additional spaces for community interaction.
- Improve playgrounds, making them inclusive and accessible.
- 3. Business & Community Hub:**
 - Foster a thriving downtown area with better local businesses and recreational spaces.
 - Improve access to shopping, dining, and leisure options in a more walkable downtown.
- 4. Public Safety & Emergency Services:**
 - Continue to strengthen and improve local emergency response and public safety measures.

Supportive Goals

- 1. Community Engagement & Inclusion:**
 - Increase support for youth, seniors, and low-income individuals through expanded community programs and services.
 - Ensure services for people with disabilities and focus on inclusivity.
- 2. Education & Workforce Development:**
 - Support educational opportunities and connect schools with local businesses for workforce development.
 - Encourage local employment, especially for youth.
- 3. Preserving Village Charm:**
 - Maintain the village's charm and small-town atmosphere while supporting responsible growth and development.
 - Promote community events and cultural programs to enhance local engagement.

Directive Goals

- 1. Project Prioritization & Focus:**
 - Freeze funding for non-essential projects and focus resources on immediate needs (e.g., infrastructure improvements).
 - Focus on fulfilling the village's basic needs before moving to larger or luxury projects.
- 2. Cutting Unnecessary Costs:**
 - Stop spending on non-essential services and projects, especially those not aligned with community needs.
 - Set an expenditure cap for projects above a certain threshold (e.g., \$20 million).
- 3. Transparency & Accountability:**
 - Ensure transparency in the village's spending and decision-making processes.
 - Build trust by engaging with residents, demonstrating prioritization, and being open to feedback.
- 4. Infrastructure Standards & Safety:**
 - Ensure road safety through speed limits, traffic calming, and improved crossings for pedestrians and cyclists.
 - Address poorly maintained houses, enforce building codes, and clean up areas that don't meet standards.

Responses Overview Closed

Responses 213	Average Time 43:13	Duration 88 Days
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1. Please select one to confirm your residential status:



2. What do you think about the current "VISION" statement for the Village of McFarland? How does it make you feel?

213
Responses

Latest Responses

"It sounds like a nice plan. I like that McFarland is preserving the village history, w... "

"The statement is large but ok, but the board is demonstrating they are not intere... "

"A lot of talk, very little action."

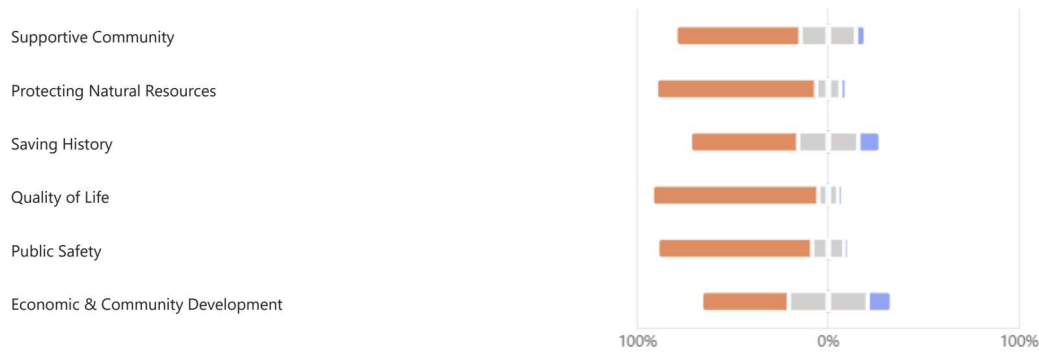
...

38 respondents (18%) answered Village for this question.



3. Rate the importance of the following aspects for our village's CURRENT vision:

Very Important Neutral Not Important



4. What do you want our village to be like in 10 years?

213

Responses

Latest Responses

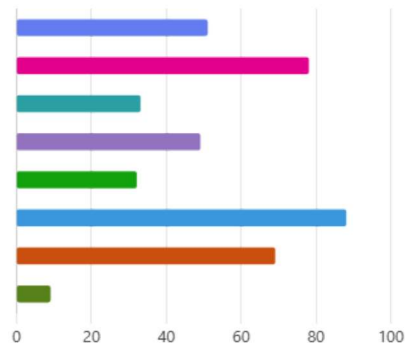
"I would love to see our community supporting a real downtown. A place where m..."
 "Thriving community for children with strong schools as well as adults and seniors"
 "A destination for people to go shopping or eating."
 ...

58 respondents (27%) answered community for this question.



5. What do you think should be the primary focus of our village's vision? (Select up to 2) ****

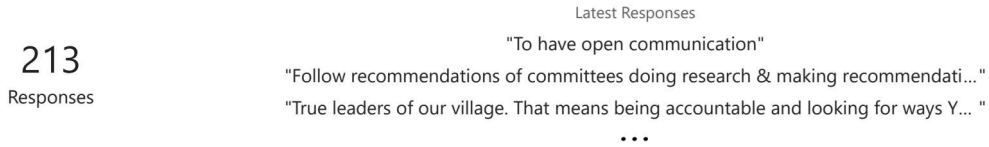
- Economic growth 51
- Sustainability and environmental stewardship 78
- Community inclusivity and diversity 33
- Supportive Community 49
- Saving History 32
- Quality of Life 88
- Public Safety 69
- Other (please specify) 9



6. Rank the following values in order of importance for our village's future:



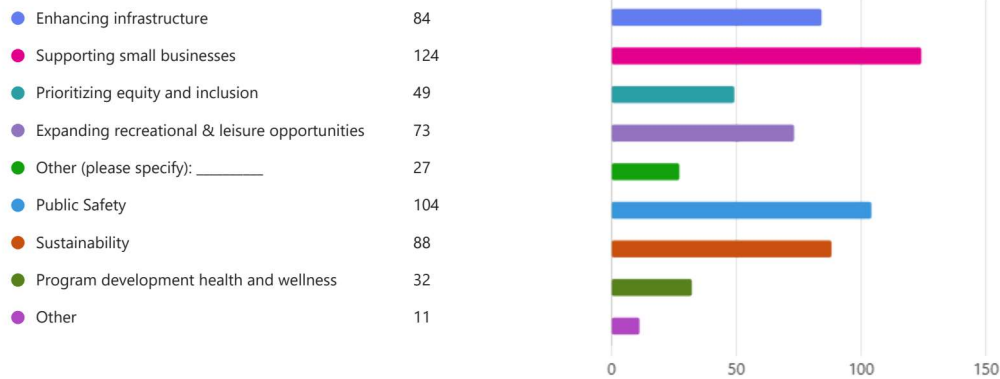
7. What do you think the main job of our village government should be?



60 respondents (28%) answered community for this question.



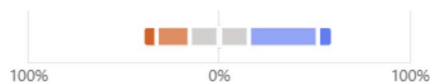
8. What should be the village's top priorities in achieving its mission? (Select up to 3)



9. Does the current mission statement meet your expectations for the Village of McFarland?

Strongly Disagree Disagree Neutral Agree Strongly agree

Please scroll to the top of section 2 to see the Mission Statement



10. Do you think the current mission statement includes what everyone in the community needs?



11. What values do you believe are most important for guiding our village's decision-making?

213
Responses

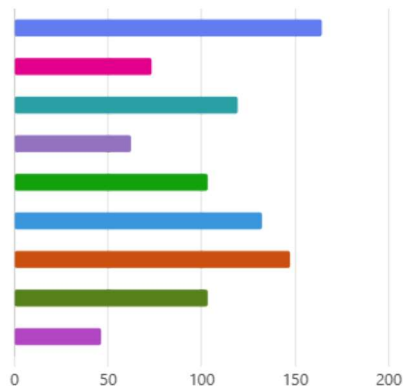
Latest Responses
 "community engagement, sustainability"
 "Valuing & supporting committee recommendations"
 "Accountability, leadership, communication"
 ...

43 respondents (20%) answered community for this question.



12. Which of these values do you feel connected to the most?

Accountability	164
Inclusivity	73
Sustainability	119
Innovation	62
Compassion	103
Community Engagement	132
Respect	147
Fairness	103
Generosity	46



13. How well do you think the village is doing in following these values?

● Poor ● Fair ● Average ● Excellent



14. How can the village do a better job of showing its dedication to these values?

213
Responses

Latest Responses

"By listening to not only the communities that live within the village, but also the c..."
 "Revisit municipal center renovations efforts as recommended by committee that ..."
 "Take ownership of bad decisions and mistakes. I've heard far too many times fro..."

...

52 respondents (24%) answered village for this question.



15. What realistic goals should the village focus on first? (As many as you'd like to provide)

212
Responses

Latest Responses

"Developing a downtown area that supports the village and outlying communities..."
 "Reduce vision statement & define committees purposes"
 "Increasing the commercial tax base. Get spending under control. Stop building "w..."

...

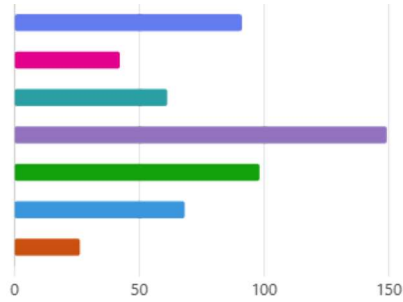
44 respondents (21%) answered community for this question.

Update



16. Which of these goals do you think is most obtainable in the short term? (Select Three)

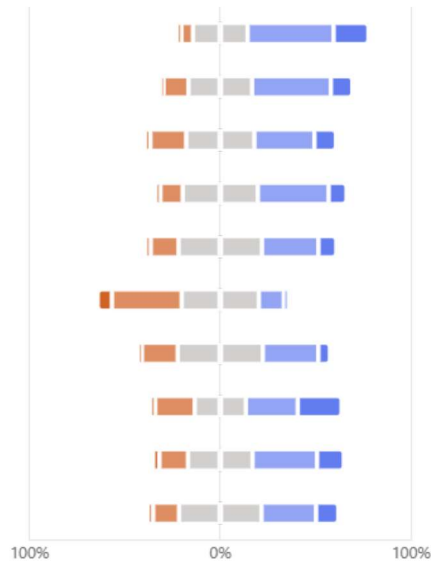
● Improving public infrastructure	91
● Expanding affordable housing	42
● Developing green spaces	61
● Increasing government transparency	149
● Developing community engagement programs	98
● Increasing recreational & leisure opportunities	68
● Other (please specify): _____	26



17. Rate how achievable you believe the following goals are within the next 5 years

● Not possible ● Unlikely ● Somewhat Likely ● Likely ● Very Likely

- Enhancing public safety
- Developing programs for youth engagement
- Attracting new businesses
- Expanding access to Village services
- Improving public infrastructure
- Expanding affordable housing
- Developing green spaces
- Increasing government transparency
- Developing community engagement programs
- Increasing recreational & leisure opportunities



18. What tangible improvements would you like to see in our village?

213
Responses

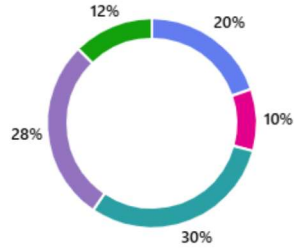
Latest Responses
 "A downtown area that includes restaurants, small businesses, recreation activities"
 "Dedicated space for Seniors"
 "Community engagement. Get spending under control."
 ...

35 respondents (16%) answered community for this question.



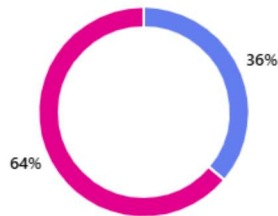
19. Which of these actions do you think would make the biggest positive difference? (Pick two)

● New parks or recreational areas	70
● Renovated public facilities	34
● Improved road and sidewalk infrastructure	107
● Increased local events and cultural programs	100
● Other	44



20. Do you think the village is doing enough to provide real results for its residents?

● Yes	77
● No	136



21. How can village leadership better support residents and address their needs?

213
Responses

Latest Responses

- "Listen to not only the communities within the village, but communities that are o..."
- "Address the need for meeting space for senior activities"
- "Actively listen to our needs rather than going on a hunch."
- ...

42 respondents (20%) answered Listen for this question.



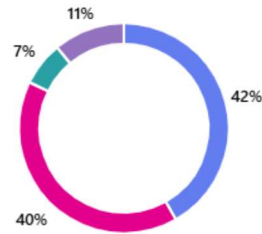
22. Rate the village's leadership on the following:

Very good Good Fair Poor Exceptional



23. What actions would you like the leaders to take to guide the community? (Pick up to 2)

- Engaging more with residents 160
- Providing clearer long-term plans 155
- Increasing funding for key initiatives 26
- Offering more educational resources for residents 42



24. Is there anything else you would like to share about the village's mission, vision, or values?

133 Responses

Latest Responses

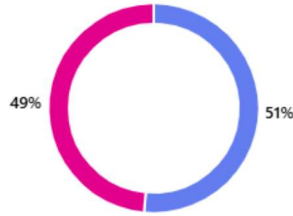
"Nope"
 "Stop trying to be what we aren't. We will never be Sun Prairie or Waunakee. We ar..."
 ...

30 respondents (23%) answered Village for this question.



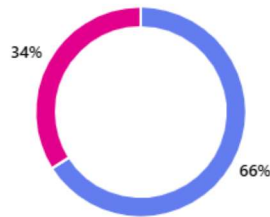
25. Would you like to be involved in future discussions or workshops about shaping the village's direction?

● Yes 104
● No 98



26. Can the communications team contact you to help spread the word and encourage community involvement in the Vision and Mission statement process?

● No 132
● Yes 68



27. Name

67
Responses

Latest Responses
"Kevin mikelbank"
...

2 respondents (3%) answered Kate Moran for this question.

Ann Picone Joan Behr Judith Adrian Kelly Toltzien Amy McCabe
Mania Amy Johnson Tim Bartholow **Rademacher**
Zisook **Amy** **Kate Moran**
 Joe Rademacher **Tim Kelly** Kelly Thompson
 Sophia Zisook Tim Warren Kim Lewis Viv Rademacher

28. Email

66
Responses

Latest Responses
"Kdllmik@gmail.com"
...

54
Responses

Latest Responses
"6082126342"
...

1 respondents (2%) answered 2544930857 for this question.

6086173316
6088525565 6082192179 6082395331 6082901388 8476025374
6086986105 6082642515 text 2544930857 mail is fine 6082094971
6082191017 6086224693 6085122644 no 6082288289 8472840627
6085562285 6086286811

What do you think about the current "VISION" statement for the Village of McFarland? How does it make you feel?

I think the commercial growth aspect should be at the end of the paragraph. Everything else is more important than commercial growth.

Proud to live in McFarland, WI

I feel like they are not planning for balanced growth.
That makes me feel scared that I will be taxed out of my home.

It sounds goofy and very left wing pap as far as I'm concerned. The Village should provide police safety, a strong fire department and emergency management services. The village should provide clean streets, safe sidewalks, snow removal and parks with mowed lawns. Public works, planning commission, CDA should work to provide good services to protect taxpayers from large tax increases like what we experienced in 2024. Mine went up 20%. Of course my value went up but do did everyone else's property values. Problem as I see it is the Mill Rate only decreased 1.3%. That's not right.

The statement is well thought out and reflects how the Village of McFarland is today. As a person who has lived here less than six months, it makes me feel welcomed and proud to be part of a Village that cares about its residents, businesses, natural resources, past and future.

Covers most aspects of village life. Would make me want to live here if I didn't already.

Ok, not very specific.

I am thrilled to see educational excellence and protect natural resources! I don't see McFarland as being very diverse. Sadly I feel skeptical about some of it due to the enormous political divide at this time.

I like it; I feel a tension between planning for responsible and balanced residential and commercial growth and promoting a viable economic base, as I have watched (over nearly 40 years) some massive increases in things like water bills and property taxes. Yes, a tension. The more we build, the more services are needed and the more the costs increase.

Need a much more conservative approach to growth

The problem with the older neighborhoods is that the population is also growing older and is saddled with the cost of the under performing school system with the uncontrolled costs

I feel it is too broad

The Village has no statement regarding listening and acting on their residents wishes instead of the leadership trying to leave a “legacy” from their service.

Responsible and balanced residential and commercial growth, promote a viable economic base... At the expense of many long time homeowners who are being forced out of their homes

It's terrible. Show the faces of the people on this board that think it's a great "vision". Where do they live and how would they feel if it was their community. McFarland is Village for a reason. Don't destroy it by your "new development". You've already destroyed enough in this Village. STOP!!!!!! How dare you devalue the people of this community by even suggesting such a stupid idea. The village has no business buying people's home and what are the public employees doing painting the inside of these homes? Isn't there something more important they should be working on?

It's fine -- sort of covers the (metaphoric) waterfront. It makes me feel like it's more of a mission statement, i.e., there isn't anything in it that shouldn't be more or less true in perpetuity. It doesn't create a vision with a time horizon -- that is, where we want to see ourselves going (changing and growing) in a future most of us can expect to see.

In theory, it is of course good.

It's wordy. What does "practice individual value choices" even mean? I would think our vision is to have a safe, thriving, close-knit village that is cute and progressive in protecting and using our beautiful natural resources that make McFarland so special. (THE LAKE AND WATERWAYS)

The Village is nothing like this and apparently according to the new redevelopment plans is trying to create do everything to not be diverse by making everything apartments, business and not affordable for most. There are not many diverse leisure options and they keep building so not sustaining the natural resources.

It doesn't invoke any feeling on particular. While it does mention responsible responsible growth, I feel like the preservation of natural resources and growth are somewhat in conflict, especially given the number of apartment dwellings which allows for more people than the green spaces can support. We need more green spaces, do we need more people? What's the end goal? How big do we want McFarland to get? Do we want to be more than a bedroom community, etc. it doesn't answer any of that.

It is too long and wordy

It is pretty generic and omits any acknowledgment of its stolen native lands.

Positive. I find it very comprehensive & inviting.

Anxious, actually. I moved here for a small community life; I don't want a growth focus.

Okay! Many move to McFarland because of how small the community is. There is a reason I moved to McFarland 10 years ago and that is because I want a small town, simple and safe community. I don't want growth of apartments, businesses as you lose the history, culture and why many of us chose to live here vs Madison, sun prairie etc.

We are one of the smallest surrounding communities to Madison . If you want to grow, growth to provide to families and make it a place worth living. New neighborhoods, better parks, splash pads, outdoor pool and community centers. This is what all other communities offer but us and that is family and kid activities and resources

Agree

Too wordy

I think it's fine.

Not really sure what a healthy social fabric means

I think we need to leave our downtown the way it is. We do not I repeat do NOT need to have more high rise buildings by the lake that no one in this town can afford.

Not bad, but growing up here I would've figured more of a lean towards "small-town", "family oriented", "good schools", etc. or similar themes. Also - I'd like to add another shameless request for better cell coverage in our secondary downtown/51 area. There is a lot of traffic in that area, I'd venture a lot of out of towners, and new visitors that may get a poor first impression.

Okay

Good

Betrayed

Uneasy

It covers alot but I dont know what social fabric is.

This current vision is fine - it isn't "bad" but it does feel very generic.

I like the vision statement. It makes me feel excited.

I agree with the current vision and makes me feel like the board is looking at every aspect of our village

Hard no! This is Not MADISON! We are a small village and keep it this way.

OK

It sucks. We moved to mcfarland because of the small town feeling and it should stay that way.

Supportive environment for ALL citizens.. keep that in mind.. not just the rich and privileged

I appreciate the statement, but have not seen this in action at the Village meetings that I've attended

Too wordy. Redundant. The spirit of the message is fine. I feel that McFarland as I see it , is making effort to live up to this

I think this is a reasonable vision statement as long as the village can actually honor these words.

I feel that is could be simplified.

The words sound good, but the Village is not currently practicing or even trying to achieve that vision. The village staff and board are not transparent in their dealings and have lost the trust of residents.

I like it and feel it represents me and my own vision

It's too fluffy.

It feels like you had a bunch of people get together to list things they want and included as many as possible.

It's too long, not concise enough. Trying to cover too many things.

I don't like it. It will change the small town feel of McFarland to every other town around that keeps building more apartment and using up precious land.

It's fine and encouraging.

It sounds like a vision statement written by someone with "flowing words". It doesn't say anything about what the village is going to do, only what the board hopes the reaction is to what they do. This is a vision of hopes, not a vision of what is to be done.

It's a nice thought but not followed so I don't believe it really pertains to McFarland.

A village where ALL families and individuals are supported to achieve their full potential, where the village remains sustainable and viable, and the core values and character of the community are preserved.

This is what it should be everywhere.

I think the village has failed at achieving a lot of those things. The only one I would have said in the past is supporting academic excellence but even now that is in question. This place is quite exclusionary and only a specific type of person would reside here.

I think it falls short of what actually happens as evidence with the latest redevelopment plan that almost passes. People in the downtown and Green lantern areas do not feel supported. We feel dispensable. Not worthy.

Typical follow our mission, you do not have 'individual value choices' unless they agree with ours.

I don't feel the village is very inviting, dynamic or diverse. I think in order to change this, there needs to be a resignation of some staff members such as Matt S and Andrew B, in order to bring new vision and life into town. I think they are holding us back with their views. Some new board members will help this spring.

ok

It is not particularly focused or well defined, although I support much of the content.

It's a lot to digest. So many things listed, with some seemingly/historically at cross-purposes with others (e.g. preserving proud heritage while creating a diverse community, preserving natural resources while planning for commercial growth).

ok, wordy, a bit of a run-on sentence.

Quality of life is fine as is..Keep the downtown as is to preserve heritage. We are not at a loss for necessary commercial property. Leisure options are plentiful. Too much growth also brings more problems (traffic, crime)

It's fine. Welcome.

It is comprehensive which makes it necessarily long. I hope most individuals would feel like they were being reached out to with this statement.

Too long. First part not necessary

I like it as long as “ individual value choices “ includes being able to keep my home in an older neighborhood where everyone knows and spend time with each other.

It seems okay to me.

Ambitious

I like it. It all the important points. Does not make me feel any certain way.

I believe the words used in the vision statement are very much open to interpretation. Just like the most used catch phrase "common sense"- fill in the blank. Common sense sounds good to everyone, but the issue is we all have a different idea of what common sense looks like in action. The implementation of such a vision statement is in the details. When I read it and interpret its meaning to me it is a failure as I find it more difficult to afford living in the community I grew up in and retired in. I think McFarland is more concerned about attracting new highly paid house holds than it is in keeping the people who lived here for years and help this community thrive.

This is not visionary. It should not be about commercial growth, economic base, or even diverse leisure options. Shame on anyone who thinks these qualify as a VISION. A Vision statement should be broad and leave our community (people and planet) in a better place moving into the future.

It's a lot of meaningless fluff that doesn't get to the heart of the intent of Village government: That is to provide the basic services the village needs. How about focusing on efficiency and lowering our taxes so residents can continue to afford to live in their homes. All this community does is spend money on wants not needs.

It has several "fluffy" words and could be more direct such as highlighting a safe community that stands behind their police force.

It makes me feel like our Village Board President, Village Administrator and Community Development director are not in touch with what community members want to see for development and that they clearly have their own agenda without community input. They have failed to notify neighbors of potential development in their backyards and they don't seem to have the best interest in the community input mind.

That it is BS. Diverse community? This racist cracker town? All that has gone into keeping public transit out of McFarland, so that it stays less accessible to low-income people. This village is run for the benefit of the wealthy lakefront people. Lake access creeps away from those of us that don't live on the lakefront. This stamens totally erases my experience. Look at the richly-rich board members who tried to blight our homes...disgusting

Being transparent is important for our village to remain calm slow the spending keep us a village.

I think it is fine

This is an appropriate representation of what I would like my community to be.
I hope that the choices made truly guide our leadership.

Some of it makes me feel proud and excited for McFarland's future. The phrase "all citizens may practice their individual value choices" feels like a dogwhistle to appease conservative residents, and that makes me disappointed.

I think this is a good vision statement in general but I do feel it is long and wordy. I wonder if there is a way to express these same sentiments in a more concise way. I feel that in the past the community has 'preserved its proud heritage' by emphasizing the contributions of white settlers with no representation of indigenous people. I think the new vision statement should exclude 'heritage' because this can be a white supremacist dog whistle and replace it with 'history' in order to be more accurate. I also think the municipality should be doing more to recognize the indigenous people to this land.

Okay

I think it says a lot. Maybe could be whittled down

in general it makes me feel good though the term "proud heritage" makes me think of...oh let's say "the south, white power and the civil war"

Suspect

We seem to be losing more and more of our natural resources every day. Natural resources are finite, not infinite, and we are using them up at an alarming rate due to unchecked development.

Statement should also mention" retaining small town feel"

I question "individual value choices." I do not support all choices. Especially an individual who thinks it's ok to assault or murder someone. The rest of it sounds good.

I think it sounds like a very high-level, aspirational collection of many goals. It seems rather heavily laden with buzzwords and too long for a clearly understood Vision. In order to the Vision to be made meaningful, it obviously requires much more, separate detail on how each of those many aspirations will be accomplished.

It makes me feel like someone made this up without a sense of reality.

It's ok

It sounds good

McFarland does not need to be the next Fitchburg, it's nice living near the big city, coming home to a sleepy bedroom community is perfectly fine. We do not need a bunch of apartments with retail space underneath, we don't need a "railroad" district. Simple is nice. Big city problems can stay in the big city.

Long

It's fine

It makes me feel like they are taxing the residents out.

Like I'm at work with a mission statement with the usual corporate jargon. But it's standard verbiage for a vision statement.

First sentence appears a concession to the pressure of acknowledging dei. Welcoming and quality of life are the key

Like it

good coverage

It is comprehensive and balanced but also leaves room for flexibility

I think it does not define anything! It is fluff talk. There is nothing to identify what real goals or a specific vision would look like for someone of any age group or diverse group wanting to move here! What heritage are we talking about?

I think it is great

Thoughtful

I think it describes McFarland's future well.

It's ok.

These values SOUND good, but my biggest concern is to limit/restrict additional multi family dense housing from being built. Please, no more apartment complexes!

It's okay .

I want McFarland to be an inviting and dynamic community open to all people who want to come. Why is a goal to be a "diverse" community? Sadly, that word has come to infer that change is needed to attract people who thus far have preferred to live elsewhere. Also, the idea that people can practice their individual value choices is positively scary. Some people value things that are not helpful to society as a whole and hurt others with no conscience problem. I will not support nor do I think the village should aspire to support people whose value choices are to live off other people's money even though they are physically and mentally capable of working, for instance. I like the last sentence of the current vision statement. I hope the first sentence can be altered to remove current loaded buzzwords and the idea that all values are equally to be practiced. I support the values of life, liberty and pursuit of happiness in a culture that promotes personal responsibility for supporting oneself and valuing people in the community.

Sounds great

I think most of it is what we have

I think vision statements are a ridiculous waste of time. I am filling out this survey because the village board has expressed interest in feedback on how the village is doing currently.

I am happy with the vision for the village of mcfarland. I appreciate that support of the diversity and diverse values in our community is mentioned because I feel that is crucial to a community growing and thriving. Any community that is not accepting and does not embrace and celebrate diversity, is stuck in the past. I also am happy to see a commitment to environmental sustainability and protecting natural resources.

Waste of time

It's a bit long but gets the point across

I support the current vision.

It's good as long as the board abides by being responsible in their plans.

It feels as if the village is trying to catch everything in one really long statement. I lose interest.

Mixed feelings.

Proud to live in McFarland.

It is good but feels a little long.

I like it. It seems all encompassing. It makes me feel proud to be a part of this community.

I like it. It encompasses things that I value like the heritage, natural resources and balancing the needs of the community.

Vision statements are nonsense to put on a website. We all want to be part of a community that is safe for families and kids. Entertainment options to keep people and money in town.

OK

I like it.

Very woke.

Sounds good.

Unimpressed

I like it although the wording in “proud heritage” could be adjusted

Satisfactory

I appreciate the breadth and inclusivity of the present vision statement. Generally, the statement makes me feel confident that village has an open-mind, broad perspective from which its making decisions, and, hopefully, seeks to engage the community in its plans for change and the future.

All the buzz words are there...we need as many manufacturing and production companies as possible to reduce the tax burden for the residents!!!!

This seems like a resonable mission.

It sounds good but no growth is happening downtown where there should be more commercial by Arnold Larson Park and library.

It's okay. Seems a little "perfect" and not actually accomplishable. Something more basic and straightforward would be better.

It's a lot

I think it's a good vision that not only highlights inclusiveness but also balancing growth.

The goal of the village is the create an inclusive and collaborative community.

I'd say it's quite long - I'm not a writer but I got lost somewhere halfway through.

Sounds good, makes me feel hopeful about community connection

I don't know what the heritage of our village is

Not in favor

Great vision. That's perfect for mcfarland and so true!

Sounds like a wonderful place to live! I appreciate the thought that has gone into the statement believe the village should continue to maintain those values.

What draws people here is because it is a village. We want to keep it that way. We do not need anymore apartments.

I see taxes going up

I think it's good and responsible

Not good.I do not like it that people will be forced out of their homes

It's not bad

I like it. although there are inevitable conflicts around certain value choices.

Its ok. It's a bit long

It makes me feel like I live in a positive and progressive village

First sentence is good - the second, not so much as has been learned recently.

I think the vision statement is a waste of taxpayers money

I appreciate that we value diversity and sustainability

We live so close to larger towns and that allows us to have many things available without trying to support them in our little town

Neutral

Proud & inspired

It's too long.
It should be 1-3 sentences or 35 words or less.
Stop trying to be the city of Madison.

Let's work in community, sustainability, connectivity with nature (native plants and animals - plan to connect natural pathways for animal movement through our community), holistic environment with family friendly activities to embrace healthy lifestyle.

I like it as it is. I can't think of much I would charge.

It's fine, will work if the board would follow it. Keep their personnel self serving ideas out of the mix. Keep the realtors, developers out of the decisions.

I like it.

"May practice their individual value choices" - should be followed by something like "without hurting others." Not that wording, but I don't want residents or visitors thinking they can treat others badly based on their value choices.

I agree with everything except for the need for growth and more commercial/residential expansion.

I think it feels inclusive and touches on a variety of aspects of community.

The vision describes a community that cares about its residents, its environment, and its economic development and stability. A healthy social fabric must address the needs of citizens of all ages. I think I would like to live in this village

Too wordy, no real focus just a lot of catch phrases. Not the Village government's responsibility to handle all they have listed - the school district, the Chamber, the Historic Society, volunteer organizations bear responsibility for many. The government can "support" in a positive manner but not feel they have to be in charge (or is it in control) of all.

I support it!

It is extremely long and varied. Recommend a concise statement, applicable to all of the supporting strategies that are in the current vision statement.

Don't change it

seems like a "jack of all trades" type of vision. A little of everything so as not to offend anyone.

Probably too Broad! Like we're trying to solve everything!

Overwhelmed with detail. A vision is a BIG dream for the future.

It's fine and I don't feel we need to be spending time on this project.

I think it is totally acceptable, and I don't think people consider it when looking at places to move.

It's content is exceptional but it seems too lengthy.

I think it is too long. The length causes is to lose meaning

Sounds like DEI run rampant.

It's saying a lot without saying much

When we value and validate individuals in our community it can only develop a positive outcome as we allow connection and collaboration to exhibit impactful demonstration that produces an effective demonstration.

Lot of focus on DEI, I'd prefer growth and development.

Should mention strong financial position based on good budgeting and managing resources.

I mean it feels good, but it also doesn't feel like McFarland.

It is filled with woke BS. Are we really a diverse and dynamic community?? Do we really support all value choices or do we just supportive of the majority opinion? The Facebook mobs in this community that attack the minority opinion is atrocious. The government's job should be to enforce laws equally and fairly and to protect the rights of everyone whether their opinion is of the common or is uncommon. Government should be the referee and stay out of the social issues and let social organizations have this realm. How can a government that has weighed in a social issues protect the rights of the minority when they have already taken a position on the social issues?? We need to change our vision to focusing on providing a safe community to grow and raise a family that has taken a stance to protect ALL of it's citizens rights.

Fine

a bit skeptical

Developers, who don't live in the Village, seem to have greater sway than residents. We shouldn't have a policy of bending over backward to allow developments that require modification to the village planning.

What do you mean by diverse?

Included

All of my answers are colored by my knowledge that the Village's water and sewer rates are regressive, charging residents for road reconstruction work through their water and sewer rates instead of through the more progressive property tax (property ownership is correlated with income/wealth, water/sewer usage is not).

It is quite long and somewhat dense. It could benefit from being more concise and easier to read. While it covers many areas, it lacks specific details. For example, what does "diverse leisure options" or "healthy social fabric" mean in concrete terms? It is very broad, and could be used by almost any town.

it's fine, could leave out supportive community for value choices part. I want supportive of providing for basic needs food, clothes, household and socializing and not worry about DEI.

I agree broadly with the vision statement, however, a focus on building the village to feel inclusive/cohesive throughout

I like it a lot. It seems long but covers all the major points.

Is your diverse community about flying Pedo flags?

It's a lot! I like it, but it is a lot.

It is the vision that I have for our community too.

I think it's good. I don't know what it means by 'preserve its proud heritage'

It makes me hopeful for the future progress of the village, these are values that I feel most citizens can get behind.

Like this is all a lie. The village is racist, very few BIPOC live here and everyone else seems to like it that way. My Black friends have been hassled and watched when in the village.

It covers a lot of important points

It's a bit flowery, but reasonable as far as 'vision statements ' go.

Needs updating

Too long

I think the first sentence doesn't pair well with the second sentence, also there has to be a better way to say we accept all or are welcoming to all and not say "practice their individual value choices" The first sentence feels like it comes from a church the second comes from a public entity. Overall it makes me feel like this is a place that has a lot to offer, and clearly lays out its priorities.

A lot of talk, very little action.

The statement is large but ok, but the board is demonstrating they are not interested in community space dedicated for senior citizens

It sounds like a nice plan. I like that McFarland is preserving the village history, while also planning for the future with residential and commercial growth. I also love that they are preserving natural resources!

What do you want our village to be like in 10 years?

I want spending under control. I want retail to stay on or near the highway 51 corridor and have monies spent there, to make it more inviting, rather than wasting funds for retail near the library which most people will not utilize.

The village should strive to welcome new businesses and new residents. There should be affordable housing and an interest in maintaining property among owners. Schools should strive to attract top students and top faculty. There should be more places and houses for seniors to enjoy the village.

Safe.
Community for the people.

Lose the DEI crap. Lose Equity and change it to Equality.

I would like to sustain what the Village is currently like. The foundation has been carefully planned and executed, let's build on that with an emphasis on public safety and practical sustainability and environmental practices.

We need to see some commercial development to help offset the residential burden on taxes and to offer some work opportunities.

A diverse community that is involved in our government, schools and long range planning. A transparent, responsive governmental body that is respectful of collected tax money.

More diversity. More support for the school district. I think the village has a good start on all of the above and should continue in that direction.

To remain a village and not turn into a Fitchburg or Verona. They already exist; we don't need to duplicate them. And, major for me, is protecting the Town of Dunn as an agricultural and natural resource area. I see this as one of McFarland's greatest resources.

More manufacturers and less focus on service industries

I would like to see commercial growth reflect the needs of residents. We are sorely lacking in diverse retail and restaurants. I would also like to see and improved pedestrian and bike infrastructure so that folks don't need to use their carts get around town. Additionally, the village needs to encourage commercial developers to keep rents affordable so that small businesses can thrive in the downtown area.

Historically maintained buildings and neighborhoods with well kept homes and successful businesses.

Like it was 20 years ago. But that feeling is gone.

Same as it is Today !!!! Saving the history of this village by NOT tearing down people's home. Why do you allow building without parking as you have in the past, and now you want parking? We also want the Green Lantern to stay as is NOT a high rise. What are you doing to the boaters on Lake Waubesa? You took out the Beach House for a high rise w/o public access to the lake and now you're taking more public access to the lake from the Green Lantern? There's only one other business on the lake and that's in Madison. It's terrible you would even think to take the Green Lantern from this community. It's the only restaurant business on the lake in McFarland.

Ahh, a time horizon. That's better (in my opinion). I'll mention one aspect that's in the current vision statement but curiously got left out of the aspects rated for importance immediately prior to this question: educational excellence. A significant piece of why we moved here 38 years ago was a reputation for strong public education -- especially at the elementary level back then. Another element of what I want the village to be like in 10 years would be for McFarland to have the "feel" of possessing an organic and thriving (if necessarily planned and engineered) village downtown.

I would like our Village to still feel like our Village. Sensible growth and development, not compromising on the things that make our Village appealing and good place to live. With our living so close to Madison, we can coexist, taking advantage of what Madison has to offer while keep our community one that feels like home.

I keep saying this in my surveys, but can we please hire an urban designer and landscape architects to create a cohesive design plan that is aesthetically pleasing? Cute sidewalks and street lights and plantings and hardscapes? Buildings and developments that have some sort of master plan so they coordinate? Can the lake and the land around it be a focal point in our village? It's so beautiful there. Please get rid of the tank farms and create something spectacular.

I would like it to not be looked at as a monopoly board by the administrator and us residents as his pieces to move around as he wishes. We are humans who actually live here and have done so for a long time and the small, quaint area is what we love about being here. It's relatively safe compared to Madison and we are close enough if we need to get something not offered here. Maybe help current business owners to thrive. Work with the school so there isn't so much of a tax burden on residents and be fiscally responsible yourself and with your other departments.

Actually, progressive and modern working nature into our new development and working within the existing natural landscape. I don't think I want it any bigger or expansive save for perhaps some more upscale eateries and/or brew pub. (Not dive bars).

More shops and restaurants. Updated parks

Safe, diverse, walkable, highest quality schools, larger library, community center for all ages

Retaining its unique character. Not overdeveloped. Responsive to individuals' needs.

Similar to how it is now! I live here because I like it.

The same it was 20 years ago. We don't need businesses etc in our community. Within a short distance given are prime location- we have access to abundant resources etc

A safe environment, with resources like fire and police . Nature preservation increase commercial development to off set taxes

Welcoming. Community connection.

I would love to see more options for residents, shops, restaurants, etc. also it would be amazing to see McDaniel and Babcock park offer more water options for residents and clear out the geese. We are a village on a lake.

A community that values all ages and doesn't tax residents out of their homes.

Accountability for spending decisions; showing results of increasing funds to schools in improved student outcomes.

Cautious oversight in growth and needs. Example: Approving a realtor property on the corner by the elementary school where parking is limited & traffic jams occur daily when school

Releases. Allowing the realtor employees to use the public lot daily for their personal parking lot when downtown visitors have ltd parking available Use better planning judgement in growth.

Businesses along the US Hwy 51 corridor make McFarland feel like a drive thru village without a personality. Develop a vital downtown residents can enjoy.

Apartment residents need walking access via sidewalk from Taylor Point Rd to Farwell St. businesses. Better sidewalk or walking paths for residents Planning and growth need oversight. Developers must be good stewards that not only build good housing, but owners must have active management of properties to avoid tenants who disrespect properties and fellow residents. Ex. Ask Pick n Save about the missing grocery carts that people take.

Just the way it is. Think about getting the land back that you sold behind our backs to build a warehouse and develop it with duplexes that people can afford to live in.

Single family homes, condos, townhouses expanding west. New grocery store, a few new opportunities for small business/chains, and apartments where logical and not where current residents would be coerced to move.

More trails - especially bike path, outdoor workout equipment, art installations, and it would be nice to feel comfortable swimming in the lake again. I'm aware that is a larger issue that factors in many municipalities, but it would be nice to push for.

I want people to be able to choose when to leave their homes instead of being forced out

I don't want it to change in size that much. I like McFarland being a small safe suburban town.

The same but with minor improvements done within a realistic budget that will benefit the ENTIRE community at large

A place that people are respected and not thrown aside for a vision of a few.

The place in Dane County that attracts stable and income earning families who seek high standard of living and education.

I hope McFarland is a place where people truly feel welcome to participate in all aspects of the community and feel safe and supported no matter what their background is. I want the village to have successful business growth without making the cost of living too high for people, whether long-time residents or new to the area. I hope current and new businesses will continue to invest in the community in meaningful ways that have a genuine impact on residents. I also hope the school district is well funded and equitable education is a top priority.

A community that you don't have to leave to find what you need -- resources, recreation, community.

More affordable housing, more public access to lakes, more (respectively) economic growth to assist in lowering taxes

Continue to keep the history of the village, improve parks, roads. Not buildings of high rise apartments for the wealthy.

Similar to how it is now.

The same as now

Strong schools, family first, limited rental development.

I want the board and the community to be working together cohesively. I want Mcfarland to be known as a safe Madison suburb with great schools. I want our community to be more active- more walk/bike friendly and foster that by improving paths and trails/ scale largely away from industrial. Utilize the lake for tourism

A place that has continued to make investments in making this a safe place that has community wide engagement events. I'd like to see infrastructure maintained, lots of walking path access and growth of single family, multi family housing and business development.

I would like for our village make use of our already available resources instead of trying to grow into newer, more expensive structures and unaffordable housing.

A friendly place to live.

We don't need to look like every other community. Work with the village residents, find some common ground.

I'd like to have a village that supports small businesses and with more commercial development. I'd rather spend my money here than leave the community. I'd like the schools to be well funded and to live up to the standards of prior classes

Family restaurants (not fast-food), all playgrounds with safe and inclusive base and equipment, increase in senior housing (duplex, zero clearance), increase senior services (expand senior center space, in-village taxi), increase in food store options (Whole Foods, Trade Joes), expanded McDaniel Park that includes a few boardwalk eatery options for bicyclists and community. Improve the bike routes to safely commute from McDaniel Park through the village to Fish Camp Park. Provide a splashpad.

I want a village where the streets are filled with people, not machines, and where there is a public transit connection to Madison, but where there are great walkable areas with desirable businesses here so that you don't need to go there for leisure or work. I would want out village to offer smaller affordable housing options, instead of just new single-family detached homes built by Veridian.

Thriving, growth oriented, inclusive, diverse, welcoming.

Affordable for elderly as well as families.

Not sure

Seeking all-inclusiveness. Taking advantage of the wisdom of the seniors in our community. Paying little attention to the reactions from the "Media".

For our community to stay a community. Not a place of apartments and retail underneath. A place for families to own homes for kids to play outside. For neighbors to be neighbors

I would like the history and quaintness of our village to be retained. Physically, there are some areas needing a facelift, but we do NOT need massive redevelopments or a downtown "district."

The same caring supportive neighborhood that I've let my children grow up in. Knowing who my neighbors are and Knowing we have their support.

I would like to see a vibrant community with high density housing and a downtown with actual draw. Dane county is facing a housing crisis and young people's opportunity to find housing should be prioritized over protection of current property assets.

I wanted to be the same as it is now with exception of offering more housing for our elders without having to obliterate current homes to do so.

Fun and friendly to all. Not just to the few but for all - no matter how diverse.

Unsure of how to answer this now.

more restaurants
more protection i.e., police/fire/EMS
continue caring for all roads

In 10 years, I would like to see McFarland has a highly rated and well funded educational system for the Madison area, a walkable and historic downtown with shops and food options, and an excellent park infrastructure that makes the village a hub on the connected bicycle trails and Yahara river/lake system.

A village that capitalizes on its strengths: lakes/river, close access to Madison (e.g. making it even easier to get back & forth to Madison, where most people in the village work.) The bike path and Ebikes is a start. Need other public transportation options: Bus, train?
Lakes and river need more public access -- not just for boaters. What about walking trails along the river, beaches?
Also, do what we can to negate the ugliness of the main corridor into the village: Hwy 51. Any way to add trees or cover up terminals?

a bit more to do downtown, honestly I have no idea what is considered downtown right now.

No major change

An historic district established in the Larson House/McFarland House/Library/Spartan Pizza/Historical Society blocks, with an artisanal cooperative space available for all of the creatives living in the village. A renovated Ace Hardware store/parking lot on Farwell Street, while retaining a space for the Ace Hardware Store, Rock n Rollz, and other retailers already there who want to stay.

McFarland should be a destination for persons who want a smaller community setting very close to the Capitol, with vast recreation possibilities, with vibrant business community, and schools supported by families and businesses.

A community that respects the past, recognizes natural resources, while it looks forward to new opportunities.

Where it is with only a small amount of growth if absolutely necessary .

The same small town community.

A place to visit instead of drive through

I do not want it to be a smaller version of Madison. I would like to keep the downtown feeling small-town-ish with Larson Park at the center and lots of opportunity for walking and outdoor activities (including the outdoor spaces at McFarland House cafe and McFarland Tavern). Part of this means seeing the sky without having to look up because of all the large buildings. I would like to keep our undeveloped lakeshore undeveloped. McDaniel's Park and the lower Yahara trail are gems.

First of all the questions again in #3 are very broad and open to interpretation, making it impossible to answer them, as I am not sure what it is you are referencing in each of the aspects question..

I believe McFarland needs to concentrate on maintaining what we already have and only fund NEEDS (necessary projects) and stop funding WANTS. Many projects are justified by "it would be nice...", but are not necessary. It is becoming very hard to understand how every entity on my property tax bill keeps increasing their budgets when many citizens are having to cut back year after year. I have to make such decisions to manage my finances and it is not at all apparent to me that government is able to make these decisions.

Earth-conscious, carbon neutral, walker-friendly, communal, forward-thinking, enriching, supporting nature, and embracing individual expression.

A place that is affordable, low taxes and small, efficient government.

A vibrant, safe community that is ok with focusing growth of business on/around the hwy 51 area rather than downtown McFarland. More business is needed on highly visible hwy 51 to help with the tax base.

Slow thought out growth to include businesses and housing while preserving a sense of small town feel.

More lake access for the non-rich residences. Development of the natural areas. A government that values all people that live here

Not all apartments ,we need business to take the tax burden less on our residents. And stop the "tif" it seems like most of MCF is tif and that's not good !

I like the small town feel of McFarland and would "not" like to see more growth and farmland developed, It would be nice to see a more welcoming downtown area, maybe in the hardware store area

I want our village to still feel like a friendly, small town while providing needed services to its residents.

More diverse by race and ethnicity, more inviting to new residents, more friendly to small business development and creating a "downtown" with additional shopping and dining options. We should be proud to be a place like Middleton, Stoughton, etc where people from the area want to visit. I would love if someone not living in McFarland said "Let's go to McFarland for date night! It's so cute!"

I hope the community remains mostly the same. I hope that the historical markers in our community proliferate and include recognition of the indigenous people who came before McFarland. I also think there needs to be an emphasis on affordable housing in our community.

More commercial businesses

I want it to be obvious that plans were made for the future, not stuck in the past.

well, I've lived here 10 years now and it's not really changed so 10 years isn't much time. We have had some economic growth which is good. I think there's an opportunity to bring folks together more, to help create real bonds between people. We should invest in our schools and our parks and continue to support our natural resources

Not all large apartment buildings

Similar to how it is now, but staying like a small town, instead of constantly expanding. We have a big city right next to us. We don't need to be like it.

Retain small town feel

I don't want it to lose its identity trying to be like other places. I see a more popular commercial presence on Farwell Street.

Resilient to the climate crisis.

A clean safe village that is affordable.

The same great small town that it has always been

I would like seniors to still be able to afford living here.

The way it was in McFarland 30 years ago.

?

A community full of activities for families and more diversity through restaurants and businesses

I want the village to continue to have the small town feel it had back n the 1990's and early 2000's.

Diverse, support small business, walkable, amenities like parks, shops and restaurants within walking distance.

Avoid sprawl, develop a downtown that's consistent with community. Encourage quality retail spaces, restaurants. Small town atmosphere with local identity. Offer events such as music in the park, community dinners etc

Not too much growth

sleepy cottage feel

More cultural resources for residents and amenities for families. Less focus on industrial growth

Moving towards measurable goals defined by the community to support the natural resources, people of all groups, ideas of what are identified as the reason McFarland is a desirable community and support it's sustainability.

A growing community with a small town feel

Balanced budget, appropriate growth, preserve history

I would like to have more to do around the community. More activities and businesses that provide enrichment, entertainment, and options. Just more opportunities to gather in public places with others.

The way it is currently.

A growth rate of only 5%, same great Schools, parks, shops, and historic buildings

I would like all these EMPTY buildings to be Something . The Village worries about what they want to add when there is so much already here to be filled !!
Empty bank , empty art studio , empty fire station, empty dentist office , etc !!!!

I would like McFarland to continue to be a community where families can raise their children knowing that we all want them to succeed in life. I would like it to be a community of order with citizens obeying the laws, and churches and community groups meeting the needs of those falling on hard times. I would like the decaying areas, like the railroad area near the grade school to receive a facelift. In 10 years I hope the community still feels cozy and family-friendly, and has not become just another extension of the city of Madison.

A place where families of all backgrounds are welcome.

Just like it is now. We are a bedroom community. We cannot support a lot of shops.

I want properly rights protected and properly owners left alone to make decisions without a need to ask some kind of permission from the Village.

I want the village of mcfarland to have a more vibrant and enjoyable downtown area with small, ideally locally owned businesses that allow someone to go downtown and spend a day there if they wanted to, with stores, coffee shops, restaurants, and other places that you can spend time in. I also want the village to have an abundance of parks and outdoor recreation areas. Ideally I would like to see more businesses interspersed within residential areas, again things like coffee shops, restaurants, and stores, to make the village more walkable. Right now we are still a very car dependent area and I would love to see that change where I could access more businesses and things on foot, within an easy walking distance from my home.

Not like it is now

A thriving community that welcomes all people and businesses without oppressive restrictions on those businesses.

I would like there to be more restaurants for residents and more businesses downtown (though I understand these can be difficult to attract). For housing expansion, I would like fewer high density apartment complexes and instead focus on condos or row houses if it isn't appropriate for single family homes or duplexes. If housing is expanded in the down town area, retail/business space on the bottom should be required. I would also like to see improved access to beaches, trails around lakes and in other nature areas.

Would like more family friendly areas, affordable single family homes. and consumer business.

I want to see us as a proud community. We are on very desirable land and owe it the land to not let this town grow into something it's not meant to be. Just because you can grow doesn't mean you shouldn't honor what makes this place special. I want to see our taxes reduced, more focus on the nature and people of the town.

Maintain village feel rather than extensive growth.

I hope it is like it is currently, but it would be nice to see more community involvement.

I want a diverse community that is in a good position financially that provides a welcoming environment to raise my family.

Have a friendly, small town feel, promote equity, diversity and inclusivity, promote and take care of our natural resources, and creatively promote growth while preserving our history.

A quaint village that is not trying to look like a big city. I like the quiet friendliness of the smaller village.

Have an actual downtown district. Take advantage of the lakes.

Expand the business park to help offset expenses to homeowners.

I'd still like the quaint feeling, community support, and pride of properties, roads, lakes and land.

I'd like us to continue to have good schools and convenient services. Maybe offer a non motorized boat rental area, shuttles to/from events downtown. These aren't big ideas... i really love what we have here. I would like a gas station near AB and 12/18 near roundabouts.

Provide efficient cost effective services such as water, road maintenance and garbage collection.

More like downtown stoughton w lots of new restaurants and shops and more developed gatherings areas and business

Growth and lower taxes including infill development

I would like more food and shopping options - in a walkable fun part of town. I'd like to see continued growth and development of our parks and bike paths.

Economically healthy, safe and crime free

(1) Community-minded, meaning there are regular opportunities for people to engage based on shared and like-minded interests, including recreational/social activities as well as community-support resources, like volunteer opportunities or sharing of resources with each other. (2) I hope the village remains a destination for outdoor recreation and has not lost any of its natural resources, including parks, trails, nature preserves, and clean waterways. To do this, it should prioritize sustainable initiatives like centers for recycling and reusing goods among community members; teaching/learning how to fix and mend goods; and educating individuals about their environmental impact.

Economically strong!

Would like to see more commercial development to reduce residential tax load, and provide local options for commerce/dining/etc.

Like Waunakee or Oregon with their facilities and parks. Have a pool and more options for fun things at a downtown.

I actually love it the way it is. I don't think we should promote more growth with condos and housing the average person can afford. I'll never be able to own in this village and I make close to \$100K/year I think that's very sad.

More or less the same

No big box stores. More privately owned businesses that meet the needs of the community. No high rises with exorbitant rents that price out people of all economic backgrounds. More restaurants. Researched and well thought out plans for expansion before presenting the information to the community and then having good marketing to the residents using many medias to ensure the public can be informed and attend meetings BEFORE big dollar decisions are made

I would love to see a growth in commercial infrastructure that is accessible to and supportive of small, family owned businesses. I would love to see more family friendly spaces and community spaces (public or private business) that encourage the people that live here to be engaged in and look out for their community. I'd love to see the village itself be more financially supportive of the schools as well.

I'd like to be able to recognize McFarland with growth that benefits current residents as well as welcomes new residents.

Inclusive and diverse with many opportunities for socializing in free spaces. Engagement in activities is high across residents. Taking care and of preserving natural resources and land. Thriving small businesses.

More affordable housing, keep our level of police, fire & EMS, & continue the wonderful education available to students, esp. the one of a kind special education services available.

Exactly the same as today.

Less apartments, more homes.
Same as currently.

Much like the current vision. I believe there is always room for improvement but maintaining quality of life and natural resources are very important to me.

Slow growth, more honesty in what future plans.

Like it is now

I want it to retain its character. I want balanced growth. The main reason people choose to live here is because it's close to all the amenities of Madison yet it retains small town feel.

Just the way it is.

Assuming they don't bulldoze my house, which I'm sure they'd love to, would like to see a balance of controlled growth and preservation of homes.

As much like the current village as possible.

Id love to see more shops near the Cafe with things for folks to do. Regular festivals or events to get for folks to gather together. Maybe have some vendor fairs that are up and down main street.

I would like our village to maintain its small town feel while also experiencing growth. I'd like to see more diversity.

Still the quaint, quiet bedroom community we are and always have been.

Leave it alone it's just fine the way it is

I think having an actual downtown with more small businesses and restaurants would be nice. But also having more affordable housing and commercial spaces would be important.

Not to be a Sun Prairie, Verona or Waunakee
It's a small town that is having a hard time keeping its small businesses in operation

Idk

Updated with more small business owned shopping options.

No large apartment buildings.
Only home near AB / MN area.

More local restaurants and stores, program for each neighborhood to have regenerative energy source. Parks to grow food and help pollinators, more roundabouts, no more Veridian or type of developers/contractors.

I'd like it to have a few more business but to keep some of the small town appeal. I really like what Oconomowoc has done to invest in creating a unique and historic but active downtown.

Successful, out of debt

I want to keep the small town feel. I like that aspect of McFarland since we are so close to Madison, I don't need it to get busier or more commercial. Updates to the current commercial structures to attract businesses. If current homes are considered unsightly or unsafe, organize village assistance and volunteer events to help bring them to the standard that current McFarland residents deserve. Residences should only be owned by people who live here at least six months out of the year, not people trying to make money on a VRBO rental and not caring about the village, its people, or its land.

I'd like to see the current spaces available for small businesses to be filled and supported by the residents. I'd like to see that we can maintain our history and integrity while working together and being transparent .

I would want any growth to be well thought out and carefully planned. I'd like to see planning aimed at playing to the existing strengths. We don't need every amenity that Madison has, it's right up the road. We do need economic growth that will take some of the tax burden off of property owners. Admittedly, in the chaotic political and economic environment, long-term planning is a challenge! I'd like it to feel welcoming and respectful of all.

McFarland is destined to grow as a part of a vibrant Dane County and due to its proximity to Madison. I would like the growth to be balanced in terms of housing with single family homes and multi-family homes to meet the needs of low, middle and upper income families. I would like the village to be a place where everyone feels welcome. We need to support our schools to the level that promotes excellence in education to attract families. We also need to take of the needs of our senior citizens so that they continue to find a home in the community. We need to continue to expand our commercial base to provide area employment and to have a balanced property tax support for our infrastructure.

A content bedroom community where people can affordably and safely live and understand that we don't have all the expensive amenities of surrounding communities but be willing to drive 10-15 minutes to them to keep McFarland affordable for all and not just those with \$100,000+ incomes. And that those that wish for amenities will be willing to do the fundraising to build and maintain them as other communities do. Many communities throughout America thrive as a small town, McFarland should or just merge McFarland, Town of Dunn, etc. with Madison and be done with it.

More businesses on Farwell and in the downtown. I'd hate to see much of the downtown removed. Keep the historic character and add to it, renovating spaces to turn them into businesses, like the McF House. I'm okay adding some density (multi-unit). I would mostly add it along Farwell, but adding somewhat to the downtown is good. I would love to see the lake area flourish as a community and business hub, the same or more developed. I don't have strong opinions about where to add multi-unit housing or not but recognize it as a need. I would love to see more visible ART and color, like community murals. Our Village is very beige. More benches and alcoves for a pedestrian friendly experience. I am strongly opposed to bringing in most chain stores/restaurants/businesses, especially to the downtown or Farwell, or any chains that would especially threaten our local businesses (no Starbucks in the downtown, no Target etc. on the outskirts). The few we have on the west side of 51 are okay, understanding they bring vital revenue.

Vibrant and desirable to residents, would be residents and visitors, for all of the reasons it is today.

Affordable

A safe community for all residents. Good schools and just enough shopping to take care of the day-to-day necessities.

Have a core downtown presence. Gathering place for everyone. New Glarus would be the best example.

Advanced and Modern still reflecting the roots of the village. Tradition + Innovation.

A growing community that takes care of the residents and staff with minimal impact on taxes.

Similar to what it is now; a tight community that is close to Madison and offers terrific public safety and schools.

We'll never be Waunakee or Verona or even Oregon in terms of facilities and opportunities because we continue to lag behind in the development of a significant commercial tax base. Far too many residents want it both ways, lower taxes as well as a "yes we need commercial development, but NOT in my backyard" attitude that always proves counter productive.

We need more commercial properties

More business. Less woke.

I'd love the village to be less of a forgotten suburb and have more thriving businesses etc to provide more activities within the village limits for families, young adults, etc.

A place where people can raise their family and feel they are an important part of the McFarland community.

Continued economic growth and planning for the downtown sector.
Continued transformation of the HWY 51 corridor into something with an identity.

Well managed, growth planned and accommodated, finances in good shape.

Vibrant

A safe community where families can grow and raise kids. A place where differing opinions are welcomed and embraced to have an open dialogue of ideas. A place where the mob mentality is called out for what it is. A bullying tactic. A place that is responsible with our taxes.

no answer

pretty much like it is

Similar. More diverse. We don't need to encourage unsuitable growth. We can be measured and thoughtful in what we allow. Increasing the tax base is not the be all and end all of planning.

Safe and abundant and a healthy community!

A safe place for everyone to feel seen and accepted. An ally for all.

Water and sewer rates should be made equitable. Currently 35-40% of road reconstruction concrete and sub-base costs are assigned to water and sewer rates. This is regressive. It harms larger families, gardeners, and owners of lower-cost homes and renters. These costs should all be recovered through property taxes. Change this now, as these costs can affect rates until they are fully depreciated after 10 years. Also, stop transferring about \$220,000 per year from water rates to the Village general fund. Administrative and General costs are already allocated to the utilities, irrespective of the \$220,000.

To include a more vibrant downtown, one that fosters community while maintaining the small town charm.

more shops and businesses downtown that are not service based. Not on main street - insur, financial, consulting, banking. More day to day use products or services - gift shops, restaurants, cafes, and activities to socialize and build community.

Expanded pathways (Bike paths, sidewalks, and walking paths) that connects all parts of McFarland easily together so traveling from one place to another is easy with a village city center with amenities we can all use- parks, small businesses/shopping districts, places of community gathering. Would love to see the area around McFarland House Cafe and Library- expand into a small walkable shopping district. If the Municipal building will be expanded, would love a rec center for the community to use (ex: gym, climbing wall, weights, place for fitness classes).

A vibrant, safe community where a family can raise their children and live well into retirement with abundant recreational, social and economic opportunities.

Non Woke

A safe and affordable place to live.

A vibrant, inclusive community that has a balance of old and new, single and multiple housing, keeps its village and community feel.

Safe, good schools, community activities through library and parks

Thriving community that is welcoming to all

Decreased number of hypocrites, fewer old racists. How can you talk about environmental sustainability, public safety and quality of life with a huge tank farm on what would have been beautiful lake front???

Diverse, accessible, preserve parks, walking/biking, multi-generational

I hope I'm still here in 10 years to see what it does become.
I have enjoyed what it is now over the past 35 years.

Economic growth with high quality of life

About the same size ... more nature areas.

I want it to have it's own identity from Madison and to continue to expand on areas the village thrives and not try to be too much all at once. I think each of the surrounding communities to Madison have it's place. It's hard to stay unique in an urban sprawl, but would like to see McFarland try.

A destination for people to go shopping or eating.

Thriving community for children with strong schools as well as adults and seniors

I would love to see our community supporting a real downtown. A place where my family could bike to lunch, or shop for a quick birthday gift, or listen to live music outside on a nice day. We can still have a quiet community with a great downtown full of activities.

What do you think the main job of our village government should be?

Fiscal responsibility

Govern in a transparent way
Reign in costs
More open forums for citizens to participate

Being fiscally responsible.
Listen to what the citizens want.
Clear and concise communications.

Economic growth, maintain infrastructure, public safety.

Delivering quality services (police, fire protection, maintained streets/sidewalks and parks, and trash pick-up/recycling) in a fiscally responsible and professional manner.

Fiscal responsibility while maintaining transparency.

Responsiveness to taxpayers, fiscal responsibility first.

Professional integrity which leads to the other functions listed.

Sustain and value the incredible natural resources this village has with its proximity to water, hills/mounds, and the Town of Dunn neighbors (with their clear vision for protecting the land for the future and providing local food sources.

Reduce spending
Balances the Budget
Over haul the failed schools
End the focus on DEI

To provide an exceptional quality of life to residents through thoughtful economic growth.

Listening to its citizens and acting with transparency and honesty with the Village residents and economic future in the forefront.

To have the highest level of public confidence and transparency

Full cooperation in achieving the priority goals determined by the community
NOT the Village Elected Officials

Administering measures that enable and promote village residents' and visitors' safe and responsible pursuit -- in community -- of their lives, livelihoods and other legitimate interests.

(BTW, the current mission statement is really for village government and not for McFarland as a community. There is a difference. With that said, a mission statement for village government has value, but it should be labeled for what it is.)

To serve those that live and work in our community. Of course we want economic stability and growth, but in a way that doesn't negatively affect those who are already here. And, we don't need to bend to the whims of a developer. We have seen situations where developers work with the community and others that aren't from here and whose sole goal is revenue generation. You can generate revenue and contribute to the community. Not in spite of the community.

To be fiscally responsible. To hear and understand the needs of our community, but also realize that many people don't get involved, even though they don't care. Small committees might represent the voices of everyone if chosen correctly. Please have strong leadership and vision and hire professionals when needed!!!!

Making sure the basic needs of all members of the community are met. Do we have affordable housing options, programs for those on lower incomes to help with services or community activities that the Village can support.

Ensure we aren't growing beyond our means, not growing for the sake of growth. Support our educational system, and ensure people's safety.

Economic stability

Efficient functionality and fiscal responsibility

Serving the community's needs with integrity and transparency.

Responsible use of funds, preserving the current wonderful small town community and our natural resources

Preserve what we have and what McFarland stands for.

Small town, family oriented, safe place to raise your children, exceptional school and learning environment

listen g to the residence of the village , we live here and would like to keep the village a small , safe community with nature preserved . We are not interested in becoming a Sun Praire

Being a voice of the community. Diverse representation. Engaged.

To serve the community based on what the citizens want. Make policies that attract businesses and residents. Me fiscally responsible with tax dollars

Fiscal responsibility is key to all the other items

To stop doing things behind our backs. Wake up and pay attention to what we say to you

To listen to its constituents, provide opportunities for adequate housing and public services, engage and/or facilitate public events and general involvement, support public health, attract new citizens and business empower the ethics committee, separate duties, investigate conflicts of interest (Board of Review, Board of Zoning Appeals, Community Development Authority, Plan Commission), etc.

To increase quality of life for all residents of McFarland

To listen to the wants of the people. Keep McFarland affordable. It can't just be a bunch of rich white families. We need the diversity. I'm scared as a single mom (who has lived here my entire life, 30+ years), I'm not gonna be able to afford to live in my home town anymore. The property taxes are insane.

To be the caretakers/stewards of the entire Village and its residents by being fiscally responsible and very transparent with your plans to allow residents the opportunity to get involved.

Full cooperation in achieving the priority goals determined by the community.

Fiscal responsibility. Providing for controlled economic growth come with this. Keep politics out.

To understand and serve the needs of the community and continually reassess what those needs are in a transparent way.

Allocation of resources matching the community priorities. Seeking information about successful community building activities and selectively incorporating into our community. Keeping people safe.

Listening to all and communication

Listening and hearing the people in the village. Keeping mcfarland a small village not freaking nasty Madison with high rise apartments. Which will be way over priced to rent. I've lived here for 29 years.

Open communications

Listen to the people

Fiscal responsibility, insure basic services are delivered, public safety, and fiscal responsibility! Stop increasing our taxes

To uphold integrity and listen to the voices of the community. Again, a great statement but I have not seen this is action throughout the meetings I've attended

Representing the best interests of the community, be open, listen and actually represent what is presented to the government as the desire of the community. Do not do “what YOU think is best”, actually listen.

Preserving what we have and being conscientious about what we change.

Make the village a pleasant place to live that is safe and economically strong.

To be transparent and provide necessary services and remember staff and board members serve the public.

To facilitate growth and provide stewardship for the village

Efficiently maintain day-to-day operations, infrastructure, heritage, and environment. Plan fiscally responsible development and growth, engage the community in initial 'idea/concept' for any development initiative (small or large) and do not contract for any design prior to the community's input. Honor inclusivity, invest in the well-being and safety of the community. Communicate timely and effectively with the community.

Improve the lives of ALL residents as much as possible while eliminating or mitigating negative knock-on effects for others around the world.

Align with community on village growth, including economic, and facilitate efforts to meet needs of the community.

Protect and create a place to live that doesn't push out current residents with high taxes. Protect land that is left. Stop spending money recklessly to keep up with status of other communities.

Quality of life

Keeping the law and including interested citizens.

Not to waste the village money on "consultants " focus on our current situation (schools, roads). And their integrity with the village board is lacking

Enact the will of the people.

Take care of what we have already.

Pushing for progress.

Acting on behalf of our village and the people and being fiscally responsible rather than pushing an agenda that will further their career while putting our village further and further in debt.

Safety, snow plowing, staying out of our business, recreation choices, limited governance

Open communications, which are lacking lately . Close second is fiscal responsibility which is completely lacking.

~~Assure population of their safety hiring enough police/LiMS/fire personnel, and snow removal personnel~~

Keeping our schools safe at all times - So important

Encourage more community meals so we can meet others going through the same things as we are.: elderly, have serious DX, need help in our homes with cleaning etc., someone we can trust. Yes.

Ask people to volunteer to fund raise for areas of interest - but toward goal that community wants/desires. I've done much of this in my earlier years and was quite successful. Also helped our child win the Decca Award of a \$100 bill, for selling the most sweets

Honor all people who serve in some capacity

Have a place in local paper, where all people would see what classes are short of - so anyone could go out and buy that, and drop off outside the school. That would be so nice. We can all contribute toward all kinds of things or give cash & checks OR even go purchase it for K-12. Seriously.

Achieving the priority goals determined by the community

Fiscal responsibility, Professional integrity & open communications.

focus on projects getting down vs talk. helping people in need.

Provide a safe friendly community

Open communications

Facilitating optimism (my kids will do better than I did) and economic security of our citizens.

To allow citizens to live their lives in a meaningful manner. Respect the environment and the values that have made this community.

Environmental support , professional integrity , accountability and with more aggressive transparency and communication with residents on occurring issues. Fiscal responsibility that is not at the expense of individuals to achieve. Enhancing infrastructure only in terms of keeping and maintaining what we have. Not all of us want high density , multilevel apartments .

Fiscal responsibility, open communications and professional integrity

Advocating in all actions for the residents.

"61.34 Powers of village board.

61.34(1)(1) General grant. Except as otherwise provided by law, the village board shall have the management and control of the village property, finances, highways, streets, navigable waters, and the public service, and shall have power to act for the government and good order of the village, for its commercial benefit and for the health, safety, welfare and convenience of the public."

According to Wisconsin law, these are the things you are required to do, so maintaining streets and providing fire and police services are clearly a top priority. In terms of commercial benefit and public health safety and welfare, it is a little less clear. What I would like to see, is a well-informed and well-developed vision for how our community can grow while still maintaining its unique identity as a small historic Wisconsin town.

To cut taxes for the individual home owner. To restructure the water bill: I currently use 2000-4000 gal. of water bimonthly. I have done some projects to conserve water and could do more. You promote conservation of our resources, but the current billing structure doesn't encourage conservation improvements. My bi monthly bill is +/- 80% fixed charges! You keep moving new charges to the tax bill, like garbage pick up and fire service to the water bill. These services were all included in our property taxes at one time. Spin it how ever you want; it is a property tax increase.

Taking care of necessities - streets, garbage/recycling, sewer, leaf pickup and street cleaning, park and recreation maintenance, fire, police, and election administration

Lowering taxes.

Fiscal responsibility

To listen to members of the community and represent their needs and ideas and not put their own agenda before the people in the community that they represent.

Caring for vulnerable community members. Taxing the rich for the benefit of all. Building codes that are enforced on all residences. (Supposed to be no more boathouse on the lake, but that hasn't applied to the rich

Fiscal responsibility, if people want a Verona or Wanakee they should move we want to stay a village , keeping people updated and transparency. Help the elderly that won't be able to handle the rise in taxes, these elderly are what made Mcf what it is today and your pushing them out so unfair , maybe less taxes for the residents that have been here 30 plus years a break on high taxes.

open communication and no more letters regarding blindsiding property owners

the current mission statement says it nicely.... efficient and accountable management for the community

Full cooperation in achieving the priority goals determined by the community

To uphold the rights of McFarland residents. To preserve the environment in and around McFarland.

Good stewards of our tax dollars (I.e. stop spending like a drunken sailor and buying buildings such as the Associated Bank building that sit there vacant and are no longer on the tax rolls).

Have the best interest of the village community in mind at all times

To help the people live enriching lives

Fiscal responsibility. Curtail building new village hall

To be there for its residents, not for special interests or economical purposes.

Fiscal responsibility with our tax dollars to achieve goals.

Public safety and fiscal responsibility

To meet the needs of its residents.

Not overspending and don't try to over regulate.

Not want to tear it on people's homes to just put up businesses that's so stupid. This is a small town not a business park. This is peoples homes wanted to destroy and where people grew up.

Get input from residents before buying up property.

Finding a way to reduce the ridiculously high property taxes.

Open communication on all aspects

Providing clear and open communication and being open to receiving feedback and make sure the community members feel heard before things escalate

Fiscal responsibility.

Listen to the people. We have ideas and it seems lately the questions and concerns are dismissed, and in more serious issues sometimes gaslit.

Fiscal responsibility

Maintain proper balance in growth

understand constituents and execute the majority vision

Representing and advocating for the interests of the town and its residents

Get information to and from the community and work with the people, businesses, schools, other communities and regulatory system to provide McFarland with a well rounded and balanced government

Carry out the wishes and needs of the community

Share proposed actions, plans before implementing them. Listen to residents response. Transparency. Communication between all branches / committees.

I think the village government should look be to grow the McFarland economy while being open to community input on what that looks like.

Ensure safety.

To spend tax dollars carefully, limit tax increases, public safety, and municipal works. Do not waste tax dollars on social programs and events that promote “inclusivity”. That is wasteful spending and difficult to quantify results.

To stop trying to fix things that ARE NOT BROKEN !!!!! Use common sense

I think the main job of our village government should be to maintain order and encourage growth by funding public safety, creating reasonable zoning rules to foster economic growth, and to give any law-abiding citizen and family a chance to thrive.

Do what the majority of the village residents want them to do.

To start being honest to villagers, Stop all projects. Let us vote on everything to be done

Management of roads and snow removal. Basic public services (police, fire, trash collection, waste wate, etc)

Maintain the infrastructure and programming in our community and implement new programs and initiatives to make our community a happy and healthy place to live.

Public safety. Police. Fire.

Protect its citizens and provide necessary services for all citizens.

Current mission statement is fine with me.

Listen to the community. Especially those who have lived here for years. Secondly be more fiscally responsible. This is a village. We don't need big city aspirations.

Fiscal responsibility, community outreach connect with what the village wants. Making sure that the plans our government make are good for our town not just now but in the future.

Community involvement

Making sure our village is safe: our people, our environment, our schools and businesses.

Full cooperation in achieving the priority goals determined by the community.

Promote equity, inclusivity and diversity, sustainability, public safety, infrastructure, and health and wellness.

To maintain the village and the lush environment around it while being fiscally responsible and not overspending and pricing people out of the village and their homes.

Stop trying to make everyone happy. Keep the city safe and make it place where people want to visit.

Listening to resident concerns, watchful spending, transparency

Financial stability long term, public safety, and community culture. It is important to support citizens.

Provide traditional city services in a cost effective manner.

Fiscal transparency and balance of resources to what's most important to citizens.

Minimal village government except for safety, growth and basic functions.

All of the above

Properly represent the view of their constituents while planning in a fiscally responsible fashion

To guide the process of growing our community, ensuring growth aligns with the agreed upon mission and values statements; collecting knowing and information to inform decision-making; and communicating identified challenges, possible solutions, and the decision-making process with village members. This involves engaging the village community in the conversation, through feedback, as well as educating them about factors that influence challenges and solutions. Too, village government should engage the community in determining priorities and focus, such as through this survey and in the solutions-development process when a challenge is identified.

Sustain our economic growth!!!

The current mission statement seems accurate.

Community development

Public safety

Sustainability, transparency, responsible spending

Doing the research what it would entail to expand the village. Ensuring the public is aware of what the costs and building needs are to even create a new development and seeking public input before voting on these big decisions. I think we need more commercial growth to help offset higher taxes for residents, but also thoughtful commercial growth. Businesses that benefit the community, will be used by the community and don't produce excessive noise pollution or large truck congestion on residential streets. We don't have nearly enough restaurants (non fast food) for the population of our village. Any decent place to eat is overcrowded and frankly not patronized by our family for that reason. We also need single family homes that are priced reasonably to attract people of all incomes, and while apartments may also be needed we need to be mindful of how many are built in an area as they can be an eyesore if that's all you have in a zoned space.

Village government should seek to ensure the fiscal wellbeing of the village and also to educate the citizens on what's happening in government. I think many of the issues we've had recently come directly from people not knowing the legal jargon used in communications (and also not engaging themselves in government)

Absolutely to provide for the safety and well-being of residents in an affordable manner. That includes providing important services that provide for a happy quality of life for all residents.

To work for the people and get them what the collective asks for (reasonably)

Fiscal responsibility, integrity, open communication & transparency

Listen to the community. Do what's right for the community.

Serve the people in village and manage money in a fiscally responsible way.

All of the above

Fiscal responsibility. We need to be informed and have some referendums so we can voice our opinions before it is just forced down our throats. The last five years the village debt has skyrocketed.

Fiscal responsibility

To make fair decisions representing all citizens not just the most vocal. To be able to say no. To make the tough choices. To plan responsibly for the future. We are facing personal economic insecurities and raising taxes to say yes to everything will only force out the seniors and less affluent. If the village really is committed to diversity then it should include socioeconomic diversity. It shouldn't only be section 8 apts and half a million dollar homes.

To have a safe place to live.

To not steal my house would be great, and be transparent about goals and direction.

Wisely managing growth

To serve the people of McFarland and to present ideas with full scopes. Stop blighting homes with zero explanation.

To manage and oversee development of our community, provide essential services, and support the well being of community members

Too broad of a question - our village government needs to listen to the residents and stop spending money irresponsibly.

Keep their grubby fucking fingers out of my life And out of my wallet

Quality of life, inclusivity and diversity, while maintaining financial responsibility.

To try to NOT overspend. Take care of what we have. Also, by trying to keep growing, over time you will see more crime heading this way leading to more staffing needed at our law enforcement.

Helping people love full, connected, comfortable lives

Ensure the smooth operation and well-being of the community, including:

1. **Administration**: Managing day-to-day operations, budgeting, and financial planning to keep the village running smoothly.
2. **Public Safety**: Providing police, fire, and emergency medical services to ensure the safety and security of residents.
3. **Infrastructure**: Maintaining and improving essential services such as roads, water supply, sewage systems, and public facilities.
4. **Zoning and Land Use**: Regulating land use and zoning to guide development and ensure it aligns with the village's plans and goals.
5. **Community Services**: Offering services and programs for residents, such as parks, recreation, libraries, and community events.
6. **Public Health**: Enforcing health codes, providing public health education, and ensuring access to medical services.
7. **Local Legislation**: Creating and enforcing local ordinances to address community-specific issues and concerns.

Stop Madison from buying land near the village.

Work within budget without increasing taxes yearly. The increases across the board need to stop, the Jones are broke, take a different direction.

To maintain and if possible enhance the quality of life of the community.

Encourage development, housing vs apartments, careful selection of businesses, traffic, environmental impact

Keep services running that are required for a inclusive and safe community.

Question 8 choice other: support current homeowners to make improvements to residences the village feels are a blight.

To take

The feedback of the people of the community, consult and put together collective choices, and help facilitate change with input. Provide guidance.

Well, each part of village government has a different role. It's important that all levels of government are transparent, communicative, and responsive to our needs. It's important for the board to be leaders, but also to listen to the community. A well functioning village government should make citizens' lives easier.

To address the needs of the citizenry, exercise fiscal responsibility, and establish open lines of communication to keep citizens informed.

Running the community in a fiscally responsible way. Not to cater to special interest groups. The community as a whole should be top priority, with that not everyone can have what they want, compromise will have to be made.

At this time, it should be fiscal responsibility, open communication, and sensitivity to values (pay down debt and build trust). I appreciate our Village leadership. They've had some challenges and made some missteps recently, and they're responding very well to feedback and communications have been more and more proactive. Keep this up and tread lightly. Keep providing opportunities to bring people into the vision. I often participate but not as often as I wish and not as much in this vision work. I'm eager to be involved, but the number of meetings and commitments requires prioritization. Be patient with community ebb and flow of participation. Allow more time than you think for our input.

Fiscal responsibility

Lower crime

Maintaining a safe environment, including low crime rate and good fire/ambulance services. Being fiscally responsible with the taxpayers' money to enable all services to be funded appropriately without increasing property taxes so high people can no longer afford to live here.

Too advocate for the community, partner with the School district to create a community that attracts growth and community pride!

Leadership, keep our village ahead of other municipalities, culture builders

To provide public safety and public works services to the Village. The rest of it just costs money that the village residents can't afford to pay for any more.

Keeping residents and visitors safe and offering them a community to thrive.

Economic stewardship and quality of life.

Protect citizens constitutional rights

Protection of citizens.

Open communication with constituents. McFarland could do a better job of educating/informing rather than reacting.

Service and transparency to the residents in our community.

Push forward village planning and growth and not be so sensitive to the people in the room that show up against progress, represent all 8,000 residents not just the 50 in the room that live in a certain district.

Manage the functions of the village well and be cautious about taking on projects where the need is not strong and the cost is more than the expected worth.

Transparency

Preserve the rights of all of its citizens. Provide for a safe community.

Fiscal responsibility and keep taxes in line and affordable

to provide a high quality, affordable way of life

Serving the constituents that have elected them, not outside developers that have no long term stake in the community.

Fiscally responsible with full accountability.

To operate in a manner that supports the villagers and uphold the mission with tangible efforts

Appropriately assign road reconstruction costs to the costs to be recovered through property tax and NOT through water and sewer rates.

Delivering high-quality, efficient, and accountable services

if you are going to promote events for different genders values you also need to promote people's values for their Christian faith

Agree with above mission statement

To protect the integrity of the land on which the village is built, to honor its history and provide support to its residents through sustainable and logical planning.

More like DOGE.

effective and efficient management of finances

To plan and execute the goals of our vision

Provide services to the community

To manage the village's shared resources in order to benefit the community now and in the future.

Seeking out the opinions of ALL residents, not just the rich

Represent the people who live here, provide direction for evolution/ change,
prioritize funding

Creating and maintaining a safe and healthy environment for all citizens.

O

Facilitate

To guide the community not control it.

True leaders of our village. That means being accountable and looking for ways
YOU can improve. Stop pointing fingers at the people paying your salary and
benefits. It is YOUR job to seek community engagement.

Follow recommendations of committees doing research & making recommendations

To have open communication

What values do you believe are most important for guiding our village's decision-making?

I think the values that brought people to this community are being ignored. We don't want to be a waunakee or Verona or cottage grove. We want family based, safe, community. Not a destination. A community

Honesty and transparency in government operations

Honesty, dedication, maintaining the public trust.

Stick to the basic services. Stop trying to social engineer everything.

Sustainability, accountability, and innovation

Keeping a sense of small town personality.

Fiscal responsiveness, accountability, transparency.

Environmental protection/sustainability. Inclusiveness/diversity.
Honesty/openness.

Environmental sustainability, respect for diversity (human and environmental)

Responsible financial management and reducing spending

Listen to your constituents

Engagement with its residents and transparency in day to day operations.

What made McFarland unique was the sense of neighbors helping neighbors, watching out for each other, doing for others. Putting others first. The sense is that they are putting economics first, a select few developers and Realtors are dictating their visions to the village board.

Listening to the tax payers of the village and those that elected you to your positions and preserving the history of the Village of McFarland.

Commitment to public safety, responsible development, and fairness and transparency in governance.

Fiscal responsibility, sustainability, life enrichment.

Vision for the future.

We need competent, responsible and willing leaders to run the village and board with the village residents in mind, not there personal agenda's. We are not pawns to be used. We are humans.

Modernization without unnecessary population growth while leading the charge in environmental support.

NA

Responsibility, inclusion, enrichment

Integrity, sustainability, accountability

Preservation

The families and what we need to raise our children in a safe and peaceful community

Goes back to why families have moved here to begin with. If you try to make us a small "Madison" there is no motive to live here as many move here because it's small, safe and school oriented

listen to the residence
taxes - try to keep them from always going up

Community engagement. Accountability. Transparency. Inclusion. Accessibility.

McFarland is a unique community that is close to Madison but should also offer its own individual experiences to attract outsiders. A better downtown like Stoughton or Verona's would accomplish that. Also attracting businesses to the village so we can benefit from future tax dollars. Long term thinking is the main job of the current village board in my opinion. Also ensuring that the schools provide a good education for our children

Integrity, equal representation of all, economic responsibility, transparency, active listening to public input, willingness to adapt & change ie, assess current personnel & programs for ineffectiveness or inefficiency

To hear us. Stop doing what you want

Of those listed below, Community Engagement, Sustainability, and Accountability I think would be the most important organizationally. I would hope all staff would personally resonate with Inclusivity, Respect, and Compassion. Health, Safety, and Growth could be valuable, supplemental values when followed within reason.

Integrity

Honesty, community, integrity

Value what makes us unique and quit trying to make us what we are not nor can never be. We are unique and still want to be small town living. Need to think out of the box for future growth. Need more opportunities to let the residents speak and have input from the beginning of projects.

Community Involvement in planning

Honesty

Respect of all

Looking at every aspect, not focusing on only what they want

Supporting the residents and businesses and stay in tune with a wide range of needs. There are plenty of residents who would appreciate the opportunity to chip in and volunteer when needed. I wish the staff and officials would focus more on communicating and less on raising taxes

Transparency, empathy, equity, sustainability

Economic and environmental prsoperity

Honesty, the board will not make everyone happy, Realistic.

Na

Those listed below, plus avoiding overdevelopment. Maintaining a personal, small town vibe and structure.

Small town feeling

Honesty, family, integrity

Integrity and honesty

Listening and knowing what the desires of the community are. Being knowledgeable of local, county and state regulation and changes that impact our local community.

Local government transparency

Bright, capable, open minded employees of the village.

Transparency, accountability, realistic expectations, and fiscal responsibility.

I already stated that. Stewardship and facilitating the growth of the community

Invest in the well-being and safety of the community, prioritize community needs to enhance quality of life, maintain distinctive community charm, treat everyone fairly, honor inclusivity, preserve heritage, protect environment, maintain infrastructure, support sustainability, provide exceptional services, communicate timely and effectively, transparency and accountability, open & honest communication, listen more, build trust, plan fiscally responsible development and growth, ask tough questions and make tough decisions.

Keep making things better

Accountability

Communication with residents.

Quality of life

The most important values for people and villages are the values taught by Jesus. The village should be guided by what Jesus taught.

Being honest (not shady as the village is now). Have integrity (which our village is lacking!). Equality for all residents (McFarland is well known for only doing what is RIGHT for the rich.

The current leadership has missed the mark with open communication and transparency.

Keeping the same values that have had to make people want to live here.

Progress, inclusivity, sustainability, abolition, anarchy, solidarity

Village leaders need to put The village first. They need to be transparent. They need to be fiscally responsible. They need to be inclusive. This is not been happening.

Responsible financial management. Lower the cost of government and taxes. Stop moving expenses from the taxes to utilities - that just equals more taxes for other expenses on stuff we do not need.

Accountability, respect

maintain proper salary for all who serve, i.e., police, fire, EMS w/increasing frequent wage increases

how do McFarland Schools keep kids safe as they enter (bells going off if child is carrying inappropriate items on school grounds). Hope this is already in place, so important.

There was so much bullying going on when our child was in school - no one did anything about it. Our child brought home so much info. regarding this. Made 'we' parents so sad that our child had that to contend with thus plus do some school work which was required. This kind of behavior was evident to our child several times a week. Our hearts are relieved that our child is no longer at McFarland Schools. This leaves a psychological effect on the entire family.

Conservation and improvement

I think embracing diversity is important, but underlying values re: celebrating history (I read this as European settler history) is a deterrent to supporting diversity. If we're talking pre-European history (indian mounds, etc), I think they are important to maintain -- but I haven't seen much discussion about this since the initial spark in interest after the MEP was created. Also, in supporting diversity in the village, we need a better social infrastructure. We need additional public transport.

How it can affect even just one person.

Input from citizens. Not some utopian dream

Accessibility to village staff and board; open communications; respect and honesty; staff and board accountability to the community (not only to village residents but also neighboring municipal residents in our community); the village should be making it easier for community residents to participate in decision-making.

transparency, assessment of the voice of community member - once these are known efficiency in making choices and communicating the decisions to the public

Respect what McFarland is.

Ethics , transparency/ honesty , not hurting some individuals to please village administrative wishes or profiteering .

Honest communications

Accountability and Respect

Gaining an understanding of the history of McFarland, listening to its current residents, valuing its natural resources, being thoughtful about development plans and being transparent and overly communicative about those plans.

To resolve to govern with the goal of meeting the needs of the village and not the wants. The village simply doesn't have the unlimited funds to continue all these feel good projects. I have lived hear long enough to know the justification for the former building housing the emergency services. At the time the residents were assured of the need of the building and it was built with expansion in mind to justify its cost and need. We were told the structure was built with the ability to add a second story. Instead we have a new public safety building which is very much a feel good building, filled with "many" wants vs needs, again with unnecessary cost to the taxpayer.

Sustainability and Community-focused

Fiscal responsibility

Being fiscally responsible and encouraging business growth opportunities along hwy 51

Transparency by the Village Board, Village Administrator and Community Development Director as to projects going on and not lying to or hiding things from village residents like buying up land, homes and businesses.

Kissing developers behind. After the blighting experience who can trust this town?

Stop buying all the properties up before residents, transparency on what the village to do with our money , bring taxes down so we don't lose our elderly and life long residents

respect for property owners

Awareness.... awareness to what each individual has as their values

Diversity, Equity, Inclusion, and Belonging and to build a future of McFarland that holds new dreams, rather than one held back by the expectations of the past.

Sustainability. Inclusion. Diversity. Equity. Transparency.

Be good stewards of our money.

Keeping Village residents at the top of mind. Not giving money to outside entities that don't have worthwhile financial gains for the village.

Sustainability, Community Engagement, Compassion

Honesty and openness

Truth and transparency

Transparency, honesty, leadership

Public safety

Equal opportunities for all residents, environmental sustainability, management of operating expenses.

Fiscal responsibility.

This has been my home for over 30 years I know my neighbors and can always ask for help when I need it. That's what I love about a small town. We are always here for each other. I think we need better people representing us as a community. We need people that are willing to listen, talk to us a people not like we are idiots. Make better decisions for the community not for a bottom dollar.

Community engagement

What's in everyone's best interest. Not a select few loudmouths.

Community feedback before decisions are made and open communication

Activities for those who live here so they don't have to travel to find those activities

I believe that the village board does not practice the part about being fiscally responsible.

Evaluate the risk with each option and make a decision from a risk based approach, while listening to the voice of the people. Quit making decisions based on developers ideas.

Openness, cooperative, curiosity of needs of residents and balanced decision making. Understanding of village identity. insight into impact of growth.
Fiscal responsibility

Compassion in balancing on community

transparency

Community engagement, inclusivity, transparency/honesty

Defining what McFarland is directed to be identified as. A quiet suburban area with capable natural resources, bike paths, small businesses and families focused on supporting generational family care. Providing physical, intellectual and emotional care for all citizens and support small businesses to bring a community spirit together!

Friendly caring welcoming

Integrity, open relations with residents

Community, stability, equality, and leadership are the most important values.

Law and order

Transparency in budget, honesty, integrity, and a conservative approach to spending. \$ on physical results like public safety and plowing snow, landscaping parks, and tidy streets are much better than social/inclusive programs that are meant to influence how people “feel”.

Just LISTEN

Community engagement is the most important. Somehow that got missed at some level when the decision was made to "blight" homes in an area to make way for some of the village board member's visions. Thankfully the village got back to engaging the community and scrapped the plan. Respect, accountability, and innovation are very important too. I think that compassion and generosity are the spheres of the church and civic groups and not the government. Sustainability is probably in the sphere of state law, but it is important to me.

Open mindedness, intelligence, transparency, forward thinking.

Keep things as they are

A dedication to protecting property rights. Transparency in decision making.

Inclusivity, Creativity, focus on accessibility, open-mindedness, innovation

Take a deep breath. Focus on what government should do. Not what you want to do with OPM (other people's money)

Protecting citizens and allowing all (citizens and businesses) to thrive.

Inclusivity, authenticity, Community, Leadership, Collaboration, Sustainability, Stewardship

Financial responsibility, and common sense about the needs of the VILLAGE. Bigger isn't always better. Community is more important.

Transparency, outreach and vision and defining the town for a healthy futur

Variety, but doesn't always just mean diversity

Empathy, authenticity, honesty

Sustainability, transparency, innovation

Inclusivity, respect, kindness, sustainability, and accountability

community involvement, responsible spending

Trust

Transparency, inclusion of ALL generations and economic status.

Law abiding - no sanctuary city. Safety focused community minded.

Fiscal management.

Transparency and forward vision with communication on how and when that looks like.

Integrity, honesty and make ethical fact based decisions. Enough with the fluff

Accountability and community engagement

Honesty, transparency, loyal to constituency

Protecting existing resources, like natural preserves and recreational lands;
inclusion and equity; building community relationships.

Honesty in presentation. Write all communication in concise clear language.
It's obviously written to confuse the 65% of people who don't have a masters
in HR studies.

Transparency, understanding both sides of an issue, finding balance.
Not just listening to the "loud/angry", but encouraging interaction w/ process
from citizen level.

Honesty and transparency

Transparency

Preservation and safety

Transparency
Communication
Inclusiveness
Community minded
Responsible

Equity, inclusivity, sustainability, and future growth

Communication (Listening, not just saying!), economic stability in a thoughtful way (not just because a developer says they can), service oriented

Inclusion, diversity, respect, connection, sustainability

Keeping in mind diverse needs of community: affordable housing, multi-ethnic & LGBTQ+ safety and inclusion, and remembering that not everyone has economic stability

Fairness

Fiscal responsibility

Integrity and honesty

Time to consider the senior citizen population as we have lived here over fifty years and supported the schools even though our children have been out of school for 28 years. I also ask that there be more coordination between school board and village

Fiscal Responsibility , if you build a new facility, you don't have to create a use for the old one , sell it instead of spending a fortune to remodel it for something we don't need

Respect and accountability. Govt is not just a yes machine to keep people happy. Tough choices must be made and reasons given

Everyone is treated fairly

Honesty

Fairness, prudence, attention to needs.

Transparency AND input from folks who actually live in the areas impacted.
No more surveys WITHOUT input from folks in the areas being surveyed.

Community well-being

responsibility, transparency, trust,

Communications

Inclusivity, equity, and diversity

Being honest

Equity, balance of perspectives

Accountable & inclusivity.

Stop trying to be the city of Madison.

Sustainably, smart growth and is it what would be best for the future of our children.

Sustainable, equitable, community engagement

Keep your personnel wish list out of the decision making process

Supporting a safe and inclusive community

Civil rights, resident rights, compassion

Honesty, integrity, communication, family.

Fiscal responsibility, honesty, respect for all people,
connectedness/community, valuing input.

First consider infrastructure integrity, maintenance and public safety to meet the essential needs of the community. Future development should be in line with meeting the needs of the community with input from the community. Evaluating cost and sharing with the community the options for meeting these costs.

Being an independent community not basing decisions on trends, what other communities do. Supporting and valuing the middle class and retirement class residents. (The current focus is we want to be everything to everyone and if you have money move here)

Respect people's wallets and when you have to spend, be proactive and transparent. This Village will need development/redevelopment to be economically sustainable, which is going to be hard for those who don't want any change. Be proactive about communicating plans up for consideration, and be clear about the balancing act of a sustaining tax base (for everyone!) for infrastructure needs and for satisfying quality of life expectations--that this is not just about fancifying the Village and building luxury for the top earners.

Professionalism, ethics and transparency

Don't be a dick

public safety, strong education, supportive services such as fire, EMS, and senior care

Not to forget those that are part of the history, and balance that with what we need to build over the next 20 years.

Economics, growth, community, communication

Transparency, innovation, and sustainability.

Putting the citizens first while not overinflating egos by including a bunch of buzz words

Transparency and continued collaboration with the school district on initiatives of mutual interest

Accountability

Protection of the citizens.

Economic sustainability partnered with community building

Support and development of Sr. Citizen community.

Vote with a pragmatic view and represent what you believe the greater opinion of the 8,000 residents would be.

Good management, financial responsibility, robust communications

Transparency and inclusive thought

Protection of individual rights. Values are up to social organizations to sway public opinion not government. It should be the role of government to be a referee. To allow for the freedom of all values to be expressed. Even unpopular opinions.

Make living in McFarland affordable for its current longtime residence

Preserving McFarland "village" image and sense. Including a diversity of ethnicity, incomes, ages, etc. Being fiscally responsible. Not trying to imitate Fitchburg or Verona.

Reasoned, consistent and transparent decision-making.

Accountability and fiscal responsibility.

Inclusion and equality

The inappropriate collection of road reconstruction paving costs through water and sewer rates and the inappropriate annual transfer of approximately \$220,000 water revenues to the general fund should be eliminated in order to achieve economic equity.

Respect, Accountability, Community Engagement, Sustainability.

community, connection, creativity, movement, health, family, making a difference, nature, recreation, uniqueness,

Adaptation to a changing world

Integrity, fairness, accountability, transparency, openness.

Transparency

efficient and effect financial management, transparency

Integrity, inclusivity, pursuit of excellence in government and planning

Fiscal responsibility, environmental sustainability, accountable to future generations

Improving and preserving our community spaces for the benefit of all

How to be a more welcoming towards all.

Ability to see/ hear multiple perspectives including those who are not “the loudest.”

Being able to consider the past and future when making decisions in the present

Honesty and openness.

O

Respect each other especially the elderly

Inclusive, Safety, Positive Stewardship, and Fun.

Accountability, leadership, communication

Valuing & supporting committee recommendations

community engagement, sustainability

How can the village do a better job of showing its dedication to these values?

accountability, transparency, and a willingness to seek out ideas and responses.

Listen to the citizens

Realizing the citizens make up the village.

Stay in your lane. A Village this size doesn't need to try to be Madison. If I wanted that I would live in Madison.

I think the Village currently does an excellent job communicating what it is doing through newsletters and personal outreach by Village employees and elected leaders. It is the responsibility of the Village citizens to read, ask questions and attend public meetings -- for those who choose not to do so, they shouldn't complain.

Maybe it is me who needs to know more.

Increase communication, more public meetings, notices, etc.
Pass ordinance that requires a referendum when spending more than \$5 on one community project.

I don't actually know how the village is doing with any of the above values.

Both asking for community input and then responding to what people say. For example, look at the order of the questions asked in this form. The village's preferences show up toward the top, which I would say are: more building, more expansion, more services, higher tax base. Good that environmental issues do show up, as well as inclusivity and equity. Much more transparency is needed in local government.

Have the local representatives meet with the local constituents regularly with out the agenda of the whole village board

More community outreach to help residents understand complex issues. Notification to ALL residents when a large project or proposed development will impact the entire community not just those within a certain distance.

Transparency in governance and actively monitor/act on residents inputs.

Public shaming by way of a map marked with houses that are deemed blighted certainly doesn't help anything or anyone and is of no value

Listening to the taxpayers. How did this get this far without taxpayer awareness of what's going on.

Frankly, I could be off (and unfair or too generous) in my estimations regarding village efforts toward the values cited. That's my fault, really.

How can we get more community members involved?
Transparency, feedback, communication.

No idea. Everything seems so complicated. Every time there is something going on with the village, the only time I hear about it is when it blows up on the socials. Please be more proactive in getting things out to the public.

By actually listening to residents and working towards their goals, not those in administration. Again, they don't even live within the Village so this is all for \$\$ and not in the residents interest. And actually being transparent. Show us the charges that are being made so us residents know where our tax dollars are going. No more purchasing party supplies each year for the same events. Let's be sustainable and reuse what we have.

If I knew, I'd run for government.

Na

Fiscal transparency, involving citizens in decisions.

More written communication (updates)

More transparency and responsiveness to the current community's priorities

Listen to the community. Example- we been asking for splash pash, community centers, maybe a pool for as long as I lived here and while other communities are providing, we are one of the last not to offer similar amenities

listen to resident

Newsletters with upcoming meetings. Transparent/ simplified agenda topics so residents can easy understand what is being discussed.

Surveys like this.

The wild shift to encompass diversity has also been exclusive taking resources from other programs.

Being true to it . Not write it and then forget it

Need to find or develop more effective modes of communication with constituents and measure support before taking actions especially as dramatic as the last few moves have been. We're more connected than ever - there must be a solution to this problem. I'll admit I'm ignorant of the financials of the village, but I'm not certain opting to utilize an increase in utilities vs property taxes was an equitable move. Also blown away that a classification of "blight", its effects on property values, and the potential legal ramifications weren't researched ahead of time. I can't even tell if it was malice or neglect, ignorance, or incompetence. Collectively, were in a state of constant turbulence. I understand the village needs to respond in turn as well, but a home is where most people find stability. Don't take that away.

Not sure

Listen to what the community wants. Listen to the common person and family. Not to do only what the people on the board think is right.

Not sure. Broken trust on many levels throughout the years. Been subject to saying one thing and doing the complete opposite.

Before throwing their new ideas out expecting people to "just" accept them involve people from the get go.

I believe it is hard to please everyone. Follow your mission and seek guidance before implementing radical changes

I think communications need to be shared in plainer language. For example, the village redevelopment survey shared potential ideas but those concepts were difficult to understand or visualize and felt full of jargon.

Increased communication frequency

Know you won't make everyone happy, but create (like you do now) clear ways to communicate, including meetings, letters, etc.

Na

This Village Visionaries effort should help.

Listen

Stop with the woke agenda. Do your job which is to provide basic services , slow limited growth, fiscal responsibility, transparency..

By genuinely caring about your community and neighbors

Make the intentions and actions of the village more easily accessible. The general public is not going to sit through hours long meetings or read meeting minutes at length, need transparent summary of actions and intended actions, plans, what is being planned prior to starting to work the plan.

By being more upfront and transparent. Let the people vote on some of your decisions.

I don't know.

Start by listening to the Village residents and not just do what you want. Why has every Village meeting turned into a s*** show. The Village needs to understand the difference between needs and wants.

The village itself needs to actually decide what we want. There are complaints about property tax, but any time there is a proposal for new commercial development, there is chest beating about how "we don't want to be big!" We cannot expect to shun progress and development while also not paying high taxes for necessary improvements for the village and schools. The attitude I have seen from people in the village is contrary and frustratingly obtuse. The board should look towards more balanced growth and keeping a better finger on the pulse of the community.

Engage the community more, listen more, communicate more, stop waiting time and money on ideas/contracts prior to discussing with the community, upgrade every playground to be inclusive, provide level surface areas, new equipment, etc.

Communicate what it's doing.

Communication earlier and by more diverse channels to EVERYONE in the Village

These questions are getting to be too much.

Looking forward to workshops

Its leaders should make and keep promises.

Stop Lying to the residents. Stop being shady. Stop hiding items they want in hundreds of pages. We need a honest village

Transparency and communication will allow village members to KNOW if leadership is carrying out the will of the people, and if village members need to participate to a greater degree in certain areas.

Live here and get to know who we really are and what's needed by the people in the neighborhoods.

More availability of housing. And a walk able community. The lack of sidewalks is disappointing. Complete reworking of the suburb into something closer to an actual city.

Our village deserves to have people on its board and in its employee who have a connection to the village and who wants what's best for the village and it's people rather than what's best for themselves and their careers

Stop all the building and construction of 'nice to have' and focus on basic services

Communicate better, hire new administrator and community director.

Pick one, and begin working on it

Increase efforts to include the community in decision-making, especially residents that are most likely to remain in the village for 10 or more years.

Stop or reduce cost of redevelopment/expansion of Municipal center. There is no need for a second floor. We've already wasted enough money on the Safety center. The library needs more space -- it serves 400 people a day. This is where the diverse people of the village end up. Using the wi-fi, computer resources, heat, cooling, study space, etc.

not sure how they show it now

Aren't you aware that DEI is being eliminated ? Why is this even considered to be important?

Put a spending cap back on expenditures so the community knows what's happening before decisions have been made that are difficult to reverse or change; fix the courtesy letter process that results in neighbors on one block being notified of a proposal but neighbors on the next street are not; publishing a list of citizen suggestions incorporated into a plan from one meeting to the next--if suggestions are not corporated, provide an explanation of why they were not

Keep asking for community input, this survey is one such demonstration of intent.

Do not make McFarland into something the residents do not want.

Lots of transparent inclusion of residents. Encourage residents to increase their own participation in and knowledge of village government.

x

Communicate early and often

Better and more clear communication

Stop starting and/or funding projects that are not essential to assisting with the ability of residents to afford continuing to call McFarland home. Stop justifying spending on projects because such and such a community is doing.... We all need to stop trying to keep up with the Joneses and learn to except the things we have and live within our means.

prioritize things that affect everyone and would ease burdens to residents while encouraging practices that will support natural environments in the community.

Work on lowering taxes. All you do is spend, spend, spend. Focus on efficiency and needs like basic services not wants like fancy new buildings, etc.

Let's get back to core of having a safe community, supporting our police, being fiscally responsible and promoting business opportunities on hwy 51.

Represent the village members you serve and quit putting your own personal agenda above the needs and wants of village members. You are getting so many people at these village board meetings that are so upset because you are pushing your own personal agenda above the agenda of Village residence. We should not be buying up homes land and businesses without the support of people in the community and we should not become a developer spending hard earned tax dollars on buying a properties in the community and telling people that their homes are blinded to try and acquire peoples properties against their will. The current Village board president, Village, administrator, and Village community development director do not represent the direction community members would like to see our community go, and that is why they are getting so much pushback at the Village board meetings. You are taxing people out of their homes along with the school district..

Stop prioritizing the desires of the rich

Find ways to save money, time , wasteful spending, help the elderly, and small businesses, get a better board and the village board would all live within the village .

more respect for nature

Communication through various platforms of it's intentions so people can see them happen if they are not obvious.

Do not bow to the loudest voices in the room, and ensure in village meetings and outreach that those who might have less voice to begin with (young people, people of color, people who are newer to McFarland) also have opinions that should be heard. Thank you for doing this survey, which is an example of just that!

I think that historical markers should recognize more non-white McFarlanders. I also wish to be notified about village activities through email more frequently. It is also important to be transparent about private development in McFarland. Recently the construction of major industrial project was being considered within less than a mile of our house and we did not get any notifications about public comment opportunities or plans from the village. The development did not go forward for now but I do feel that it is important that if significant construction projects are being considered the community should be notified in the early stages.

New staff who will work for the good of the taxpayers.

More transparency from the get-go

I'm not sure

Concentrate on fulfilling and basic needs

If any type of housing project is needed, it really needs to be affordable. Stop building homes that are above 400,000 dollars or more. The new developments in McFarland are gross.

Listening to its citizenry

I think you should focus on equality not equity. I don't want to support the "equity" rating above but am forced to.

More actively engage the residents.

Start by getting rid of the DEI program.

I think the water bill increase should be have gone to a vote. It's so expensive now it's ridiculous.

Communicate

We really do not need to laser focus on DEI. It is dividing us all.

Open communication

Training and transparency

Stop pushing diversity and inclusion so hard and be more fiscally responsible. You spend money like it is water. speaking of water, the cost for our water in sewer is way to expensive.

See above, listen to the people and stop being swayed by developers.

publicize meetings and summary of events. Community input requests. Share vision short term & long term increments

Being more involved with community

have more transparency for projects and their costs (money and community). it seems that we ask for more than what is needed (or wanted) often.

More openness and inclusion around planning and communication of these plans to the larger community. Making sure it is easy for community members to have a voice in decisions and not just reactively

Define McFarland! Many retail places are vacant because of high rent. Support local businesses. The only commercial places that seem to be able to afford to move in are insurance and real estate.

Community involvement

Listen, be flexible when necessary, represent interests of residents

N/a

Stay the course

I want to see LESS emphasis on Equity, LESS emphasis on Inclusion. Keep focused on tangible work such as public safety and utility type work.

LISTEN

I am hoping the village can change value number 2 to equality - of opportunity. As a long time educator I have seen that equality of opportunity does not produce "equitable" outcomes because of differing amounts of effort and ability. And as for inclusivity - I support inclusivity as far as it still allows people to live out their values in organizations and churches without the village stepping in to say who they need to include or hire.

Take action

stop doing things behind our backs

Drop any Diversity Equity and Inclusion language and focus on basic public services.

I'm not sure, I personally do not engage directly with the village government so I have limited insight into their activities or initiatives.

Really?

By being transparent on each of them

Increase communication, people seems surprised by various proposals even though the village does try to engage the community, what are other ways to reach community members.

Listen to the people who actually live here and pay the taxes, and consider that many of us are on fixed incomes.

Continue to listen to the community. Maybe instead of focusing on a wordy vision statement, start figuring out to bring the community together so that while we socialize and better our community together we can all come to some idea of who we are. Maybe then, this elusive vision statement may become more clear.

Communication

More social media engagement showing these things.

Better transparency

Communicate more fully about problems and processes. Be more accountable and transparent.

Not planning things without really including the village and making sure people understand what is being done.

The housing blight thing was bad. The first pass on the school referendum in Spring was horrible. No one really knew what would happen if it didn't go through.

Communication is improving which is appreciated.

Appreciate all you do.

Focus on the fundamentals of village services.

I think the village in last year or two has really increased communication and transparency and response to input.

Stop back tracking on plans that were laid out.

Better communication and understanding of what our village wants our community to look like in the future.

Act in a fiscally responsible fashion with an emphasis of no further property tax increases. The Village has become so concerned about promoting low cost housing that it has lost sight of long term residents and their ability to afford never ending tax increases. Protect and respect current property owners with no hidden agendas about development.

Ensuring that communications from the village clearly define how the values were used to inform decision-making. Communication should continue to be timely, including adequate notice of upcoming topics and opportunities for community feedback. There could be more in the way of education about how and what informs the village's work and decision-making, eg. changes to funding from state or local government, whether the village received a new proposal or notice of sale, changes to property tax code.

Listen to ALL ideas, look at all village departments to reduce your spending!!

I think the communication department could be leveraged more for visibility into not only short term things, but longer term planning. I've seen a lot of progress here over last few months, and it's good to see!

Be more specific in development goals. If funds have already been borrowed for purchasing land, say that and see what houses or land that homeowners would like to sell for development.

Be more transparent

More input before spending, better transparency. We live here because we love it. Sometimes I feel like the village is moving away from what we love about the small town feel

Communication with residents using multiple mediums. Not everyone is on social media. Maybe a monthly village government newsletter that is digital and paper. Better explanations of what projects are being discussed in a language everyone can understand - inclusion means not more complicated than a 8th grading level. I have a masters degree and struggle to understand what the village board is discussing on agendas because of the wording , the density and the lack of contextual information. Not everyone can attend board meetings, so reaching people in multiple mediums allows them to connect other ways of they cannot attend. Holding a meeting with an agenda that is either so limited in information without context, or having supplemental documents that are too complicated to understand is not helpful. I appreciate the extra posts on Facebook using several pages to inform of upcoming meetings and the topics, this is a huge improvement to years past where I had to go to the village website and try to dig for meeting agendas. But it's still not reaching everyone. Not everyone uses social media, or has good access to digital content.

Open and frequent communication

Respect previous planning - re-zoning and putting the high rise apartments in the midst of single family housing feels very disrespectful. People move to a home based on research of what they see as village intent. Seems very duplicitous to me. Just because you can doesn't mean you should.

More outreach and events for connection

I don't know

Having genuine people that live or no our community to be on the Ford.

Encourage great amout of community involvement

I don't think I have a good answer. I don't have complaints with how things are currently being handled and I don't think I could personally do better. It's a difficult task to please everyone, especially when they all have differing opinions.

Communication

By not asking for more money every year

More communication with residents about what is going on at the local level. The quarterly newsletter only presents snapshots of great news. Agendas and packets seem hard to find and purposely vague. Perhaps there would not be such knee jerk reactions to things if they were more transparent up front.

Have more public meetings

Hmmmm not sure

If I knew that I'd run for a seat on the board!

A new board that will genuinely LOOK at what they are doing and think about how it'll impact folks BEFORE they jump into it and waste our money. More inclusion of the Native people of our community. I want to see the empty store fronts downtown no longer empty. I want there to be less development of the same tired old buildings. Creating more help for new families and families with children under 5 who don't qualify for child care assistance but need it.... Expanding things with what we have NOW to make it more appealing for families.

By incorporating these values into their decision making

Hire people who live in the village - they may have a more vested interest in the village. Better communication, stop trying to make the village into something it can never be, attention to quality of life.....

By not wasting money on this stupid long survey

More community involvement

Listening to the community

Idk

IDK

Have people go to the village website for any updates.
Maybe explain what the police chief did to get fired.

Don't compare to other Dane county communities. Do deep research from other communities all over the US and beyond, bringing in new practices that will truly transform and make a difference in the community.

I'm not sure. Perhaps more communication publicly.

Walking the talk. Honesty opens the doors to progress. Last meeting , closing comments by chair clow, McFarland isn't a good partner when it comes to development. My reply; do it right the first time. Keep the realtor's, developers out,

Not sure

Equity - don't make McFarland somewhere that longtime residents and homeowners can't afford to stay

Listen to the constituents and families that live and pay taxes in the community. Openly and clearly communicate options and plans.

I think improving communications and involving the community in the decision-making process is key. I know there have been some issues that have caused distrust in the community. THAT will need to be rebuilt. Continuing to look for ways to reach out to the broad community, to invite input, and have conversations with community members would address a number of these values.

I think that effective communication is key to informing the community of action that is being guided by these values. However, communication is a two-way street and the citizens must do their part to listen, read and respond to the village's communications. The village newsletters, Outlook and Lookout and subscribing to the email of the village 'Week in Meetings' are good ways to impart information but residents need to know that these are available.

Elected officials accepting responsibility for their own decisions and actions. (Seems to be a lot of finger pointing these days) If you value and stand by the decision you made, own it.

Inclusivity is tough. We're a very white Christian town with strong traditions--like the Christmas decor. And it's an especially challenging time to promote inclusivity of a very small minority to an audience that's largely white. It starts with an awareness of the calendar and making awareness of the calendar visible to the community, both to show support and to educate. (e.g., The library does this by placing resources relevant to Ramadan out around Ramadan and noting any changes to policy, activities, or hours due to Ramadan.) Efficiency. This may be an uninformed guess. The appearance of high spending and high debt, new commercial development with no tenants looks like we're getting ahead of ourselves. We need to find more financially sustainable ways to attract businesses, like lower rent spaces that give them a head start on start-up costs, then develop under them.

Work on achieving a balance of these broad values.

Property taxes need to be slowed down

When the village is using property taxes to purchase properties in the village, the reasoning behind each purchase should be included in the village newsletter, including the projected benefits to the village for the purchase.

Listen to all - but take a balanced approach to decisions for the future. You can't always bend to the loud voices, but make the right moves for executing on a strategy!

Be leaders ~ don't let the small group of naysayers derail everything.

Can't think of anything

Maintain the status quo. If it isn't broken, there's no need to fix it.

Must address trust issues between the village administration and the general populace. Once trust and moral issues are addressed a transparency pledge must be made and adhered to moving forward.

Focus less on DEI and more on fiscal responsibility and expanding economic growth in the community

Stop DEI and racism. Increase public safety spending and drop unneeded programs.

More proactive in village changes. For example, the latest village plan included key areas for new parks on current private property. The city of Madison will proactively send letters to these property owners to explain what this means, getting ahead of questions/concerns.

Bring more people into the conversation to develop and implement ideas of growth and sustainable that will improve and impact community success.

Vote for what you think is best for the village

The village should establish better communication with stakeholders and do a much better job communicating their plans.

Transparency

It is not the role of government to having dedication to values. It is the role of government to be a referee and allow the citizens to express there values.

By controlling wasteful spending on administrative expenses

Don't make policy changes without community input. Do a better job of communication and listening before announcing TIF plans. Don't declare blight to utilize eminent domain.

Unsure

Transparency to the majority not minority.

Transparent action

Immediately stop assigning road reconstruction costs to water and sewer rates. Stop the annual transfer of approximately \$220,000 of water service revenues to the Village's general fund.

Continue to improve communication, transparency and be willing to have some tough conversations with the community.

let go of worrying about equity and inclusivity. add in community engagement and support small businesses offering services or gathering or unique event activities to the community. Seems like kids and seniors are supported with activities, but not couples or singles in the middle age group. Maybe it's for the community center, but hiking, biking, games, art, learning, and other activities that don't involve drinking.

I feel like the village is doing a great job now, may be nice to see more visual representation of the plans to come so we all understand what the plans to come will actually look and feel like?

Town hall meetings, open call times, reminders to residents via mail and social media on how to reach their Village leadership with any ideas or issues.

Cut out the WOKE crap

improved communication with citizens

Meetings, outreach, following through on making changes and keeping residents informed and included.

Not sure

Continue to seek community input and reflect on ways to improve

Come on, you just blighted people's homes, destroyed our property values to aid greedy developers. McFarland's leaders are corrupt and fueled by greed.

I dont have enough info to have informed suggestions

Keep expanding communication with the citizens of the village.

O

More surveys like this

More awareness around inclusivity and equity and how these values are being achived.

Take ownership of bad decisions and mistakes. I've heard far too many times from Carolyn blaming the community because "this room was empty". Be a leader and find ways to fill the room. If it means going door to door then do it. Find a solution instead of blaming everyone else for your shortcomings.

Revisit municipal center renovations efforts as recommended by committee that worked serving the board

By listening to not only the communities that live within the village, but also the communities that live outside the village directly supporting McFarland schools, small businesses, and recreation.

What realistic goals should the village focus on first? (As many as you'd like to provide)

Infrastructure, control on frivolous spending, letting go of goals a village board member had 20 years ago that are no longer pertinent or relevant or cost-effective.

Increase opportunities for new businesses
Build affordable housing

Public safety.
Fiscal responsibility.

Keep to basic services. Police, fire, roads. We have enough parks. We really don't need anymore.

Because I'm so new to the community, I don't feel qualified to answer this question.

Keeping the cost of living in our homes at a sustainable level.

Maintaining what we have for parks, conservancy etc. Do more long range planning for capital projects, work on absolute NEEDS rather than WANTS when making decisions.

Environmental protection/sustainability. Inclusiveness and diversity.

Honesty and transparency.

For example, the village now is central to one of the most innovative and beautiful bike and walking trails in the Midwest. (Thanks to Dane County!) Let's build on that. Let's build on our Indian Mounds and Native American history. Let's create events that celebrate the diversity we have (Palenque, Main Moon, & Mekong Restaurants, Luke's Cafe (run by the Albanian family of Luke Ismaili), Hmong Traditional Burial Services @ Crest, Natural Circles of Support initiative in McFarland Schools). Let's continue work on community engagement events (the Library does a fantastic job). The Natural Resources/Forestry groups are working hard -- more emphasis/resources into those areas. In a nutshell, expand less, celebrate and enrich all that we do have!

Balance budget with reduced spending

Get control of spending; reach out for donations from large corporations situated in the community to help support the projects; better access to Lake Waubesa and cleaner beaches; increase pedestrian and bike access to decrease traffic; better monitoring of speed limits throughout ALL residential streets.

Restore resident trust and confidence.

You need to deal with things that are happening now instead of what might happen in 20 years. And just because a group of people decided something for themselves 20 years ago doesn't mean you have to continue with it if it no longer is pertinent to the well-being of our community

Infrastructure - sidewalks, roads

Planning for achieving the longer-term goals -- e.g., expanding affordable housing and improving public infrastructure.

Future planning and getting input from residents. There is communication, but if people are not responding for feedback, how to reach them better?

Having a cohesive, aesthetic plan for everything in our village. A landscape plan. Good hardscape. Good lighting. Buildings that are aesthetically pleasing and not just SIDING. You can have an onus of control over this. Also, send notices to the dumpy houses around town to clean up their crap.

Economically, people scream about wanting more business here. Yes, maybe restaurants etc. but with us being so close to Madison, it's likely not sustainable.

Also, people scream about affordable housing. This is also just not going to happen in the area we live in. There isn't really anything you can do about this and that's the reality.

Affordable housing; community activities; controlled spending (government transparency)

Preservation of green space - STOP BUILDING NEIGHBORHOODS BY DESTROYING THE GREEN SPACE!!!! And allowing houses to be mere feet apart. Over 500k for a cookie cutter home on a tiny lot within feet of another one just like it.

Na

Reduce tax burden for homeowners.
Expand library and build community center to enhance inclusion and enrichment for citizens.

Increasing transparency, developing green spaces

Preservation of current community vibes, fiscal responsibility

Take care of the people who live here vs pushing them out

keeping our village safe , monitoring growth , keep taxes reasonable

Transparency regarding village spend.

Making a plan for downtown.

Making plan for more recreation opportunities around the lake

Sharing a long term vision for the cities of the schools

community members with disabilities lack services to promote inclusive environment and engagement.
Representation tied to senior services need to be developed

Fix the roads stop hiring consultants and wasting our money

Leverage partnerships with adjacent municipalities similar to the Lower Yahara board walk and McDaniel's revitalization. I'm not up to speed with the relationships we have, but if we can enhance quality of life while better integrating with our surrounding municipalities it will create more opportunities for traffic to the village, public health, and sustainability. Im grateful for the ebike station. What about a better bike path to Monona, McDaniel to Stoughton - to make us the a competitor for longest bike route in the nation, bus routes from Madison to McFarland proper, etc. Additional housing in areas that aren't developed. Am I misinformed that the new public safety building's location was chosen as it was suspected to be the new center of the village at some point? Why aren't we developing there? You could increase housing and tax revenue and if you truly wanted to develop a downtown district, you could slowly, naturally transform the district as time passes. But we do need housing of all classifications. Then I think there are some valid concerns regarding public infrastructure and support for youth, seniors, and low income individuals as well. Perhaps there are synergies to the solutions for these groups or ways for those solutions to also help the village.

Not sure

Affordability

How to create a surplus for our village; how to stop thinking that neighborhoods need to be sacrificed to bring economic growth/stability; think of neglected areas of the village that can be improved to match other areas (roads, lighting, etc) - it's been lopsided for years.

Improving Small business

Improving life without destroying people's current lives.

Would like to answer after attending workshop

Safety and balanced budget

Prioritize residents' needs. A lot of people are struggling financially, which is causing a lot of tension when it comes to people's support of the village's other initiatives. How can both needs be addressed?

Development/businesses in the heart of McFarland vs near 51

Road safety/ fix roads/ roundabouts, etc

Bring in businesses to bring more jobs/ help with taxes

More affordable housing options

More public lake access

Na

Developing green spaces, increasing government transparency

Fixing infarction parks for kids

Stabilize spending, improve current parks, encourage small business

Include person from Secret Places neighborhood on board.
This neighborhood feels overlooked and bamboozled

Putting everything on the table that is currently in the works. Show the prioritization of the plans. And demonstrated listening. I thought the school board did a great job with the second effort of passing the referendum.

The village needs to focus on cutting spending first, then they need to implement some new rules when it comes to planning.

Logical, well thought out town development plans.

What does the Village consider affordable housing? The Village needs to set realistic goals and be open and communicate them to the residents. Otherwise these are vague questions and answers that the Village can twist to their liking.

Improving the "third spaces" in town: parks and other places for community to gather without expectation of money; attracting more businesses and restaurants/bars; increase housing, specifically apts as that will help relieve tax burden while not overwhelming schools, since it's more likely that people in apts do not have children, as opposed to single family homes.

Invest in well-being and safety of community, prioritize needs to enhance quality of life, maintain distinctive community charm, maintain infrastructure (especially bike route and signage), honor inclusivity, provide exceptional services, open/honest communication, transparency and accountability, listen more, engage community on ideas/concepts prior to contracting any services for development and growth, fiscally responsible.

Make it safer, easier, and more appealing to live car free in McFarland

Improving communication, identifying short term infrastructure improvements

Too many questions

Not sure

Learn about and provide for the unfulfilled needs of community citizens.

Schools one principal for 2 schools come on village you have money for consultation but not schools???? You can buy houses well over market price and not have money for current schools. Fix current roads. .

Be more transparent, increase communications.

Road and water run offs.

Planting more trees along the sides of the roads. Removing traffic and parking lanes that are unnecessary. Continue to further the availability of biking paths and walking paths. These should be separate though as I do not feel safe walking next to bikes.

Becoming fiscally responsible. We are seriously in debt and the spending has to get under control. We have to limit spending to just the most important necessities until this happens.

Reduce the cost of village government by 10% per year for the next 5 years.

Reduce the cost of taxation of our properties by 9% per year for the next 4 years.

Hire new staff
Communicate better
Fiscal responsibility/stop frivolous spending

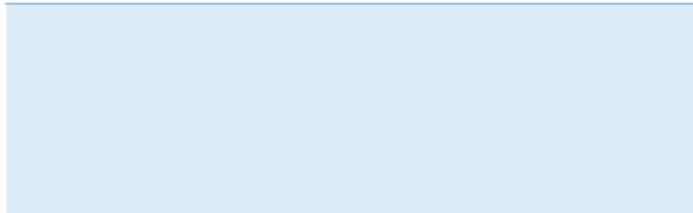
Excellent competitive salaries for all Police, Fire, EMS personnel

Restoring and adding small businesses to McFarland downtown to make it a destination space for members of the community. Increasing recreational and leisure spaces and accessibility to them.

Capitalize on waterways. We have two beautiful lakes and a river that border/run through this village and very few of the citizens have access to these waterways. Capitalize on our ancient heritage. We have indian mounds that need preservation, we have ancient sites in the town of Dunn that are prized for their archeological significance. We are we not touting these things?

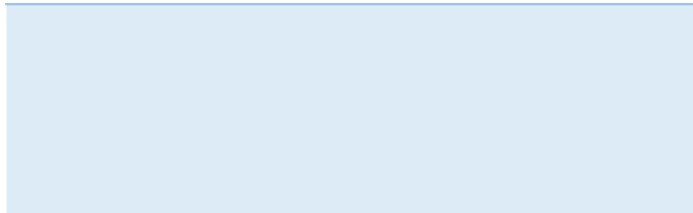
I don't agree with the "revitalization" of downtown. Very few people are going to drive down Hwy 51 (ugly terminals) to downtown McFarland from other communities to visit our downtown. We are not Cambridge and never will be. We are too close to Madison for that nonsense. Most families who live here work in Madison. Concentrate on making it easier for families/kids/folks without transportation to get to Madison.

Stop spending so much on public safety. This is already a small/safe community. We don't need so many police officers -- it just feels like overkill and they just end up harrassing mentally ill, homeless and other under-represented people.



smaller hometown look vs multistory buildings

Keep property tax low



Establish a spending cap and get the budget under control;
define an historic district for the prior mentioned blocks

Help businesses feel connected to schools as a source for next generation workforce. Businesses as a place to gain skills, earn a wage, and to add value to WI products and services.

Transparency.
Efficiency, no need for own dei position or comm staff

Prioritizing education , continue to maintain and sustain local parks and trails , better road maintenance and handicap accessibility , increase support and maintenance , including financial, of the local library and food pantry.

Be realistic.

Growing responsibly

Increasing government transparency and seeking public voice.

Some of the ideas below might be good, but I am not sure what "improving public infrastructure: and "Developing Green spaces" mean exactly. This is a great example lack of government transparency.

Freeze all funding for future projects not deemed as fulfilling the basic need of the community, and stop doing projects based on wants.

Create a vision statement that actually has vision (sustainability, community supporting, etc.) and actually work towards it. Try not to be a please-all gobbledygook statement. Take care of the parks, work towards developing walker-friendly communities. Instead of spending money on new and improved buildings offer programs that would enrich and educate the community

Lower taxes. That doesn't mean adding a fee elsewhere to compensate. Actually lower the out of pocket cost for residents to live in this community.

Encouraging more business opportunities on hwy 51. Reduce expenses to taxpayers by eliminating DEI positions.

Financial responsibility and accountability, controlling taxes and spending, developing businesses that can be a stronger tax base in our community. Putting spending caps on our current Village administration so that any projects over a \$20 million price should go to a village referendum.

Remove the current leadership

Lower taxes, slow the growth of apartments, help small businesses, bring in more business, fill the empty store fronts before building more

downtown area

Having sufficient staff positions for public safety and public health.

Condominium opportunities for ownership, targeting senior community members downsizing as well as lower price opportunities to help middle class build equity.

See below!

Preserving natural resources.
Increasing DEI (even if it has to be cloaked in other terms)
New historical markers acknowledging the contributions on
non-white and indigenous McFarlanders

Live within our means

Find business opportunities that don't ruin villagers way of life

Honestly, it's helping people understand how the village
government works, I think they're doing great work but
people seem to not understand how or why or where to learn
more and then just get mad when they hear something they
don't like

Slow steady growth

Develop more green spaces.

Work with existing goals identified in current economic development plans to bring projects to fruition before expanding plans.

Lowering property taxes.

I don't know.

Get rid of DEI

Figure out a way to get our taxes down. This should be top priority. We have enough affordable housing we don't need anymore. I live next to one that already built and the police are there all the time and they are either doing fireworks some late night or it sounds like gun shots.

Affordable housing for seniors like the Skaalen. Village.

Repave shabby streets, DO NOT chip seal them. Make the schools more accessible to parking and events. Every school should have a 4 easy stop to get in and out of, the middle school is a nightmare, elementary school and WIS are terrible when picking up and dropping off.

?

Increasing leisure and community recreational options

Fiscal Responsibility!

Enhance existing parks and leisure areas.

Sense of community
Maintain historical identity
Maintain and improve access to natural resources

Getting involved with community to balance growth and environmentally

filling vacant storefronts. fixing streets that are in bad shape (stop using chip-seal). continue to find ways to keep property taxes at bay. continue to do your best to understand the village pulse (this survey is a good start).

More amenities for families, encouraging/attracting small businesses verses industrial/larger commercial businesses.

I would like this defined in a mission and vision statement!
Green space, natural resource taken care of and provide ability to enjoy more, support local businesses, more support for senior services, safer road ways in the village, more opportunities for community venues,

Reasonable community improvement

Growth that respects village history. Improved communication between committees, branches...

Reconstruction of the Waubesa Lake area. That has lots of potential and economic growth potential. More business in the area would be nice.

Law and order. Public safety

Limit growth of multifamily or dense housing. Maintain safety, cleanliness, and transparency of government.

Keep the VILLAGE a Village !! Stop trying to make it bigger !
Use what you HAVE !! SAVE MONEY !!
No need to fix what's NOT BROKEN !!

The village should always support education while making it accountable that it is indeed educating the children. Another important goal is keeping infrastructure in good repair and up to date - no one can do that except the village! We do not need affordable housing. Anyone who can afford to live here can live here. There should be no discrimination among those who can afford to live here.

School safety.
I don't want an Abundent Life situation in McFarland.

To just stop spending money that is not there.
Sell all the homes they bought with our money

Transparency in decision making.
Hold village employees responsible for the District 1&2 redevelopment plan accountable for wasting taxpayer money.

Improve the vibrancy and walkability of the downtown area as well as all of Mcfarland as a whole. Reduce the car centric nature of this village as a means to improve infrastructure and support small businesses with more foot traffic, alongside improving the health of residents by encouraging more time outdoors. Add more green spaces, outdoor recreation facilities, and more community resources for getting outside and being active.

Cut

Continuing to provide services at a high level, supporting existing local businesses by removing redunent and ridiculous restrictions currently in place.

I would like the village to focus on reasonable economic development, that focuses on businesses that will improve services for families in the village. Investing in parks, recreational and leisure opportunities especially those that focus on access to beaches and water (paddle boarding, kayaking, fishing, nature or biking trails, etc). I do support a community center.

Remember that we are a village and do not want to be a city. Consider solar energy land development to help with energy costs for the community. Just because there may be money, doesn't mean it has to be spent. More isn't always better, and if it ain't broke, don't fix it.

Community outreach

None

In this climate: inclusivity and diversity.

Increased transparency

Improving infrastructure, sustainability and protection of our natural resources, Community engagement,

Balancing the village budget, perserving history and the natural spaces

Water park / splash pad
More houses / less apartments

Continue recent efforts of improving communication between residents and board, engage the community in decision processes, develop better spending habits, curtail excessive residential growth.

See below

Reducing costs.

Improving tax base. Fiscal priorities that community sees as needed.

Infill development
Business Park

See below

Fiscal responsibility

Engaging community through recreational and service-oriented programs. Sustaining the health of existing nature and recreational green spaces.

Reduce the tax burden for the village residents!!

Development and expansion of commercial options.

Make a downtown

Continuing public safety including the safety of high school students from being subject to being bullied by others.

Sustainability

Transparency
Building trust
Community engagement outside of large dollar projects
Citizen advisors at all committee meetings
Growth - but smart growth with community input before the decision is made

Provide more senior and recreational services, follow plans set forth - ok to change, but make sure it's based on needs/desires of current residents, support small businesses

Community engagement

Affordable housing

Maintaining the history of the village

Reduce cost
Maintain

Maintaining a high level of public safety

Honesty

Infrastructure

Attracting business-develop the east side business park. We need to get larger commercial tax base now. It's lacking for so many years but the recent referendums are going to price people out of their homes without relief that a bigger commercial base can bring.

Sell the associated bank bldg and get out of the existing businesses way. The village should not be developing businesses they should encourage them to locate here.

Halt development at municipal center. E we don't need a youth center a rec center etc. There are more gyms per capita here. There's a school rec program for students and adults - work with them! No need to recreate a wheel that no one needs.

Keep green spaces green. We don't need to develop every park with equipment.

No more apartments. Developers are getting so many perks. New apartments are not for working people, just inviting low income. New building should focus on single family homes, townhouses, duplexes.

We do not.

Need the town to look like other towns

Parks and outdoors being top notch

Find a reasonable use for the Village Hall building. Help the Library assume the role of the Youth Center.

More community involvement

Foster increased community engagement

Regaining the public's trust, selling properties purchased (stop being property owners/managers), more fiscal responsibility.

Stop wasting money and cancel the diversity, equity and inclusion program

DEI needs to continue as a priority in all that we do.

Getting our debt paid down

Expanding affordable housing

1. ~~Affordable Housing~~: Implement policies to provide affordable housing options for all residents, including low-income families, seniors, and people with disabilities.

2. **Community Engagement**: Create platforms for open dialogue between village leaders and residents, ensuring everyone has a voice in decision-making processes. This can include town hall meetings, surveys, and community forums.

3. **Inclusive Public Spaces**: Develop and maintain public spaces, such as parks and community centers, that are accessible to everyone, regardless of age, ability, or background.

4. **Economic Opportunities**: Support local businesses and create job opportunities that cater to a diverse workforce. This can include vocational training programs, small business grants, and partnerships with local organizations.

5. **Equitable Education**: Ensure all children have access to quality education by investing in local schools, providing scholarships, and offering after-school programs that cater to different needs and interests.

6. **Healthcare Access**: Improve access to healthcare services, including mental health support, by partnering with local clinics and healthcare providers to offer affordable and comprehensive care.

Stop large apartment buildings from being built.
It's ok if everyone doesn't live in McFarland.

- more roundabouts, less four way stops.
- more push button activated cross walks
- Main Street re-development, more store and restaurant fronts. Current businesses will get space in new buildings.
- finish connection of bike paths from Madison to Stoughton.

Drawing in more business to the down town area and developing green space.

Debt reduction, get your house in order to be able make the desired improvements

Developing green spaces and taking care of the natural environment

Enhancing current commercial spaces and upgrades to homes that were deemed blighted.

Improving current infrastructure and filling current vacancies of buildings to improve the village economy.

As a partially new board comes in, working together to assess the financial situation of the village and prioritize goals based on village needs and community feedback is key. Also, reaching out to the community to rebuild trust. Then, what are low-cost ways to enhance what we already have.

Educate the residents on the cost to run the village: village services, public works, public safety, infrastructure maintenance, etc. Then what is the cost to meet residents desires for development such as the community center, library expansion, parks, public transportation. Everyone has their wish list but then objects when property taxes increase. I believe that we get what we pay for. I also believe that we must take of essential needs first before taking care of wants.

Work to bring in long term businesses. (Small businesses are great but they don't last, or bring a lot to the tax base). Not be afraid to develop commercial areas or a nice small business park, maintain the parks, green space and water access we have. Put a halt on the purchase of small home to be raised for McMansions and put a stop to selling of homes to be flipped to BNB's (they are taking away from buyers who could live there). Put a halt on big expensive dreams, encourage groups to fundraise for what they want (lots of wealthy here, get donations for splash pads, skate parks, pickle ball etc.)

1. ~~neighbor spending as much as possible while attracting and~~ GRADUALLY building long-term revenue sources. Do this by maintaining and investing more in CURRENT infrastructure, buildings, and the environment.

2. If big expenses that seem luxurious on the face of it are actually important pieces of financial sustainability, consider alternative funding sources. As it is anywhere, especially anywhere affluent, economic inequality is getting worse in Mcf. This may mean turning to fundraising for what would currently be viewed as a luxury or a large and unnecessary expense (like the community center).

3. Keep gathering information with PATIENCE, communicating proactively, and being transparent. When people feel like they have to keep an eye on Village govt, they come to more meetings than usual. This engagement is positive on many levels but often not sustainable for the individuals. Then the Village creates all sorts opportunities to see plans and provide input, but since people have gotten behind on their own lives, they have to step back and miss this next stage to catch up in their own lives. Then the Village says, where did everyone go? Be patient with the ebb and flow of engagement. If we've just attended a lot of meetings, we'll need some catch-up time elsewhere before we can continue dedicating so much time again. (This is true for me.) As a parent, I attend 2-4 evening mtgs per week that are related to the schools and somewhat in the community. Yet I'm barely keeping up, and it's not always tolerable at home as is, so I have to step back anyway. Knowing enough to provide input in this community feels like a part-time job. Give us time to learn. (I really appreciate

Fiscal responsibility, transparency, sustainability and inclusion.

Don't try to do too much

Enhancing programs for seniors, especially those that focus on exercise and fitness.

1) A Downtown Presence, 2) supporting Seniors, 3) Partnering with the School district, 3) Attracting small business, restaurants, breweries, crafts too the village.

Need to put more thought around this. Development to get a better tax base should be #1.

Continue to provide quality services to all who live in the village. Stop spending so much money on the feel-good things and focus on the things that make economic sense.

Providing value-based services to the members of the community, such as repaired roads, a thriving community/municipal center, and investing in services that keep residents safe.

Transparency, inclusiveness, and an attempt to stagger significant initiatives with significant price tags between the village and school district.

Expanding economic growth through commercial business

Increase public safety.

Community programs for young adults - there's nothing in McFarland for late 20s/early 30s adults without children.

Sr citizen expansion
Community education on addiction and recovery in the Sr. Community.

Economic development and land use plans

Address demonstrated needs

Utilizing what we currently have a building upon that.

Provide a safe community. Provide for a community that has the freedom to express opinions even if they are unpopular.

Hold the line on real estate taxes

Affordable housing. Maintaining first rate schools. Recreational opportunities that address the needs of all constituencies. Maintaining infrastructure. Encouraging small business. Keeping the village debt in line so it doesn't overburden tax payers.

Responsiveness to actual constituents.

Transparency, accountability.

Special education activities and connection

Immediately stop assigning road reconstruction paving costs to the water and sewer utilities. Immediately stop the annual transfer of approximately \$220,000 from water revenues to the Village's general fund. These steps would enhance economic equity.

Continue to improve financial policies

Address the immediate needs of our Senior Services, Youth Center and our Library.

Increase opportunities for adult learning, shopping, fun and gathering without alcohol.

Expanding affordable housing and improving safe connecting paths (walking/biking) between them

Increasing transparency doesn't require a lot of extra money, but time perhaps and more communication efforts. This is where the Communication committee can support.
Maintaining existing green spaces (pesticide free). Expanding affordable housing.

Make it affordable for businesses to locate here

improved communication

Transparency and inclusivity

Have a plan for growth that is clearly communicated to the public.

Replacing the police chief and working to prioritize public safety.

Kicking the current leaders to the curb and weeding through village employees. Your building inspector, who doesn't even live here is a bully.

Housing

Working with the City of Madison to coordinate development on the north and east sides of the village.

O

Conservative growth

Housing in Dane county is trending towards an epidemic level issues, we need to make this a priority because if we don't the problem will only grow to have catastrophic impacts moving forward.

Increasing the commercial tax base. Get spending under control. Stop building "wants" to pad your resume on my dime and start focusing on "needs".

Reduce vision statement & define committees purposes

Developing a downtown area that supports the village and outlying communities that includes convenient restaurants, shops, and recreation.

What tangible improvements would you like to see in our village?

I would like the village building inspector to do his job and clean up houses that he has failed to require they meet code. Get a new inspector if he can't do his job. I would like businesses to be limited to the highway 51 corridor. They do not belong in a predominantly residential neighborhood and that includes the library area. Nothing new needs to be brought in there. Waste of funds that could be used for infrastructure. Priorities

Improve all parks and dog parks
Increase community activities for all age groups

The entrance to McFarland more inviting from the 51 corridor.

Stick to the basics. Lose DEI. Stop social engineering programs.

Alleviate traffic congestion at the intersection of Farwell St. and U.S. Hwy. 51 (where Culver's, Kwik Trip, Spartan Lanes and Angelo's are located). It's a dangerous corner.

Fixing more roads.

Expansion of senior programs.....leave library as is, no need for expansion.

Financial support of the school system. Expanded opportunities for connections with other residents. Build a splash pad.

Build on what the village has: parks, trails, history, beauty, community engagement.

Balance budget

More amenities to village residents: the economic development authority must work with the Chamber of Commerce to court businesses...why does it seem like we just wait around for large commercial/industrial/warehouse developments to take our limited vacant land?

Robust resident involvement.

The village board should ask themselves why no one attends board meetings. It's because we have no confidence in most of the board members. We feel they are benefiting from the decisions they are making. We have lack of respect for many of them and feel they are doing what's best for themselves instead of what is best for the people..

Roads, sidewalks improved. Parking.

Evolution of a more cohesive and thriving "downtown"/village center.

Green space and community gatherings.

Seriously, spend the money and hire designers to make things look amazing around here. We are a cute village but stop letting people build ugly stuff and please have a cohesive plan for beautification. The gazebo area was great. We probably could have make McDaniel park in to a winter wonderland. Or Lewis park. With a walk through holiday lighting. All of these things make villages CUTE. In the summer hire a landscape designer and go nuts with art and plantings along our roads and sidewalks.

Affordable housing; community activities; stopping the unnecessary spending

Decrease in the number of new high density residential neighborhoods. Roundabout at Valley & Siggelkow.

Na

Expanded library and community center

Increased local events & cultural programs. New parks & recreational areas.

Babcock Park & boat launch entrance, parking, access

Better parks, more public amenities (pool, splash pads) and better ways for kids to get around

We don't need more parks and our buildings are fine , Continue with road work

Better opportunities for youth, families, seniors, all community members to interact and get involved with each other.

A more attractive downtown

community members with disabilities lack services to promote inclusive environment and engagement. Representation tied to senior services need to be developed

Put some nice flower pots on the wasted space by the benches no one sits at

I think I've covered some ideas in previous responses.

More community engagement

Increasing green spaces and conserving the environment.

Tangible improvements are directly tied to the decision makers and it's hard to know what is actually being planned-many proposed aren't a good idea - except for a possible splash pad

Want to answer after more meetings

More small business engagement. We don't have enough to keep us local

A more accessible "downtown" area with shopping and leisure options.

More walkable destinations and people actually choosing to walk to those destinations

Housing and more businesses

Park improvement, roads, and residents community involvement. Stop waiting money and putting mcfarland bankrupt

Already covered in previous sections of the survey.

Fix roads, improving parks

Clean up and care for parks, develop more recreational programs for youth

Traffic easing- areas of speeding are a concern as a mother with small children
Rec spaces to enjoy--- like the gazebo park but an area off of Siggelkow. Walkable dining, gym, etc

More walking paths connecting green spaces, infrastructure maintenance and improvement.

Road improvements where needed. Also, fixing our beaches so people can actually use them.

Develop downtown without destroying the current library.

Start with the basic infrastructure, then expand to the wants.

I would like to see more civility and open mindedness, but tangible things would be an improvement on third spaces

Upgrade playgrounds to all be inclusive, designate safe bike route and signage, repair roads/sidewalks/paths in poor and unsafe condition, identify intersections needing a ramp/ramp in need of repair for a safe crossing. Expanded area for voting at the Municipal Center.

Eliminate detached single-family only zoning, lower residential street speeds to 20 mph, safe way for kids to cross Siggelkow, add bike parking to businesses on Farwell, create a raised crossing where Devil's Lake Way intersects with the bike path, lower the speed on AB from MN to Elvehjem Rd from 55 to 45 mph

More direct and transparent communication, prioritize spending on critical needs - not nice to haves

Lower taxes. Stop building apartments.

Not sure

Utilizing the wisdom of community seniors.

Fixing current roads. Help the public schools

Increase communications, be more transparent. Create weekly newsletters which are brief yet capture topics and updates. Allow village members to sign up to receive such communications AND put forth a notice that this is happening. Post the same material on social media.

Something for teenagers.

A similar question was already asked. I would like to see more education about how to appropriately engage with social media online for developing children. I would also like to see phones banned from school across the board. Taking covid more seriously would also be good. Requiring vaccinations to participate in public events for example.

Balancing the budget. Becoming fiscally responsible. Improving and infrastructure fixing the worst things first. Having surveys that aren't slanted toward a wish list of things without also spelling out the detriments of such.

Reduce property taxes by reducing waste on buildings and other unnecessary stuff and staff.

Splash pad outdoor pool recreation area would be much appreciated

would like to see on home computer some of the ideas of others,
would like feed-back re: special needs kids being bullying repeatedly by 1-2 of the kids in class (wish I would have been there when it happened).

Increased walking and cycling paths, especially safe crossings, for pedestrian traffic to downtown and public green spaces.

More trees and better management of the parks & trees we have. Better/more access to our waterways. Public transportation options. Increase in library space.

update downtown

Traffic issues at the corner of Farwell and Hwy 51 (Kwik trip, Culvers, Angelo's, Spartan Bowl) Too many driveways in too small a space. Ace Hardware rental equipment eyesore.

Establish an historic district; keep light industrial on Terminal and Triangle streets

How many of our local students are employed by local businesses. Are students employment ready, are workplaces safe and welcoming for students? Excellent value production in our village will allow for other priorities to be better addressed whether it is sustainability, recreation, service to community.

Dump dei position and bring efficiency in use of tax dollars to village. Review structure to see what positions are and are not fully needed

A lot of your terms are broad and generalizing .
What do you consider affordable housing ? What do you consider expansion of housing ? How do you define infrastructure ?

Controlled growth and development

Actually commit to a water park with real deadlines.
Development plans that actually balance resident "wants" and village municipal "needs".

I am fine with improvements, but I really like the Village as it is. I do not feel like there is a need for many improvements

Decrease spending and revamp the water bill fixed cost structure. Increase commercial tax base and stop adding to the school district student population. We do not need to grow our schools any more than they are and need to do thing so lower those cost to the home owners in this community.

substainability focused, focused on natural resources, and walkability

Lower taxes and fees in the community.

Crosswalk at Eighmy and Main St

Senior Housing in our community to help our older members of the community stay in the community if they choose to sell their homes. We currently have very little as far as senior housing for our senior members of the community to stay here if they choose to sell their home. We should be trying to attract development projects that would help since the largest number of people in history are entering retirement age.

Very hard to trust the leadership. There is no information on the upcoming election, that keeps the corrupt friends of develop in power

Focus on small businesses

downtown area

Condominium opportunities appropriately matching community needs for senior adults and affordable-enough for middle class incomes that might be affordable for our teachers.

While I am not a soccer player/family, finish the new park on Hwy AB to get the soccer fields moved, thus opening up the spaces, plans near William McFarland Park.

Additional trash/dog poop stations in key locations especially the path on Taylor Road/Terminal.

More walking paths and infrastructure for people to live, walk and bike around, and shop.

I'll say it again, recognizing the contributions of non-white and indigenous McFarlanders.

Recruit commercial businesses

Na

More bird friendly infrastructure as measured by number of birds counted yearly

?

Create more green space. Upgrade the audio and video on the McFarland cable channel. It's so horrible that it can hardly be watched. Don't we want people to know what is going on?

Renovation of Municipal center with an expanded senior center.

A clean beach on the lake. Concessions by the clean beach.

Stop spreading salt onto the streets (and into the lakes). Ban small internal combustion engines.

Fiscal responsibility with lower property taxes and fees.

Roads and stop putting stop signs in stupid places. The one that was just added on Ridge road was so stupid. Never had an accident at that intersection, But you still feel like the intersection at Valley Dr and Siggelkow is so unsafe still don't have anything there.

Slow down housing development before we need to build more schools again

Replace bad pavement, Creamery road is atrocious, Marsh road isn't much better. Improve the railroad crossing near the lumberyard, make that a road 2 way.

?

Splash pad or public water play space

Fiscal Responsibility and be McFarland. Stop trying to be like all the other towns and cities that are suburbs of Madison.

Not sure

Elderly and disability services expanded
Develop community center for residents
Improved traffic by school zones during drop off and pick up for drivers navigating around those cars
Parking downtown- area businesses use available public parking for their employees daily so public have fewer places to park

Road improvements and community involvement

find ways to keep taxes from increasing and publicize them. Fill vacant storefronts and commercial buildings.

More government transparency and community inclusion in decision making, more green spaces, more amenities for families

More programming and space for seniors.

Recreational opportunities

see below

Redevelopment of areas around Mcfarland. More business spaces.

Keep speeders and criminals out of mcfarland

Looking forward to the improvements of highway 51

Fill the EMPTY building ! Stop just buying them for them to sit there empty . So odd to me !!!

I would like to see the area along the bike path just east of the Larsen House beautified. The park near there is beautiful, but the trainyard perhaps needs a public mural or more landscaping?

A police presence around schools.

Put some planters on the corner where the benchers are dress it up right now it looks sad

Transparency in decision making

More small businesses downtown and throughout McFarland! Less large parking lots, less car-centric spaces. More environments that make people comfortable exploring our village on foot.

Cut

None that I can think of

Improved access to surrounding bodies of water for residents. Beach improvement at McDaniel park. Kayak/paddle board rentals. Improving business park across from the high school, this could be restructured instead of focusing on areas with homes. More restaurants and services for families in the village. community Center.

Perhaps consumer development along hwy 51. Not offices, buy places where people can shop and eat.

N/a

Development of unused areas

Low income housing, more community spaces (splash pad?)

More recreational opportunities, including connecting lower Yahara trail from McFarland to Stoughton, creation of splash pad, better utilization of green spaces/conservancy spaces.

Infrastructure improvements like fixing roads and sidewalks, protection of natural resources, increases village activities and involvement.

New public spaces and park areas. Useful small businesses. Community health/gym facility that is not expensive for everyone to use.

More local businesses

A board who listens and accurately represents their constituents as opposed to their personal "vision". In light of what's happening in Washington, tighten our belts on spending, especially in administration costs.

Gas station on eastside AB/beltline

I'd like to see a noise barrier for the gun club.... Very frightening for kids to hear heavy gunshots- shots occur after construction ordinance timelines.

The village government should not take on responsibilities outside of its core mission. Improvements would be providing essential services at a reduced cost.

Note : the survey asks for "other" and "please specify" but does not allow input.

Better layout of business spaces and parking to encourage more small businesses. More stringent design concepts for apartments... cookie cutter is not adding any value.

Again, development to increase tax base

Listen to the community members - they want more local businesses and more recreation for kids and adults (aquatic center)

Stronger police enforcement

Expanded youth services, including childcare for children age 0-4, and after-school programs for in-school children. Engagement opportunities for adults, including service opportunities (park cleanup days, community meal preparation, donation drives) and recreational/social activities (nature walks, book clubs, live music, block parties).

Infrastructure improvements

More commercial development (dining/businesses)

See if homeowners downtown will sell and make a nice storefront/apartment area with greenspace

More lighting on highly traveled streets more 4 way stops on sigglekow.

Safety statistics, balanced budget

See previous responses

Exchange street from Marsh Rd to Brodhead needs more street lights.

Improvements to the downtown area without affecting current residents homes, businesses. (There are indeed a couple blighted spots), planned growth keeping in mind current residents - again, just because a developer wants to do something doesn't mean it's the right thing to do despite a supposed financial gain, finally build that pool/splash pad. We've been here for nearly 40 years and it was talked about when our kids were young!

More community events each season

School-Community connections

Unsure

The Village is doing a great job.
No need for downtown. People don't want it. Only
one coffee house owner wants it for .their own
gain.

I'm not sure

No more apartments

The sale of the old fire station and administration
building

Stop moving charges that used to be in property taxes and tacking at the end as fee to get around statutes. If my house goes up in flames my home insurance will pay the fire dept. note I also have to pay in advance so you are double dipping. Less apartment building, less purchasing private businesses, keep parks as they are now- nothing new is needed. Learn to live within your means not going back to taxpayers with hands out for more tax dollars.

Keep the area how it is and just fix up what we have

Hard to say.

Can't think of any

Better options for growing families. There's ZERO affordable childcare places, no reach dane, no fully stocked grocery store, downtown there's empty buildings that I wish we'd do something with. More festivals for the community. Vendor events downtown for small businesses and the community

Improved road and sidewalk infrastructure

Our village has an abundance of parks and green spaces - we need to take care of the basics in the infrastructure. Stop putting band aids on roads and fix them correctly - resurfacing does not work. Find the time for parks to be mowed and weeded, stop spending money to add bathrooms or porta potties in our parks. Make it a priority to preserve historical properties instead of blighting them.

How about you spend money wisely and stop taking mine for shit you don't need

A beach at our lakes where people could swim or relax would be amazing!

Keeping our lake fronts more appealing

Minor quibble re infrastructure, the yellow lines on curbs to indicate not to park in certain areas really need to be redone on main st

One tangible improvement that can significantly enhance equity and fairness in a village is the establishment of a **Community Resource Center**. Here are a few ways it can make a difference:

1. **Access to Services**: Provide residents with access to essential services such as job training, financial counseling, legal assistance, and health screenings. This helps ensure that everyone, regardless of their background, has the resources they need to thrive.
2. **Educational Programs**: Offer educational programs and workshops on topics such as digital literacy, language skills, and personal finance. This can help bridge gaps in knowledge and provide equal opportunities for all residents to succeed.
3. **Support Networks**: Create support networks for vulnerable populations, including seniors, low-income families, and individuals with disabilities. This can include services such as meal programs, transportation assistance, and social activities.
4. **Diversity and Inclusion Initiatives**: Organize events and programs that celebrate cultural diversity and promote inclusion. This can help foster a sense of belonging and mutual respect among

Stop large apartments from being built.

Intersection improvements especially routes to schools.

Downtown improvements.

New business and developed green space.

Debt reduction. Quit preying on your citizens to achieve your influenced wants. Start with blighting

- a well-defined and executed Climate Action Plan
- collect household kitchen waste for local composting
- no police sirens screaming down Exchange St.
- increased variety of public transit options between McFarland and downtown Madison
- cease spreading salt on streets and sidewalks and thereby polluting the lake and river
- electrify the village vehicle fleet and don't leave the ICE vehicles idling

Improvements to assistance for current lower income homeowners who live in their home.

Fix roadways and fill vacant commercial and business spaces

I am less concerned about amenities, and more about services. We already have some really nice amenities for a community our size. I don't think we necessarily need more restaurants, shops, etc. We need a larger business or two that will bear some tax burden. We have some nice parks already, although I believe the one by the ice arena is in-progress of further amenities. How do we get more consistent community involvement/engagement might be something to think about.

If possible, complete the renovation of the municipal center. A lot of work has already gone into evaluating the options and engaging architectural planners. Continue with scheduled road repairs and aging water mains so that public safety and utilities do not become substandard.

Development of commercial space.

Sustainable businesses and *eventually* businesses that are sustaining us as a revenue source

Improve focus on maintaining current natural resources

Affordable taxes

I'd like to better understand how the increase in property taxes over the past 20 years has aligned with benefits provided by the village

Property Tax equality. Newer homes and there values are paying way more than there fair share.

Seniors should not be burdened with an equal amount of School district tax without the meaningful Capital improvements for the overall community.

Redevelopment so the village has a flow.

Improvement to infrastructure like roads, sewers, and public buildings.

Annexation of township land east of the Village for more single-family homes that are not William Ryan or any other prefab builders that overcharge and under deliver.

Splash Pad, community input/surveys, enhanced marketing plan for the "selling" of the many opportunities our village offers.

More new business

More police presence

More community programs/services

Sr center expansion

Development and public access to Brandt park area and the downtown core.

We have a great Library that is running efficiently at capacity. What happened to their expansion plans?

Increased citizen involvement. Reasonably spending funds.

Get ideological politics out of government and focus on being a referee.

Control governmental waste

Nothing specific

Nothing specific

Getting the schools right, balance budget and less affordable housing.

Community support and engagement for individuals with disabilities

Immediately stop the assignment of road reconstruction concrete and sub-base costs to water and sewer rates and instead recover them through the general fund (property taxes). Cease the annual transfer of approximately \$220,000 per year from the water rate recoveries to the Village's general fund.

Improvements to our Community Development project processes.

more small local shops and gathering spaces for leisure and fun.

More sidewalks and pathways as well as development of a city center

Safer roadways starting with a reduced speed down highway 51. Reduced rail speed through village. Reduction in use of chemical sprays on lawns and more support of corn gluten or other safe pesticides. Improved sidewalk conditions for areas with apartments and affordable housing.

Fly only the American and State flags

improved roads

Repave road from Exchange St to AB

Businesses in the downtown area so buildings aren't empty

Continuing to expand the trail system, and improve the park equipment

Increase public transit
Stop prioritizing the wants of developers
Develop a plan to increase taxes on tank farms

Walking/ biking paths to connect residential/
commercial parts of mcfarland
Increase international activities

Improved traffic control in my neighborhood (
Valley Drive/ Siggelkow Rd.)

O

Controlled growth

Outreach events around the goals the city is trying
to achieve, awareness is going to be key in
community buy in and involvement.

Community engagement. Get spending under
control.

Dedicated space for Seniors

A downtown area that includes restaurants, small businesses, recreation activities

How can village leadership better support residents and address their needs?

Roll with the times. What was decided on 20 years ago no longer pertains. You don't have to stick with a plan that is no longer relevant. You need to reign in on spending.

Listen to villagers
Provide opportunities for citizens to offer ideas for community activities

By listening to the citizens.

The village does a great job of keeping the roads clean in winter. I feel safe in McFarland the library provides good programs for kids. We have great parks. We don't need any more.

I have no real suggestions.

I think they do a good job just by acknowledging us when they see us at any of their facilities. Even if they don't know our names, a nod of recognition is nice.

Decrease unnecessary spending, again NEEDS vs WANTS>

Not sure

Surveys like this (and community meetings -- well publicized and offering concrete results -- are a good start.

Meet them in regional groups

It would be helpful to have regularly scheduled "open office hours" for staff and village board members so community members can drop in for informal meetings.

LISTEN TO THEM !

The village board waits for people to contact them instead of reaching out and making contact. They are perceived to be a group of people who cater to a small minority whose agenda is to increase their own personal assets no matter the cost to every day people.

By listening to the tax payers of the village. This isn't Madison.

Efforts such as this one, I expect. Thanks,

It feels like some big decisions are made before real community discussion and input. While leadership certainly can't get input on every decision before making it, things that can have great affect on residents should remain fluid until input.

I don't know.

By actually making changes that residents are looking for. Hiring competent employees. Controlling spending.

Increase communication channels, more push less pull. Maybe an app?

Na

More communication about decisions

Since I only moved here 3 months ago, I don't have a good feel for this yet.

Listen before putting forth initiatives that are not what the village is asking for

Listen to their needs. We pay alot in taxes however see little of it among the community

keep our village a village and not grow too fast

More communication

Surveys like this

Listen. Listen listen.

Actively announce and publish meetings for citizen review

Hear what we say. Not what Matt wants

Solicit constant feedback, consider concerns, seek solutions that meet the the most public good as determined by the people. I'm confused by the ratings below. They don't appear to be in a logical spectrum.

Not sure

Survey us more. Ask for feedback. Market town meetings. Get word out about projects BEFORE they are decided upon

Transparency. Truthfulness, integrity. Mistakes in communication keep on happening and it seems like the left doesn't know what the right is doing. How can you get support when you don't trust the "leaders" or you are not being heard?

Transparency and more input from residents. Don't do everything in a vacuum and the spring it on residents.

More open minds for both sides of politics.

Communicate in plain language so people can better access the information and services they need and understand what's happening in the community.

Targeted outreach. Folks often feel "too busy" to fill out a survey or attend a meeting, but might take time to talk to someone provide input if it's convenient for them, such as public info booths outside the grocery store (think boy scout booth but with important public announcements and someone to answer questions).

Simply by listening to concerns, but again, won't please everyone.

A hole new board members

This Village Visionaries effort should help. Maybe it can be continued indefinitely/

Listen better

Stop doing things behind closed doors. We no longer trust you after the ridiculous spend on the new public works/ fire station

By including all neighborhoods as decision makers—- Secret Places has not felt included in Mcfarland planning for years. And at the meetings felt dismissed

Listen, be transparent. Be transparent about what you've heard directly from the community.

By listening to the people, instead of going off on your own agenda.

You're doing fine.

Communication and transparency.

Explore more ways to notify residents of proposals, rather than depending on social media

Engage more, listen more, communicate more, prioritize maintaining a safe infrastructure.

Take the time to understand the needs of all residents by surveys, opportunities for feedback, and going out and meeting people

Unsure...recent events may require different leadership

Done

Not sure

Seek them out.

Get new Members who are actually for the residents

Listen to the residents rather than furthering personal agendas or the ideals of a few employees.

Get out in the neighborhoods don't let strangers decide what's needed.

I think we need to think about others in the area outside of just our direct community. I think providing the affordable housing was a great move, and I don't think you get enough credit for that.

First they have to ask village residents what type of support they need. They don't seem to want to listen until 300 people show up at a village board meeting. Our village leadership is self-centered. They also need to deal with what's happening today instead of planning for 20 years from now.

Reduce staffing to what is necessary and not what is nice to have. Stop trying to force someone else's values on others. Reduce the staffing of the police force by 6 ASAP. Eventually reduce the police to zero while contracting with the sheriff for safety coverage.

Communicate better, have empathy for residents like not blighting their homes for no reason, lower taxes.

don't know actually

Make it easy for community members to voice their desires and opinions on plans and priorities.

Transparency. Better stewardship of our tax dollars. Stop spending money and vanity projects like a second floor in the Municipal center. Use money to capitalize on current resources.

not sure

Listen to long time residents and NOT people moving in who want everything they had in the places they just left. Respect the wishes and needs of the long time residents over the wishes of those who want change.

Help create events in the village, such as kayak rental in McDaniels and Lewis Parks, more concerts in the Gazebo (including high school jazz and other school groups and provide opportunity to purchase picnic lunches from local restaurants), art fair around the Gazebo, move the farmer's market to the historic district, keep the historic district walkable, areas for rest stops along bike path, especially now the two trails are connected,

Encourage venues where community members can be connected to one another

Stop forcing things on the village and residents

Honesty and transparency .

Communications

Communicate early and often to the entire village when changes impact us all - we are a smaller community.

It all starts with clear communication. Seeking input.

Make the hard the choices and say no to non-necessary spending and feel good projects.

Keep the parks clean, offer services residents need - large trash pick up, leaf pick up, etc. pause before bonding for new projects - work to maintain and sustain what we have.

All these questions are about how can the Village spend more of your money. Stop it. Your job and s to provide efficient and affordable basic services. Not trying to engage youth, not trying to provide more recreational opportunities, etc. Families can do that on their own. We don't need you to "encourage" us. You're not a therapist.

Lower taxes by creating more business opportunities on hwy 51

Listen to the wants and needs of the community. Control taxes and spending so that you aren't taxing people out of their homes. Stop spending our tax dollars on trying to buy up properties and be a developer. You wouldn't be getting so many upset people at your meetings and push back by the community if you were listening to people in the community and representing their needs.

You just blighted our homes, you don't sincerely want to support people who are not rich.

Work on rebuilding the relationship with the citizens and control spending

listen better and be more transparent

While there are incidents of struggle and conflict, clearly the Village officials are trying to do the best they can to address varying needs and wants throughout the Village.

Reaching people is hard because they are busy and life happens without paying attention until something is too big to ignore.

Concerns escalate quickly and divisiveness and discontent extend far beyond what it may be if managed differently in advance.

Anything you can do to continue to look at choices and how they impact all the players short term, and long term would be welcome. Sharing the whys of what you are doing and the data that you are using for decisionmaking could help.

Reach out beyond holding village meetings that only people who are already paying attention to see. Have "office hours" at McFarland House Cafe. Go door knocking and fill out the schedule of public meetings.

Notify them about important developments in the community.

Be transparent and stop wasting our money!

More transparency from elected officials.

I feel like there's not a lot of communication between village leadership and residents, we only hear from leadership when they need to fix something they already id

Scale back grandiose plans for large multi story apartment complex projects. We do not want to be Madison

For starters, fix the cable channel.

Better fiscal management to achieve projects that have been promised for years

Lower property taxes

I don't know.

Get new leadership

Listen better to us.

Communicate their intentions

Polls. Not everyone thinks alike, you all need to be respectful of both sides of the political aisle.

?

Listen

The leadership needs to listen to all of the residents of the village. It seems like the leadership has forgotten about the residents that are middle aged and elderly. Meaning that the leadership is spending money on things that do not matter to all of the residents.

Listen to them! And work together, it appears that the village board and village administration are soloed and either cannot or will not work together

Share openly possible choices when planning. Seek input and share results. Follow through

Communication is some firm of media

be transparent and show us how you are spending tax dollars efficiently

Help give them a voice so elected officials better understand what they should be working towards.

Open forums

Continue with q&a meetings

Implement mission statement in a supportive style

Sending out reminders of local meetings so that we can have our voices heard.

Police presence

By limiting property taxes

Again ... just listen

I think the village does a great job in supporting seniors!

Appear at public events and be available to answer questions.

Be honest

Leave them alone. Reduce Taxes and focus solely on basic public services. (Roads police and fire)

I have no suggestions, I don't interact with village leadership so I do not have an opinion.

Stop doing all this crap

Activing listening and responding to residents

Unsure.

Listen to their needs and wants.

Continuing listening and find solutions

Transparency

Make us aware of them via social media, and open those lines of communication.

Better transparency

Solicit input from the community in diverse ways to reach as many as possible.

Find out what the villagers really want without planning new developments etc. that will impact the quality of life in the village

Provide clear communication

Listening and responding appropriately.

Love the village and all you do!

Focus on roads, snow removal, public safety and hosting elections. Don't let individual agendas drive costs for all.

I can't even get the curb painted outside my house yet we r spending so much money clearing already awesome fields in hidden farms. This is one example of disconnect. So much money is being wasted on what appears to be projects people r trying to think up vs what we need.

Stick with decisions made previously and do t bow to pressure of the uneducated

Open communication and be successful in moving forward with projects residents want.

Respect their constituents. Control spending without further property tax increases.

Newsletter (monthly or quarterly) announcing upcoming topics of importance for the village, any updates influencing village decision-making, and opportunities for community feedback or information sessions.

Listen and don't do whatever you want even after information is provided thru surveys!

I think alot of people don't realize there are long term plans. Mostly due to their own ignorance until it's a NIMBY situation. Definitely continue to listen to not just the loud voices, but the village as a whole. Surveys like this are good. Polling for specific issues/matters would be recommended.

Say what the intentions are and be more specific with development, contacting the homeowners to see if they would like to sell instead.of a generic blight.

Be more transparent!

Listen. Surveys.

See previous responses

Communicate things that are happening in an easily digestible format. The minutes from meetings are long and cluttered. Make it easy for busy and tired people to see what's happening.

Listen listen listen!

Accessibility and decision making transparency

Make info accessible and repeat locations. Most people are so overwhelmed with Trump's changes that it's hard to keep up with everything

Listen to our needs to be realistic.

Clear concise communication

Be directive and open/honest.

More communication about purchases such as empty bank buildings and some other questionable purchases that were made

More referendums

Listening sessions well advertised in advance before something comes up for vote at board meeting

Help them when they can't pay for improvements

Not sure

They need to somehow learn what those needs are, not assume that they know what they are.

See previous answers

Be transparent and accountable
Establish open communication channels

Be qualified, have a vested interest in the community (live here),
listen to the residents, don't push redevelopment when it is
clearly not what is wanted, respect the residents.

Keep their grubby little hands out of our pockets

Listen and share your thinking behind village proposals

Being more honest

Idk

Seek out those with the most significant needs, partner to address.

Don't build apartments near AB / MN area.

More widespread options, always seems options given are too closely related. More surveys/voting opportunities throughout the decision process.

Reaching out with polls like this is a good start. There should be more and more publicity announced.

Honesty, debt reduction, kicking the realtor's and developers out, no new apartments

Complex

Work with the waste collection company to add composting (kitchen and yard waste). Also allow residents to use smaller bins AND reduce the amount they pay when they choose the smaller bin. We could use smaller bins but have to pay the same...this doesn't make any sense. Reward residents for making environmentally-friendly choices. The climate crisis isn't going to go away if we all don't do our part.

Talk to them. Ask them what they need. Find ways to help them.

Communicate, be transparent, and listen to the people. Focus on need and wants of larger community, not personal gain.

One challenge out of leadership's control is the way in which state and national policy and fiscal decisions trickle down. It's clear that cost/property taxes are a challenge, as is the cost of housing. I think prioritizing services and things that most directly impact the most residents is key. Might have to get creative and look at alternative funding for some things (grants, etc).

Listen and communicate in multiple ways, (print, electronic, maybe an electric sign board at the 4-way intersection of Main/ Exchange/ Farwell of upcoming events and meetings inviting resident feedback.

To listen to all residents, not just 80 who complain- they bully others into not speaking out. (Have you seen how mean people are in this community, check out Facebook)

No answer comes to mind for now. (...I really wanted to do this survey. I'm running out of time; it's longer than I expected. Apologies for my long responses!... This survey might be better coming out in pieces. It's the second survey I have ever done and they have both been very long for one sitting. I'm not sure how others feel, but more surveys that are shorter would be better for me.)

Engagement is key to clearly understand priorities

Newsletters

No idea

By doing what they say are going to do. Too many times you see people with their own agendas. Not representing the community as a whole.

Only when challenged do they show transparency.

Directive.

Gather input on large projects before decisions are made. Stop doing things that only a few people benefit from and that all residents have to pay for.

Focus on what's most important to the ACTUAL residents of the village.

Have village representation available at community functions, making themselves "more present" in the eyes of the community.

Become more publically accessible.... open office hours for department heads?

Resign and allow true conservatives to get us back on track.

More proactive education/awarness. Community members don't care until it directly impacts them...and usually by then, it's too late to get ahead of the narrative.

When the leaders become more interested in the residents ideas and begin to serve the people.
When you know better you'll do better.

Follow thru on initiatives and not get cold feet from a little pressure in the room.

Leadership needs to be more respectful of others

Transparency

Spend village resources cost effectively and don't waste it on pet projects.

Control spending

Listen and respond. Nobody wants a business park on the east side for example.

Following village code and not deviating to chase developer tax dollars.

LISTEN LISTEN LISTEN

Listen

Immediately stop assigning road reconstruction concrete and sub-base costs to water and sewer rates. Immediately stop the annual transfer of approximately \$220,000 of water revenue recoveries to the Villages general fund.

Village leadership can better support residents and address their needs through a combination of proactive engagement, transparent communication, and responsive action.

unsure

I think the village leadership is doing a good job to assess what the community needs. I appreciate that we are taking to the time to understand the needs/wants of our community, but moving through these issues swiftly will be important so community members can see tangible results. Being stuck in red tape does not address the changing needs of society now.

I think they are doing a great job and I have seen many members out and about in the community. I think a few additional streams of content communication and "affordable" or free community events would make a huge difference.

Stop following Progressive Dane garbage.

listen to them

Be more Directive

Not sure. I like the newsletters that I get emailed to me!

Continue to seek input from different groups within the community to understand the needs that exist, and then determine what things are possible for the village to improve.

You blighted our homes, you call that support??? How about hiring some village employees who aren't White?

I am able to access information if I go to the village website and seek out minutes for the different committees. Or if when I read the summary that is sent to me via email about some projects. I don't know how the village is addressing the different categories have been listed in the survey, or how to find information about what's been considered short of seeking out the minutes. As much is, that would be a great thing to do, it's burdensome, and doesn't happen.

Having ways to provide information, and seek input that is done through different mediums, would enhance communication and help identify needs, help people feel their voices are heard, and provide different perspectives for action.

Emphasize communication opportunities.

O

Engage us like this survey

Have neighborhood meetings, inviting residents directly to meetings that effect their quality of living or work happening on their street. etc.

Having village leadership be present at community events or meetings that go to where people are.

Actively listen to our needs rather than going on a hunch.

Address the need for meeting space for senior activities

Listen to not only the communities within the village, but communities that are outside the village limits but fully support McFarland schools, small businesses/restaurants, and recreation activities.

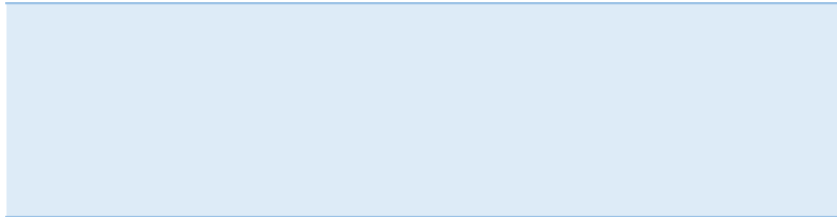
Is there anything else you would like to share about the village's mission, vision, or values?

No

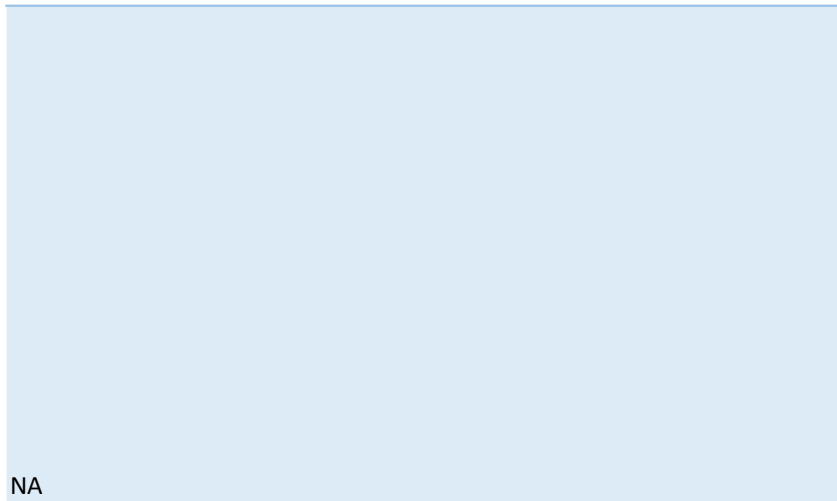
Stick to basic services. We have spent so much on new buildings, parks, and education. The taxpayers need a break from future tax increases like we had in 2024. Be more responsive to commercial development.

Thank you for the opportunity to provide feedback on this important initiative.

Nice survey, wish it had been shorter. If I sound like an old person, I am.

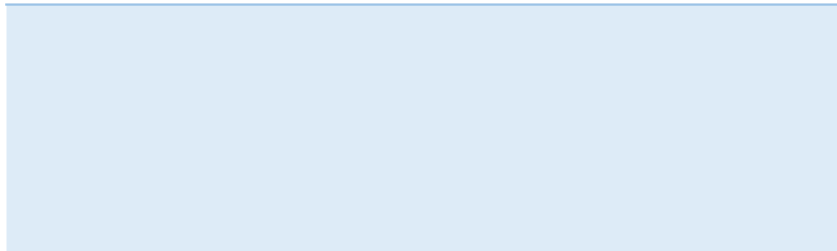


Not at this time.



NA

We need to audit the school system for improving performance



Remember that you are here to serve the residents and maintain the Village in the manner that they desire, to the best of your ability.

I am thoroughly disappointed with the majority of people on the village board and their willingness to bully and shame less fortunate residents in exchange to kowtow to developers and Realtors. I am thoroughly disgusted.

Are taxes taken into consideration for any of this mission statement. How do you plan to pay for it? You're chasing people out of the village who moved here because it WAS a quaint community. Especially for the elderly and fixed income people, you're chasing them out.

Thanks. At this time, due to the press of other business, I will remain non-committal on the two questions below, but I may reach out as the process unfolds.

Let's live them.

I will watch for opportunities to be involved. I don't want to give out my info below :)

Let's actually follow what is decided and not just make this a feel good exercise.

Na

Do better

no

No

McFarland has been a good place to live for over 30 years. Our kids school experience prepared them for success.

Growth is good for the community but our small Village is at risk of assuming a new complexion as businesses seek to modify it for their own gain.

Keep steadfast on the vision of being a small town with citizens actively engaged, where all are welcome BUT all who come to McFarland must respect property, public employees and their neighbors.

Avoid swinging so far to accommodate one group that you forget others.

And please remember we want to stay here IF we can afford to. We want good schools for kids and recreational opportunities but not at the expense of services to elderly or disabled. If a transparent and responsive government exists, diversity and inclusivity should follow. Not necessarily the reverse...

It is time for Matt and Andrew along with Carol to go they don't care about the people in the village

I don't think at this time. Other than I'd like to get involved.

No

I have come to realize that I took great trust that the elected officials would be looking out for my home and how future costs would affect me. How very naive of me. I am fully aware there are extremely difficult choices that have to be done and big bills to pay but “ you snooze ya lose” attitude and trying to bulldoze development plans that were not fully disclosed is wrong...mission, values and vision seem like a joke...be better and do better.

At a later date, after workshops and mtgs

I am newer to the community but excited to get more integrated and see how the community evolves!

Na

If we're not careful, McFarland will grow too much and too fast. It will have no identity beyond an extension of Madison.

Stop trying to be Madison -like we are a village and we like it that way.stop trying to leave some sort of legacy.. that's not your job

I hope to see the relationship improve with the community and the board, but there is quite a distaste from several initiatives that felt rushed/"snuck-through"

All of the messaging needs to flow when read as a whole piece of communication. It all needs to be simplified so that all readers can get the spirit of the mission, vision and values. Has the Village ever considered changing from a mission, vision and values to a core purpose and values, to simplify?

Keep up the good work.

I've attend past meetings where the Village hires consultants to update the village's vision. I have found only the residents that share the village's new vision are the ones that seem to matter.

No

N/A

No

Not at this time

Be more specific and less wordy.

It doesn't apply to McFarland anymore

Not yet

I work 2 jobs just to keep things going and updated. Doing my best but fall behind some times. Always get the things done and improved.

The village administrator, the village board president, and the director of economic development have proven they do what's best for themselves rather than for the village and they need to go. As public employees, the public always comes first and they don't seem to get that.

Stop trying to comply with the mission of Madison or Dane Co. and focus on local needs - reduction in the size of government.

no

I would like to see a clearer vision for the future, particularly as the Madison metro area grows.

Leave DEI out of it. WE do not need a DEI person. Get the Pride flag out of village newsletters

This survey is too subjective--the terms can be defined by individuals very differently. How can someone feel very strongly but be neutral on almost the same value?

I am very grateful for all of the work our community government undertakes to keep us safe and overall make our lives better. We need to remember to regularly thank our public workers and volunteers

The administration wants to do things its way and force on residents. Currently they show little interest in transparency.

Not at this time

Please do not think too big. Many of us like McFarland just as it is. I do realize that change will happen. Please keep changes in line with our current village character and do not turn us into a mini-Madison. Give extra time and thought to development plans and seek public input at all phases!

Communication is hard. It takes a lot of work and even when you think you have done an amazing job, there will be people who did not understand. Keep trying anyway.

By being forward-thinking and making our vision one of aspiration, we can make McFarland a place we are proud to call home. People and planet need to come first.

You have taken your primary mission of providing basic, efficient and affordable services and added on a bunch of meaningless stuff that provides value for very few and adds to the cost burden to residents.

Focus more on lowering taxes rather than increasing spending.

We need change in the leadership in our community from the Village Board President to the Village Administrator and Community Development Director. All of you have been pushing for the development near Secret Places, Village Hall remodeling project and identifying peoples homes as blighted and developing a downtown area and buying up properties in the community. None of these are priorities of the members of our community that represent. As a result, you have seen extreme pushback from the community and people showing up at community meetings to fight you on these projects. You are not representing the wishes and needs of our community, but putting your own personal agenda above that of the community in which you serve. We need change!

You have a long long way to go to restore trust.

no

Overall I like living in McFarland and I think the village is on a good path. I hope that there are efforts to improve the representation and inclusion of marginalized groups in the village.

Not at this point

No

All pie in the sky, in attempt to be a mini Madison

McFarland is growing too fast. I know that there is some jurisprudence on the village board, but it seems like the infrastructure people are only interested in new development.

Work to complete projects that have long been a goal of the Village such as expanded senior center and splash park for youth.

Less is better and lower property taxes. Focus on the essentials

No

Please figure a way to lower our taxes not just raise them. You will pushing people out of this community because the taxes are so high.

You've been trusted with our money to do well for us all. It would be nice to see more transparency in regards to salaries of village employees, costs of projects and a way for residents to become more easily engage in village government goings on.

?

Keep it simple.

None

this is probably the wrong place for this, but lots of questions were about improving public safety. We are already beyond top-notch in this subject. I don't think this area needs any more improving.

McFarland is growing so much residentially it would be nice to see this supported by the town more. Most people leave town for restaurants, cultural events, better parks, entertainment. Too much focus seems to have been on bringing in more industry and commercial business to increase town funds but they are missing out on what is actually happening here and what families will want. And it isn't industry, semis driving down their street, and having a dump down the road.

Need to define what they are not just fluff. Need to cover everyone not just a specific group of people who can afford to live here

Keep the criminals out of mcfarland. Speeders too

The police/fire/ems is very good

No

I was encouraged when the village scrapped the plans which had caused the "blighting" of homes to advance ideas that were not held by the majority of the village. That responsiveness gives me hope that those in charge listen. I hope that as a village we will continue to work to support those who live here, and do not get distracted trying to fix Madison's problems. McFarland is a unique and beautiful place. It does not need to be significantly changed.

McFarland is a family village. That should be the focus. High quality schools, teachers, and athletic facilities. Safety in schools and other public places. Welcoming to all.

No I think I covered how I feel

Mission statements are a ridiculous waste of time. This survey forced answers in topics such as Diversity Equity and Inclusion. These should never be primary concerns of the government. People should be hired based solely on merit.

Waste of time. Village has been run so poorly for so long... nothing can help. Rest of Dane County has seen tremendous growth... and this village has been stagnant.

Not at this time

None

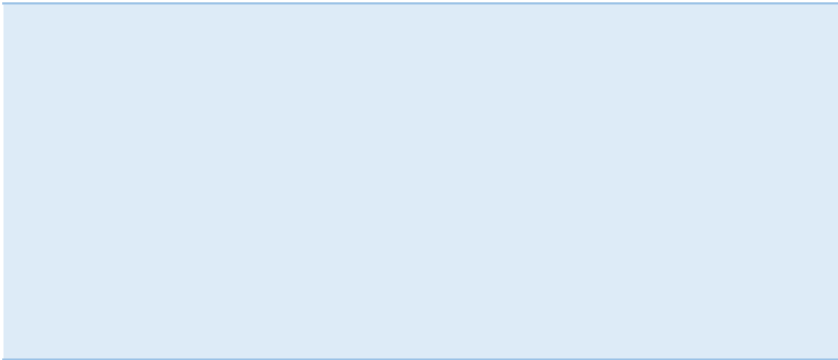
No

Transparency is critical.

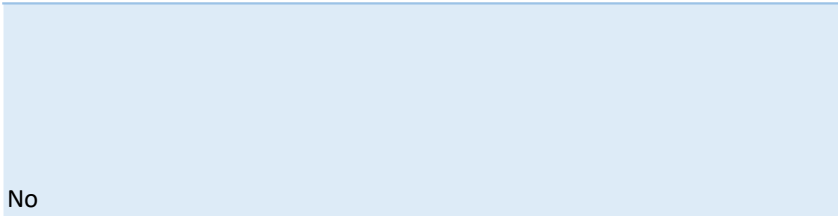
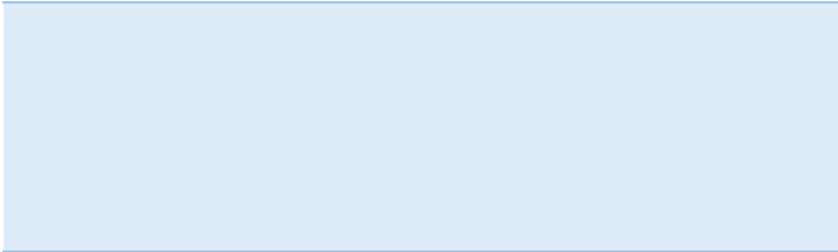
No

Focus on village services.

Do what's right for the village long term. You have driven away several opportunities lately because of a small number of people and NIMBY. Staying on this path you'll be going to referendum in a couple years just to provide services

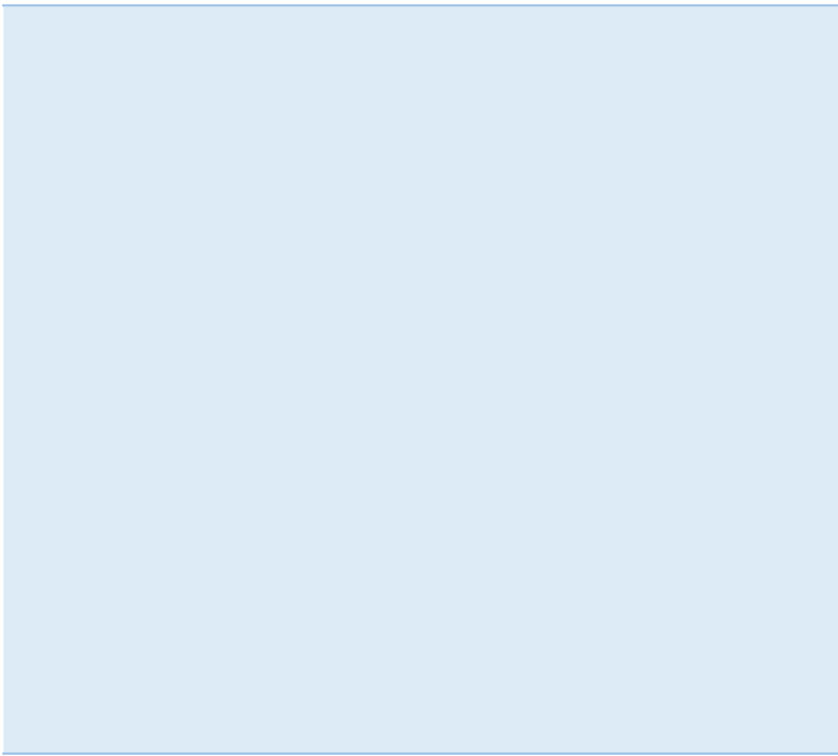


So this will be a plaque on the wall for all to see and little will be done to accomplish that directive!

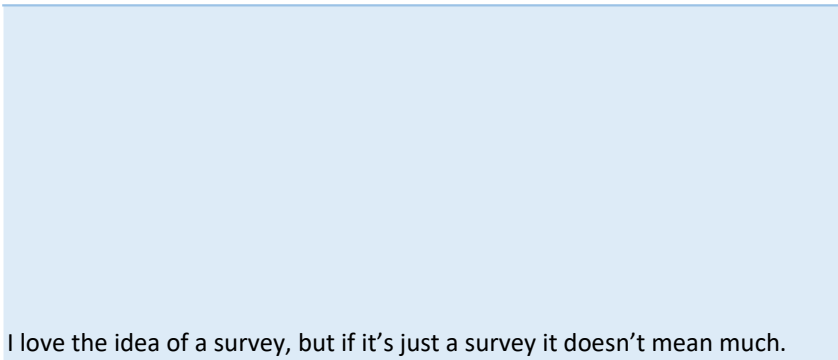


No

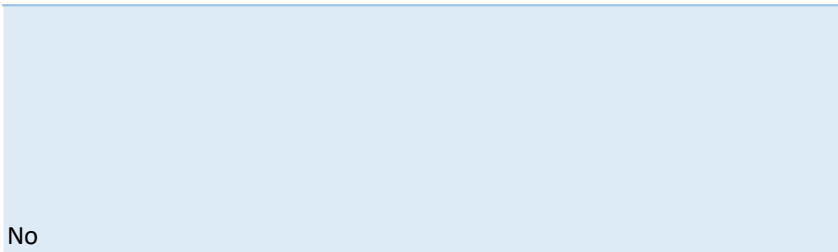
McFarland is a wonderful place to live, as is. Very few changes are needed or welcomed.



No



No



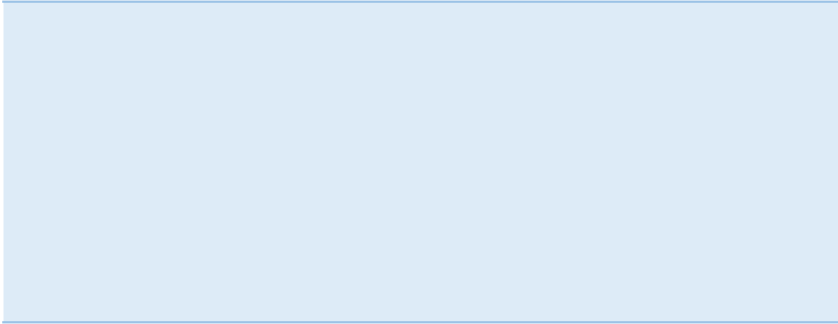
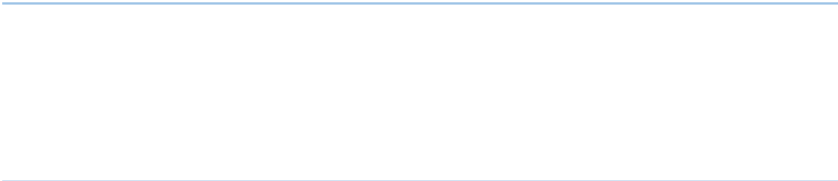
Ensure

It's too scattered And needs a more common focus of providing safe place for all residents, not catering to one group or another for an amenity

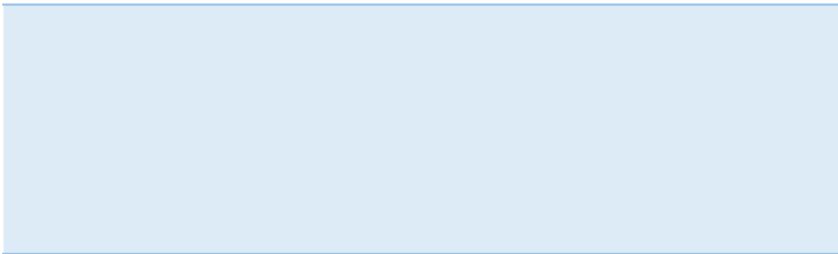
Thanks for your hard work on this! I'm Still somewhat salty about the blight stuff obviously.

I like all three - I hope the village can be guided by them in real time.

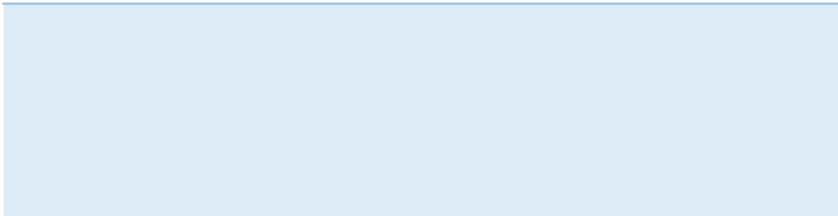
Yall need to add new laws to protect villagers from blighted status



I feel that there's no reason for a mission statement or a vision statement.
People just want to live and be left alone.



Plans made in 2010 maybe should be reconsidered



No

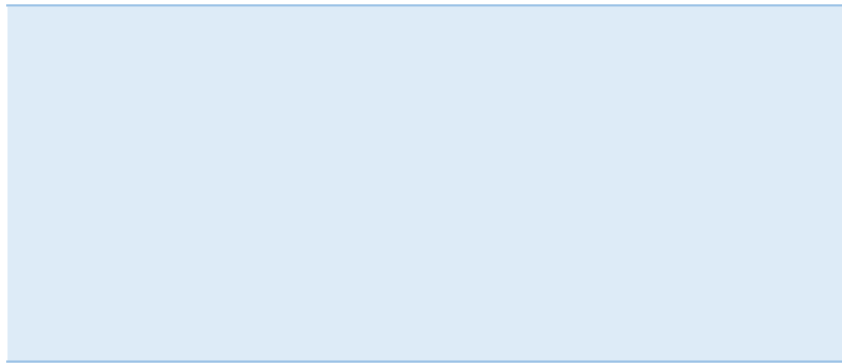
Shorten them up.

Improve roads, no large apartments near AB / MN area. Allow Kwik Trip to build a car wash. Keep the riff raff out of McFarland. That's all you have to do and 98% of the residents will be happy.

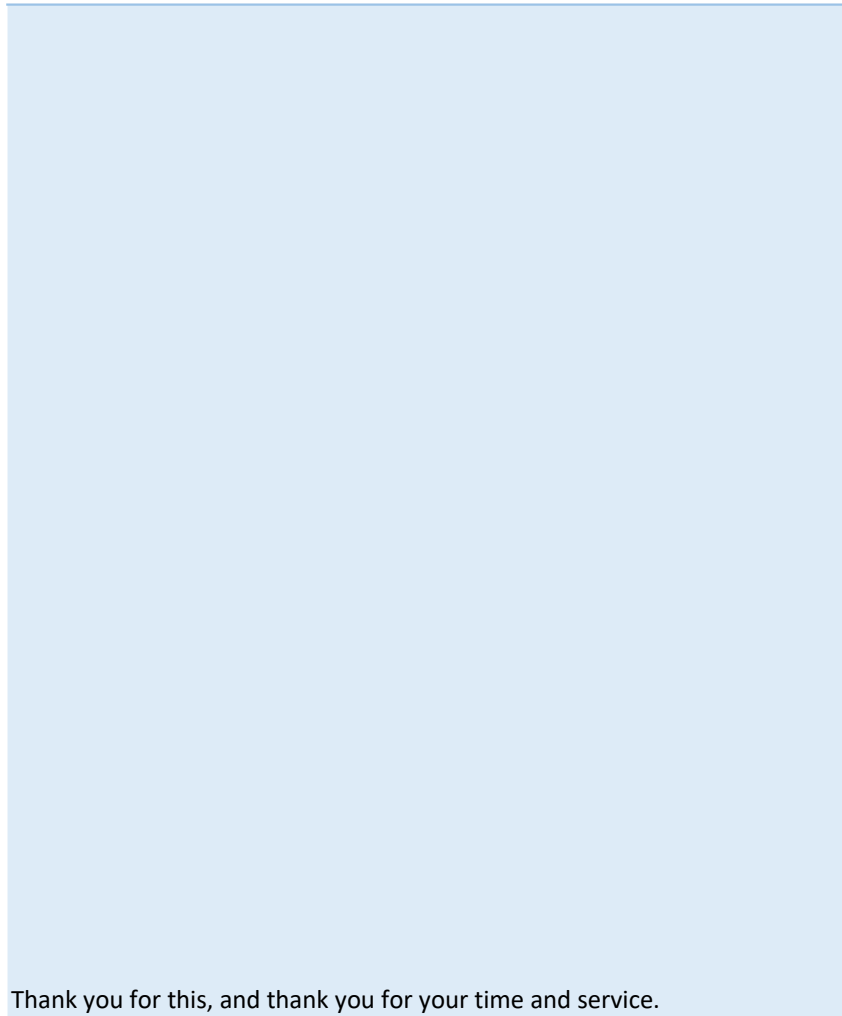
Read it and stop and think how your can effectively implement it for the betterment of mcfarland

I appreciate the chance to share my opinion, but barely found out about it in time. The survey needs to reach more people. Engage community in other ways that do not involve stumbling over a survey in a community Facebook post that people may not even see.

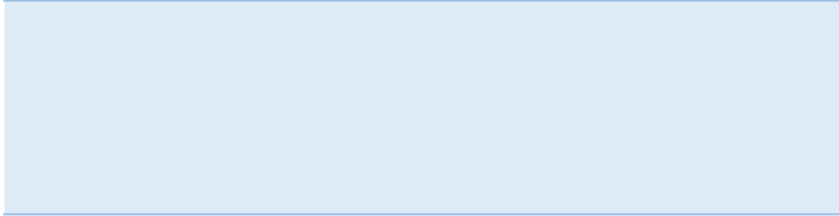
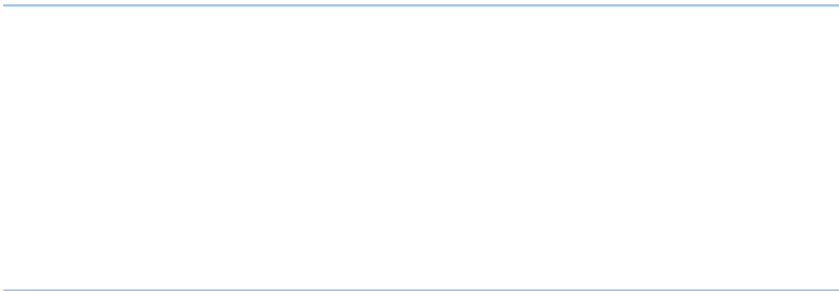
I appreciate the efforts and time you all put in. I know it is challenging, especially in the times we are in, to make sometimes difficult decisions. A fresh start might be needed across the board. Appreciate the survey and the in-person opportunities that were provided also.



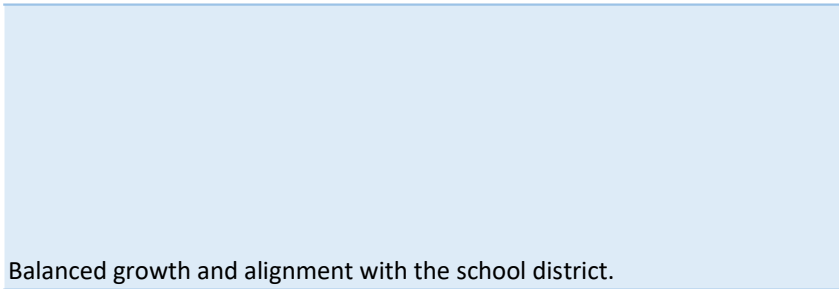
Stop focusing on buzz words, catch phrases and work the business of running a community. The values seem to be heading towards higher taxes and higher spending in order to earn a participation trophy. Mission is way off course, neighborhoods, churches and people create the community and values, government should be running the structure.



Thank you for this, and thank you for your time and service.



no



Balanced growth and alignment with the school district.

If the Village isn't growing, it is actually dying.

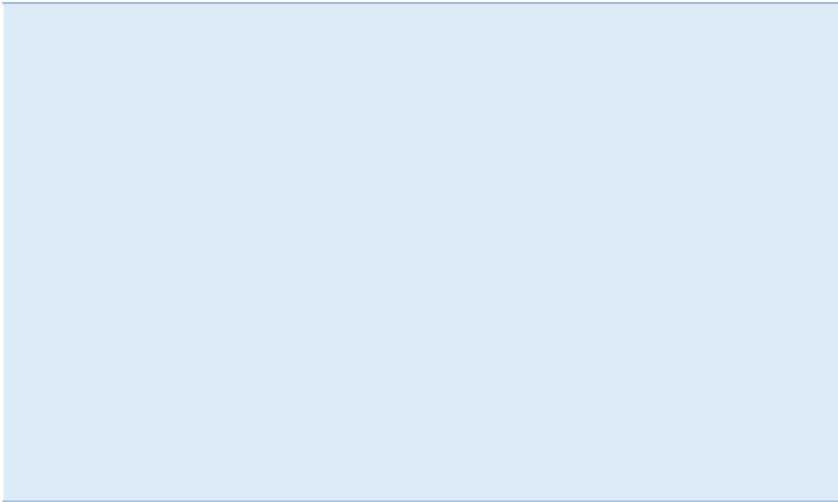
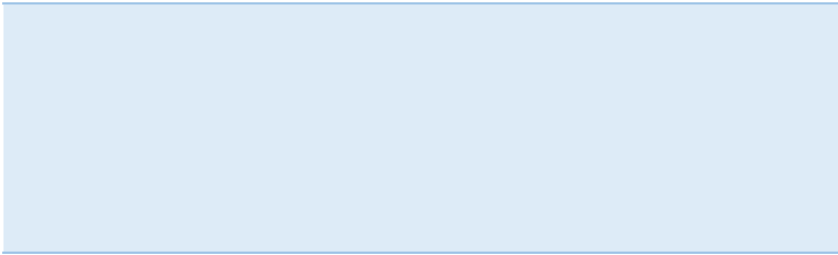
I think this project was a complete waste of time, money, and energy. I'm not sure that many people care about what the mission and values are of the Village. I have never heard anyone say "I'm thinking of moving to McFarland, I wonder their mission statement says". They want to know what the crime rate is like, is it safe, and are the schools good.

I think the current ones are more than acceptable and I question, given the turnout of responses for this project, if it was a necessary endeavor to begin with.

As a 60+ year resident of this fine community there are many reasons that I've chosen not to relocate. Not the least of which are it's residents and the amazing educational opportunities it affords our future, our youth.

When we all work together it makes everyone's jobs easier and brings a positive outcome to our collaborative ideas.

No



Just that I think McFarland should be doing as much as possible to preserve the sense of a small town with abundant resources for its residents.

No

School system is failing students and parents. Parents are taking their kids out of school because of woke politics! STOP!

The Village should immediately cease assigning approximately 35% of road reconstruction costs to the water and sewer utilities and instead include the costs in the Village's general fund, which is recovered through property tax and is therefore more progressive. The Village should immediately stop the annual transfer of approximately \$220,000 of water revenue recoveries to the Village's general fund. These step provide more equitable economic outcomes for residents.

keep costs down and be efficient and frugal with spending. Getting people connecting in person again or more.

No

In addition to Trustees, Committee Members and Volunteers you could have Village Ambassadors. These could be regular folks who are tapped into what is happening from all areas of Village life (students, businesses, families, etc).

Keep WOKE/DEI out and you'll do better.

I think the village does a great job in maintaining recreational areas

No

As a longtime resident, I appreciate everything that you have done to improve the quality of life in the village. It is making our community more accessible and attractive to those moving to Dane County.

Hypocrites run this village. You also make it impossible for people who work second shift to participate.

Generalities sound nice, but specifics yield results.

O

Seems like a responsible community

Nothing else, I didn't get to attend a visionary workshop and wish I would of. Thank you for taking the time to offer this input.

Stop trying to be what we aren't. We will never be Sun Prarie or Waunakee. We are good at strong schools and a residential village.

Nope


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, May 27, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion and recap of World Day of Cultural Dialogue event held on May 17, 2025.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

The Village hosted the World Day of Cultural Dialogue on Saturday, May 17th. Flier from the event is enclosed. The DEI Strategist will recap the day's activities.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Just a report and discussion of the event, no action required.

ATTACHMENTS:

1. One Village, Many Stories Flyer 2025

One Village, *Many* Stories

*Celebrating Local Heritage
with Global Appreciation*



Saturday **May 17**
McFarland Municipal Center

Noon-4 p.m.
FREE

Featuring:

Guided conversations with McFarland neighbors
Music & traditional clothing from around the world
Activities, prompts & learning resources for all ages
Food & beverages from a variety of regions & cultures



Join us for a family-friendly event in honor of
World Day for Cultural Diversity for Dialogue & Development