

Wednesday, June 4, 2025

6:00 PM

McFarland Municipal Center
5915 Milwaukee St, McFarland
Community Room

AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below. *Please Note: Virtual attendance is offered as a convenience, but technical difficulties beyond the Village's control may prevent or limit its availability at any meeting. The public is encouraged to attend the meeting in person to assure full access to the proceedings.*

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/88221462299>

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

Webinar ID: 882 2146 2299

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER.

2. ROLL CALL.

3. PUBLIC APPEARANCES.

- a. This is an opportunity for members of the public to address the Village Board 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 Board 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 Board 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 Board 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. BUSINESS.

- a. Update and discussion regarding a proposed Cooperative Boundary Plan between the Town of Dunn and Village of McFarland.
- b. Discussion and review of 2024-2025 McFarland Strategic Implementation Plan.
- c. Small group round table discussion between Village Board members and Department Heads.

5. SCHEDULE NEXT MEETING DATE.

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

6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, June 4, 2025

SECTION: Business

DEPARTMENT: Community Development

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

AGENDA ITEM: Update and discussion regarding a proposed Cooperative Boundary Plan between the Town of Dunn and Village of McFarland.

PREVIOUS ACTION:

January 14, 2025. Committee of the Whole meeting to discuss the draft Cooperative Boundary Agreement.

January 29, 2025. Joint Dunn-McFarland Board meeting to review the draft Cooperative Boundary Plan and approve separate resolutions to authorize preparation of a Cooperative Boundary Plan.

April 16, 2025. Joint Dunn-McFarland Public Information Meeting on the draft Cooperative Boundary Plan.

April 29, 2025. Joint Dunn-McFarland Board public hearing on the draft Cooperative Boundary Plan.

May 13, 2025. Village Board Discussion following Public Hearing - [Please click on this link to review the Summary Memorandum](#) from this meeting outlining the various impacts of the proposed agreement that were discussed. Additionally, [here is the presentation that was provided in the meeting](#).

ISSUE SUMMARY:

The Village and Town have been working on developing a new boundary agreement as the current agreement expires at the end of 2025. A public hearing on the proposed new agreement was held in April, and following comments received the Village Board further reviewed this agreement at its meeting on May 13th. Following this review, the Village Board requested Staff to discuss further with the Town changes to the overall length of the term and also the Village's ability to grow south within a shorter time period. The proposed new agreement has an overall term of 30 years and allows for growth to the south after 12 years.

The Village and Town's Staff discussed the following options in line with the concerns presented by the Village Board:

Term of Agreement

The current agreement has a term of 20 years as opposed to the new agreement having a term of 30 years. Village Staff requested the Town consider reducing the length of the term to 20 years in order for the agreement durations to be consistent.



Town Response - They are agreeable to this change, but for one condition it requested we consider. They would like Town islands to remain if created for 30 years versus 20 if the overall term were reduced. The Village Attorney and Staff are reviewing this for discussion in the meeting. We are also communicating further with the Town.

Expansion to the South

The current agreement allows no expansion south of the Village which is generally delineated by the Yahara River. The new agreement would allow expansion south after 12 years generally to Tower Road. Existing improved residential properties within this area would not be included. The Village Board discussed changing this provision in some manner following comments received at the Public Hearing. Village Staff requested the Town consider the following options with respect to expansion to the south:

1. Eliminate the 12 year time limit in favor of following similar provisions as what will apply to the Eastern Expansion Area.
2. Increase and phase progression to the south. The Village would be allowed under the agreement to expand to Tower Road after 5 years as the USH 51 Growth Area is presently drawn, and then this area would be expanded to allow growth to Mahoney Road after 10 years.
3. Keep the 12 year time limit in place as proposed but expand the USH 51 Growth Area to Mahoney Road.
4. In concert with the overall term of the agreement, lower from 30 years overall to 25 years and expansion to the south from 12 years to 7 years.
5. Reduce the 12 year time limit to 10 years so that it comes half way through the accepted 20 year reduction.

Town Response - They are agreeable to Option #5 to go with a 10 year time limit on expansion to the south.

Enclosed please find a letter from the Town Board outlining their feedback to the Village Board concerns presented above. It doesn't address these responses specifically noted in this memo, but it provides background on why those issues are important to the Town.

While there is feedback from the Town signaling openness to changes aligned with concerns of the Village, a third consideration should still be to proceed with the current agreement as presently drafted. As we discussed at the last meeting in May on this topic, there are inherent benefits for the Village with what is drafted and the board should continue to weigh these changes against the longevity of those standards. Our objective for the next meeting is to review these responses and continue to discuss next steps leading up to possible consideration for final action at a joint meeting to be held on June 12th.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

McFarland 2017 Comprehensive Plan, Volume 2, page 96, recommends engaging with the



Town of Dunn regarding extension of the existing 2005 boundary agreement prior to the 2026-2027 10-year Comprehensive Plan amendment.

Dunn 2023 Comprehensive Plan, page 3, Overall Planning Goals, Establish boundary agreements with neighboring municipalities. Action 2-2a, page 8-2, renew the Town's intergovernmental agreement with the Village of McFarland.

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only as an update from our meeting on May 13th.

ATTACHMENTS:

1. Town of Dunn Letter - RE Boundary Agreement 05212025

4156 County Road B,
McFarland WI 53558



townhall@townofdunnwi.gov
www.townofdunnwi.gov
(608) 838-1081

To: Village of McFarland Board of Trustees
From: Dunn Town Board
Date: May 21, 2025

Re: Dunn-McFarland Boundary Agreement proposal

The Town and the Village have mutual interests in shaping our future together as neighbors. The Village memo of May 16th has identified a few concerns, and we look forward to working through those concerns in our continued conversation. Future residents are counting on us to explore the financial and environmental cost of our planning decisions.

With that in mind, the Dunn Town Board invites the Village Board to share more information about the development the Village is envisioning for the area south of the Yahara River. The Town will provide more information about our concerns, as well. We would also like to coordinate with the Village on a joint outreach mailer to ensure that we have adequately responded to requests for public information.

Background

The Town and the Village entered into a 20-year boundary agreement that is set to expire at the end of 2025. The existing agreement between the two municipalities was developed after the Village evaluated an annexation petition for 407 acres of environmentally important lands south of the Yahara River. While the idea of annexing south of the river got initial traction with the Village Board, they ultimately decided against it. The cost to bring utilities across the river would increase costs for developers and for taxpayers. Also, a unique and irreplaceable habitat surrounded by sensitive wetlands would have to be disturbed to allow a development, an unpopular plan among Village residents who provided their input at Village meetings. Development to the east could be accomplished at a lower cost to developers and taxpayers without disturbing an environmental gem. Once the Village decided it was not interested in developing this sensitive area, a boundary agreement was established – partly to ensure that Dunn would not place conservation easements impeding McFarland's growth to the east, and that McFarland would not develop to the south.

In 2022, the Village and the Town began working on a draft of a new boundary agreement to replace the expiring agreement. Joint public meetings were held on January 29 and April 29 of this year, and the Village and Town held separate public meetings on May 13 and May 20, respectively. A common theme in these meetings has been a request for more outreach to the public and more transparency. A joint meeting is scheduled June 12, 2025, at the McFarland Municipal Center to consider adopting the draft boundary agreement.



On May 16, the Village Administrator issued a memo and proposal to the Dunn Town Board requesting the agreement be shortened from 30 years to 20 years, and providing three options for a faster progression of Village growth south of the Yahara River. The memo explains that an interested party would like to annex to the Village now. The 200-acre property in question has been evaluated for annexation in the past, but the Village determined that development and annexation in this area was not desirable at that time. The area is included in the Village comprehensive plan as an ag-preservation area, so there is not yet a plan for what type of development the Village envisions in this area.

On May 20, the Town Board met to discuss the proposal outlined in the Village memo and to hear from residents. The Town is gathering information about the impacts of the changes proposed in the Village Administrator's memo. Since the adoption of the agreement is scheduled for June 12, the Town will prioritize completing its review quickly and responding as soon as the review is complete. We appreciate the Village's offer to meet again to discuss its memo proposal and would welcome that opportunity.

At the Town's meeting on May 20, about a dozen people participated in a discussion around the agreement. Below is a brief summary of some of the themes and questions that emerged:

Outreach – There are important reasons to do more public outreach on the boundary agreement. First, people have repeatedly requested it. Second, the agreement we presented at the public hearing and that appears on the municipal websites is different in a significant way from the three new options suggested in the Village memo. Lastly, our meetings to date have had a small number of attendees. For a decision as important as a boundary agreement, we would like to ensure that residents who want to provide input have ample opportunity to do so. To help accomplish this, the Town would like to do a joint mailer with the Village before the June 12 meeting that goes to all residents of McFarland and Dunn.

Conservation – There were several passionate arguments about the unique habitat that would be disturbed by development, the connectedness of the watershed from the Waubesa wetlands to the Lower Mud Lake Natural Resource Area that would be interrupted by development, and the 12,000-year history of human habitation along the river that should be taken into consideration. Development is permanent and cannot be undone. More than a dozen burial mounds have been identified in the area. All in attendance were opposed to development of the area south of the Yahara River. There was a consensus that development of the Village's east side growth area would not bear the heavy cost to the environment, the wildlife and vegetative habitat, or historic burial sites, nor to the taxpayers and developers for expensive utility improvements.



Connectedness – It was recognized that Town planning decisions affect the Village and vice versa. Residents of both municipalities are better served if the municipalities coordinate their plans. The Town has been a planning partner with the Village through the existing boundary agreement. The Town has stopped all conservation easements and with its own land use policies prevented any new rural subdivisions in the area that the Village has designated for east side expansion. This allows the Village to design its own developments without having to work around Town subdivisions or conservation easements. The Village decision not to cross the Yahara River and develop to the south in the existing boundary agreement ensured that this sensitive area would not be developed before other more suitable areas. Town residents expressed appreciation for our neighbors in the Village and for the leadership of the Village. It was noted that Village residents and leadership care deeply about their community, that the responsibility of planning ahead for 30 years weighs heavily, and that we believe they are getting up to speed on the issues and proceeding with care.

Relieving Pressure – A boundary agreement may serve the residents of both the Village and the Town by creating a structure for orderly development. If a boundary agreement stops the Town from developing or preserving hundreds of acres of land that the Village envisions as their future expansion area, it reduces pressure for them to expand rashly or at a rate that drives up costs for taxpayers.

Need for More Information – Greater depth of information tends to support that development of the land south of the Yahara should be a very last resort after other options have been exhausted. There are geographical, financial, physical, environmental and historic obstacles to development that will be costly to navigate. As such, learning more about Village and property owner plans for areas south of the river and hearing from Dane County Land and Water Resources, Ho-Chunk Nation, watershed management officials, wildlife habitat advocates, and other stakeholders, would be beneficial for all parties.

Natural Area Potential – The Village could annex the land south of the Yahara River and then tap into millions of dollars in grant funding to create a public access natural area for McFarland residents. This would provide funding for the property owner and a valuable nature preserve for McFarland residents to enjoy while meeting Dunn's goal of minimal disturbance to the wildlife habitat.

Conclusion

We appreciate the Village Board's consideration of these points and your collaboration throughout this process. We look forward to further discussion around partnership opportunities including additional meetings among Town and Village Board members and a joint mailer to McFarland and Dunn residents.

McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, June 4, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion and review of 2024-2025 McFarland Strategic Implementation Plan.

PREVIOUS ACTION:

The Village Board approved the 2024-2025 Strategic Implementation Plan at its meeting on August 27, 2024.

ISSUE SUMMARY:

Please find enclosed the 2024-2025 McFarland Strategic Implementation Plan as accepted last year which is now updated to show our progress within the action steps. We will go through each of the goals to discuss what has been completed (green), what is in process (yellow), and what has not started/not possible (red).

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion. No action needed on this item.

ATTACHMENTS:

1. 2024-2025 McFarland Strategic Impl. Plan 08272024 FINAL PROGRESS

2025
Progress
Report



2024-2025

McFarland Strategic Implementation Plan

August 27, 2024

Village Board Review and Acceptance

Introduction

Welcome to the 2024-2025 Strategic Implementation Plan for the Village of McFarland. In 2020, the Village created a strategic plan to help provide a road map for the Village to follow in order to bring to life different initiatives within the Community. In addition to that process, the Village Board undertakes a process annually to review the strategic plan while also establishing goals and objectives to implement these initiatives through an action plan. This plan from year to year address the long-term vision within capital improvement planning and also short-term vision incorporating elements from the action plan into the annual budget. Each of the goals presented in the plan are not presented in order of priority and each holds the same weight to address from year to year.

2020-2030 McFarland Strategic Plan ([Click on this link to view](#))

Key Plan Elements

Goal – General aspiration, concept, or ambition we are looking to achieve.

Objective – More specific task, project, or effort needed to achieve the goals.

Action Plan – Detailed steps outlining the work, cost, timeline, and assignment to be completed in order to meet the objective.

Retreat Schedule

June 5, 2024

- Discussion and review of 2023-2024 McFarland Strategic Implementation Plan.
- Discussion regarding Village's Mission, Vision, and Value Statements.
- Discussion regarding 2024-2025 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year:
 - Goal A: McFarland Municipal Center Campus
 - Goal B: Public Infrastructure

June 25, 2024

- Discussion regarding 2024-2025 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year:
 - Goal C: Housing and Economic Development
 - Goal D: Village Government
 - Goal E: Community

July 9, 2024

- Discussion regarding 2024-2025 McFarland Strategic Implementation Plan as the Village Board goals and objectives for the coming year:
 - Goal F: Transportation
 - Goal G: Park/Conservancy System
 - Goal H: Diversity, Equity, and Inclusion

August 7,. 2024

- Discussion regarding draft goals and objectives to be included within the 2024-2025 McFarland Strategic Implementation Plan.
 - Includes Action Plan.
 - Review conducted with Department Heads.

August 27,. 2024

- Discussion and action to consider the proposed goals and objectives with action plan to be accepted as the 2024-2025 McFarland Strategic Implementation Plan.

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

A. McFarland Municipal Center Campus

Continued consideration of recommendations from the Master Plan to include development of a multi-generational community center that creates functional space for expansion of the library, senior services, youth services, remaining Departments, and adjoining outdoor public spaces (i.e. - McFarland Municipal Campus) including programs to serve seniors, youth, and families.

Objectives:

- (1) Determine future space needs and design features for the development of indoor and outdoor public spaces to support programming to be determined.
- (2) Identify and engage a broad spectrum of residents, including seniors, youth, adults, and community partners in all aspects of the planning process and operations/utilization.

Action Steps: Cost Timeline Assignment

Objectives Completed.

McFarland Municipal Center Master Plan Accepted by Village Board on May 23, 2023.

- (3) Identify operational issues, challenges, and fiscal impacts associated with the design of recommendations from the McFarland Municipal Campus Master Plan and the construction of desired improvements thereof.

Action Steps: Cost Timeline Assignment

i.	Update and review long term financial plan (10 years) as appendix to 5 year CIP that depicts implementation of all improvements for Municipal Center, Library, and surrounding spaces.	None	Aug 24	Administrator Library Village Board
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ii.	Review master plan, conceptual design work, and space needs to revisit planning assumptions.	None	May 25	Administrator Departments Village Board
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iii.	Complete review and additional planning work to consider next steps for project.	None	Nov 25	Administrator Departments Village Board
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iv.	Continue operational planning for Community Center with elements for the Library, Youth Center, and Senior Services. Build recommendations into Future Staffing Plan.	TBD	Duration	Administrator Library Senior Outreach Village Board
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- (4) Build accepted and recommended improvements for public infrastructure in accordance with the McFarland Municipal Center Campus Master Plan.

Action Steps: Cost Timeline Assignment

Objective on hold pending additional planning work and Village Board authorization to proceed.

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

B. Public Infrastructure

Plan for and align physical facilities and open space to support future service delivery, quality of life and infrastructure needs.

Objectives

- (1) Complete construction and transition affected Departments to a standalone public safety facility for fire, EMS, police, and court services.

Action Steps:	Cost	Timeline	Assignment
Objective Completed, Public Safety Center completed on August 31, 2023.			

- (2) Improve current Village facilities, including maintenance enhancements, and identify new systems to promote sustainability.

Action Steps:	Cost	Timeline	Assignment
i. Develop plan for addressing Waubesa lagoon/channel waterways as rec.	TBD	Feb 25	Administrator Public Works
ii. Develop long term facilities plan for all facilities through hiring of new Facility Manager position.	N/A	Jun 25	Public Works
iii. Begin implementation of 2023 Stormwater Management Plan following first year recommendations.	\$450,000	Nov 25	Public Works
iv. Continue responding to design and permitting needs for solar array.	TBD	Dec 25	Community Development

- (3) Develop capital improvement plans to support infrastructure needs aligned with future growth to forecast cost implications and implementation schedule.

Action Steps:	Cost	Timeline	Assignment
i. Complete planning and evaluation of Library system to implement rec. on surge suppression.	\$35,000	Apr 25	Library Public Works
ii. Develop long term plan for hardware/technology replacements to include within CIP.	N/A	May 25	Administrator
iii. Prepare inventory and assess public restrooms to identify opportunities for accessible and gender neutral facilities.	\$15,000	Jun 25	Administrator Public Works
iv. Develop design and implement recommendation to repair and/or replace roof at Library.	\$150,000	Aug 25	Library Public Works
v. Begin design process for new Well #5 for construction in 2026.	\$200,000	Dec 25	Public Works
vi. Finish design process for Phase 2 of the Eastside Interceptor from Rosewood Fields to north of CTH MN.	\$30,000	Dec 25	Public Works

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

C. Housing & Economic Development

Promote responsible growth, affordable housing, increase economic development, and grow/retain existing businesses.

Objectives

- (1) Attract and enhance new and existing restaurants, retail, light industrial, office, mixed-use, and civic uses in the downtown area, USH 51/Farwell corridor, East Side Growth Area, and surrounding areas.
- (2) Develop incentives for business growth such as incubator programs, tax increment financing districts, and recruitment/retention.

Action Steps:		Cost	Timeline	Assignment
i.	Complete Redevelopment District #1 Plan (Terminal & Triangle District), including new TID #6 Overlay.	\$75,000	Dec 24	CDA, PC, and VB Comm Devel Joint Review Board
ii.	Complete updated Redevelopment District #2 Plan (Downtown District).	\$75,000	Dec 24	Community Development
iii.	Consider Project Plan for the creation of TID #7 in line with recommendations of the East Side Plan.	N/A	Dec 24	CDA, PC, and VB Comm Devel Joint Review Board
iv.	Develop RFP, bid, hire, and complete process to recodify the Subdivision and Zoning Codes as they impact planning decisions, density, zoning, diversity, and commercial uses.	\$110,000	Dec 25	Administrator Community Development Plan Commission Village Board
v.	Prepare a Business Retention and Expansion Survey to guide economic development efforts.	\$12,500	Dec 25	Community Development
vi.	Consider property acquisition where appropriate including funding.	Case by Case	Duration	Administrator Comm Devel
vii.	Advance East Side Plan through consideration of its recommendations, associated engineering for additional analysis, partnership with applicable municipalities, and continued public engagements as projects are proposed.	Case by Case	Duration	Community Devel Authority Comm Devel Joint Review Board Plan Commission Village Board

All 4 of these items were "finished" in the last year, just not finished as was originally thought within this plan.

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

C. Housing & Economic Development (continued) <i>Promote responsible growth, affordable housing, increase economic development, and grow/retain existing businesses.</i>			
Objectives			
(3) Improve mix of housing within the Village, including consideration for affordable housing units within new development.			
Action Steps:		<u>Cost</u>	<u>Timeline</u>
i.	Evaluate opportunities to build Affordable Housing Fund through General Fund, TIF extensions, County funding, CDBG programs, etc.	TBD	Duration
ii.	Evaluate opportunities to build Affordable Housing Fund through WHEDA, State, and Federal programs.	TBD	Duration
iii.	Encourage affordable housing through recs. from housing studies including Comp Plan, Redevelop Districts, and Dane County Housing Strategy.	Case by Case	Duration

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

D. Village Government

Creation of a dynamic work place that is inclusive and diverse in our ability to demonstrate our commitment to employee growth and development for the betterment of the Community.

Objectives:

- (1) Evaluate staffing models and organization structure to meet future service delivery needs.

Action Steps:	Cost	Timeline	Assignment
i. Finalize plan/proposal for implementation to absorb ongoing operations of the Youth Center.	TBD	Jan 25	Administrator Library
ii. Study and report on recommendations to implement curbside yard waste/leaf collection program.	TBD	Sep 25	Administrator Public Works
iii. Continue planning operational adjustments to service delivery needs of the Community Center.	TBD	Dec 25	Administration Administrator Library Senior Outreach

- (2) Prioritized community-based best practices in public safety service delivery including initiatives for diversity, outreach, education, and program development.

Action Steps:	Cost	Timeline	Assignment
i. Complete policy updates and finish WILEAG Accreditation.	None.	Mar 25	Police
ii. Develop policy/ord for use and installation of a Safe Haven Box at the Public Safety Center in line Statutes.	\$30,000	Dec 25	Fire and Rescue Police
iii. Design and implement new Records Management System for more efficient and accurate data collection.	\$150,000	Dec 25	Police
iv. Review opportunities to advance emergency management including ongoing preparedness, engagement, and crisis communications.	TBD	Duration	Administration Administrator Fire and Rescue Police

- (3) Enhance public engagement and presence within the Community through the use of a broad range of media.

Action Steps:	Cost	Timeline	Assignment
i. Continue to implement strategies and recommendations from the Communications and Engagement Plan.	Case by Case	Duration	Administration Administrator Village Board

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

D. Village Government (CONTINUED)

Creation of a dynamic work place that is inclusive and diverse in our ability to demonstrate our commitment to employee growth and development for the betterment of the Community.

Objectives:

- (4) Continue discussions with School District on partnerships with the Village to share and expand services for the benefit of the Community.

Action Steps:	Cost	Timeline	Assignment
i. Communications shared between District and Village Staff for inclusion in the Outlook, Lookout, Social Media, Website, and other media.	N/A	Monthly	Administration School District
ii. Hold regular internal and external meetings between School and Village Boards as well as Staff to discuss shared initiatives, fiscal/tax impact of service delivery, and opportunities to collaborate.	N/A	Monthly	Administrator School District Village Board
iii. Explore opportunities with the School District to connect with students and faculty for program development, BCC participation, internship, and other forms of outreach as applicable.	Case by Case	Duration	Administrator Departments Village Board

- (5) Plan for and implement the inclusion of the operations for the McFarland Youth Center.

Action Steps:	Cost	Timeline	Assignment
Objective 5 transitioned as an Action Step within Objective 1 of this Goal.			

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

E. Community <i>Improve the Community experience for residents, businesses, and visitors through its services, safety, history, and overall desired quality of life.</i>			
Objectives			
(1) Evaluate opportunities for the development of public art, promotion of Village history, and events/programming that enriches the community and enhances the local quality of life.			
Action Steps:	Cost	Timeline	Assignment
i. Finish implementation of signage program implemented by the Landmarks Commission to note locally historic properties.	\$20,000	Dec 24	Community Development Landmarks Commission
ii. Apply for grant from the Wisconsin Historical Society to complete a historic property survey.	N/A	Dec 25	Community Development
ii. Pursue locally initiated public art and design opportunities.	Case by Case.	Duration	Community Development
(2) Promote the concept of a safe and healthy community in an integrated way including diversity, equity, and inclusion initiatives; from policy to planning and development.			
Action Steps:	Cost	Timeline	Assignment
i. Explore inclusion within the Dane County and City of Madison C.A.R.E.S. program, encourage continued funding and support.	TBD	Jun 25	Administrator Fire and Rescue Police Village Board
ii. Cross develop outreach/risk reduction training to develop strategies for medical and wellness risk reduction.	\$10,000	2025	Fire and Rescue Senior Outreach
iii. Participate in the Trust Building Campaign by the IACP to ensure positive partnerships and improve general well being.	Varies	Duration	Police
(3) Conduct process to update mission, vision, and value statements including solicitation of public input into their development.			
Action Steps:	Cost	Timeline	Assignment
i. Conduct background and review history behind existing statements. Develop process and communications plan.	N/A	Aug 24	DEI Strategist
ii. Public engagement to inform process and help shape updates to existing statements.	TBD	Nov 24	DEI Strategist Departments Village Board
iii. Review feedback received, prepare proposed changes, and present to the Community.	N/A	Feb 25	DEI Strategist Departments Village Board

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

F. Transportation				
Improve Community connectivity along pedestrian and vehicular corridors.				
Objectives				
(1)	Improve, maintain, and enhance bike/walking path connections throughout the Village and in cooperation with neighboring municipalities and government agencies.			
Action Steps:		Cost	Timeline	Assignment
i.	Plan reconstruction of Siggelkow Road corridor to include off street trail expansion from Juniper Ridge to Community Park on CTH AB.	TBD	Duration	Administrator Comm Devel Public Works
ii.	Work with Dane County on planning for connection of Lower Yahara Trail from Fish Camp Park (County) to Urso/Schuetz Park (Village).	TBD	Duration	Administrator Community Development Public Works
iii.	Work with WisDOT and Town of Dunn regarding Exchange Street, USH 51 trail extensions.	TBD	Duration	Administrator Community Development
(2)	Review opportunities to provide all forms of public transportation within and outside of the Village.			
Action Steps:		Cost	Timeline	Assignment
i.	Explore municipal and/or regional partnerships to develop localized public transportation as funds are available.	TBD	Duration	Administrator Community Development
(3)	Enhance pedestrian safety for walkers and bicyclists throughout the community, including areas of Highway 51 that go through the Village.			
Action Steps:		Cost	Timeline	Assignment
i.	Construct streetscaping improvements within WisDOT Segment 7 project.	\$250,000	Oct 2025	Community Development
ii.	Continued partnership with WisDOT and Dane County on Segment 7 as applicable, emphasis on Siggelkow round-a-bouts, pedestrian connectivity.	TBD	Duration 2024/2025	Administrator Community Development Village Board
iii.	Continued partnership with WisDOT and Dane County on Segment 6 as applicable, emphasis on adding sidewalk, safe crossing, speed limit, round-a-bout, and bridge underpass.	TBD	Duration 2026/2027	Administrator Community Development Village Board
iv.	Plan streetscaping improvements for inclusion within Segment 6 project.	N/A	Oct 2025	Community Development

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

G. Park/Conservancy System

Support the development of active and passive park amenities that appeal to all.

Objectives

- (1) Develop new and diverse park system amenities for indoor and outdoor use that are not currently offered in our Community.

Action Steps:	Cost	Timeline	Assignment
i. Complete Design for Community Park Phase 2 with phased implementation.	\$140,000	Mar 25	Public Works
ii. Consider implementation of Community Park Phase 2 as a whole project or in parts.	\$2,500,000	Sep 25	Public Works
iii. Consider land acquisitions where applicable to expand and/or create new opportunities in parks including lake access and recreational trails.	Case by Case.	Duration	Community Development

- (2) Dedicate resources to enhance and maintain existing parks and green spaces throughout the Village.

Action Steps:	Cost	Timeline	Assignment
i. Renovate Brandt Park Shelter to address fixtures, security, access, and add gender neutral restroom.	\$110,000	Jun 25	Public Works
ii. Consider addition of playground equipment at Prairie Place Park.	\$160,000	Sep 25	Parks/Rec Committee Public Works

- (3) Evaluate the costs and benefits of an outdoor aquatic facility, including construction and operation.

Action Steps:	Cost	Timeline	Assignment
i. Discuss future capital/operating costs, gather public input, economic impact, determine fund raising parameters, create community partners as needed.	None	Duration	Administrator Parks and Recreation Committee Village Board

- (4) Develop and implement park master plans that prioritize future developments.

Action Steps:	Cost	Timeline	Assignment
i. Drafting and adoption of 2025-2029 Comp Outdoor Recreation Plan.	\$10,000	Dec 24	Comm Devel Public Works
ii. Begin implementation of recommendations from 2023 Conservancy Management Plan.	\$20,000	Dec 25	Public Works

- (5) Expand, enhance, and develop programs to increase access and promote greater use of the lakefront, wetland conservancy, and waterways.

Action Steps:	Cost	Timeline	Assignment
i. Complete construction of lake access improvements at Lewis Park.	\$250,000	Dec 24	Public Works

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

H. Diversity, Equity, and Inclusion <i>Create opportunities to advance initiatives that support the growth of diversity, equity, and inclusion within the Community and organization.</i>				
Objectives				
(1) Provide support for the ongoing development and utilization of the Diversity, Equity, and Inclusion Committee.				
Action Steps:		<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.	Develop a Language Access Plan, Policy and/or Program to set standards, resources, and training for enhanced accessibility, aligning with equity goals through plain language.	TBD	May 25	All Departments DEI Strategist
ii.	Developing a comprehensive data collection policy to delineate parameters, limitations, and objectives to determine ongoing utilization.	N/A	Jul 25	Administration Administrator DEI Strategist Departments
iii.	Forming community engagement groups to enhance community buy-in through fostering togetherness, diversity, equity and inclusion.	N/A	Duration	Administration DEI Strategist
iv.	Implementing education, awareness, and action across the Village Board, committees, departments, and staff using a comprehensive Village-wide equity framework and guidance.	TBD	Duration	Administration DEI Strategist
(2) Continued implementation of the Diversity, Equity, and Inclusion (DEI) Report.				
Action Steps:		<u>Cost</u>	<u>Timeline</u>	<u>Assignment</u>
i.	Creating the VOM DEI Annual Report to transparently showcase progress to the community, departments, Board, committees, and staff.	TBD	Aug 25	DEI Strategist
ii.	Establishing a comprehensive framework and definition for event planning and execution led by the Village in collaboration with community organizations.	N/A	Duration	DEI Strategist
iii.	Leveraging the DEI report to integrate climate, culture, diversity, equity, and inclusion into departments, projects, and programs that align with specific departmental/organizational goals.	N/A	Duration	All Departments DEI Strategist
iv.	Aide Library as needed with establishment of DEI criteria for collections, programs, services, displays, and book rec.	N/A	Duration	DEI Strategist

2024/2025 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

H. Diversity, Equity, and Inclusion (CONTINUED)

Create opportunities to advance initiatives that support the growth of diversity, equity, and inclusion within the Community and organization.

Objectives

(3) Work with Community Partners on the creation of a lasting land acknowledgement.

Action Steps:	Cost	Timeline	Assignment
i. Continuing collaboration with the school district on the land acknowledgement plaque initiative.	\$6,000	Jan 25	Community Development DEI Strategist
ii. Researching and analyzing the feasibility of implementing land acknowledgements during meetings to determine their potential inclusion.	N/A	Jun 25	DEI Strategist

(4) Continue discussions with School District on partnerships with the Village for the advancement of diversity, equity, and inclusion within the Community.

Action Steps:	Cost	Timeline	Assignment
i. Engage and network with School District via DEIB Coordinator position.	None.	Duration	DEI Strategist
ii. Continued network development on inclusion of students within boards, commissions, and committees.	None.	Duration	DEI Strategist

McFarland
SUMMARY SHEET

MEETING DATE: Wednesday, June 4, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Small group round table discussion between Village Board members and Department Heads.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

As a means to enhance engagement between Department Heads and Village Board members, we will be hosting a roundtable discussion between these groups to help aide in the annual goal setting process. Annually when we set goals and create objectives, Department Heads through the Administrator prepare and are responsible for the action plan which is included as part of the end of the discussion. This effort is meant to bring people together on the front end of the discussion so that the board can hear from staff on the key issues concerning their Departments.

This portion of the meeting will not be able to work with the broadcast as we will break up into three small groups of Departments. The Village Board also then will break up into three groups and rotate between the Department tables. The emphasis is for Department Heads to discuss with the Village Board members generally how the last year went to outline various successes experienced or other challenges faced. They'll also go over the impact on the goals from the previous year while giving an outlook for the coming year. The objective then is for the Village Board members to be able to take this feedback from Department Heads as a means to be more connected with their work and also use that as background to develop realistic goals that support the Community. We are planning on about 20-30 minutes per rotation and the Village Administrator will float between tables helping to moderate the process.

Goal setting for the 2025-2026 year will begin at the next special meeting scheduled for June 18th.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.



BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

No action on this item, discussion only.

ATTACHMENTS:

None