

Tuesday, June 24, 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 May 27, 2025 Committee of the Whole meeting.
5. BUSINESS.
 - a. Discussion on proposed draft Chapter 3 Public Notification Policy.
 - b. Discussion and referral regarding review and possible update of the various public notification requirements in the Village Code of Ordinances.
6. SCHEDULE NEXT MEETING DATE.
 - a. Tuesday, July 8, 2025 at 5:30 p.m. - Special Meeting (Goal Setting)
 - b. Tuesday, July 8, 2025 at 7:00 p.m. - Regular Meeting

c. Tuesday, July 22, 2025 at 7:00 p.m. - Regular Village Board

d. Wednesday, July 23, 2025 at 5:30 p.m.

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, May 27, 2025 - 5:30 PM

1. CALL TO ORDER.

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

2. ROLL CALL.

Village Board members present: Village Trustee Kathy Annen, Village Trustee Ken Boyd, Village President Stephanie Brassington, Village Trustee Luke Fessler, Village Trustee Alisa Leamy, Village Trustee Miguel Peña, Village Trustee Lowell J. Prill

Village Board members not present: None.

Staff Present: Village Administrator Matt Schuenke and DEI Strategist Krystal Johnson.

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.

The Village Board has been working on updating its Mission, Vision, and Value Statements. Earlier this year the DEI Strategist completed the public engagement piece and has since provided updates previously on the responses received. The DEI Strategist presented several draft options to the Committee for discussion. The Committee provided feedback on the options presented and gave direction on updates they would like to see presented at a future meeting. Staff will review these options and present updates at a future meeting. No action was taken on this item.

- b. Discussion and recap of World Day of Cultural Dialogue event held on May 17, 2025.
The Village hosted a World Day of Cultural Dialogue on May 17, 2025. This is the second year that we participated in this event that was coordinated by the DEI Strategist with contributions from the DEI Committee. The DEI Strategist presented the event going over the activities, the meaning, and how it created awareness for those that attended. The Village Board commented on their experiences and appreciated the event that was held given the positive experience it was for those that participated. No action needed on this item.

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.

Motion by Trustee Fessler, second by Trustee Peña, to adjourn at 6:49 pm. Motion carried 7 - 0 - 0 by acclamation.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin board in accordance with Open Meetings Law.

Respectfully submitted,
Matthew G. Schuenke
Village Administrator


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, June 24, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Melanie Camelia, Communications Manager

AGENDA ITEM: Discussion on proposed draft Chapter 3 Public Notification Policy.

PREVIOUS ACTION:

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

The Committee of the Whole met on [November 26, 2024](#) to additionally discuss the referral.

The Committee of the Whole met on [February 25, 2025](#) to review the memo from staff outlining steps to address the referral. At that time the Board directed staff to draft a Public Notification Policy.

Staff introduced the draft Public Comment Policy at the May 27th Village Board meeting.

ISSUE SUMMARY:

At the May 27, 2025 meeting staff introduced the proposed draft Chapter 3 Public Notification Policy. The Village Board will have the opportunity to review the proposed policy and provide feedback at the June 24th Committee of the Whole meeting.

Additionally at the May 27th meeting, staff presented the following additional recommendations:

1. The Village Board did not move forward with an RFP to update the Village's Zoning Code. In light of the desire to review the notification distances and processes, staff recommend an ordinance amendment be brought forward to review the current notice requirements in the code to make updates accordingly. *At the Committee of the Whole meeting on June 24th, staff will present a recommendation to refer review of the Village's ordinances regarding notifications to the various Boards, Committees and Commissions of the Village.*
2. Review of the current Public Comment Policy. Creation of the Public Notice policy resulted in practices that should be clarified through the policy. A key component of the public notification policy is education to the public on government meetings, how they work and how they will be able to participate. There are areas of practice within meeting participation that should be reviewed and the policy updated accordingly. If agreeable, staff would recommend this come forward at a future meeting. *Staff recommend review*



of the Public Comment Policy at the July 8th Village Board meeting.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

Various portions of the Village code of ordinances provide direction on public notices. A full listing of public notice requirements can be found in the [November 26, 2024](#) Committee of the Whole Packet.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion and feedback.

ATTACHMENTS:

1. Chapter 3 - Public Notifications - COW Draft - 06.18.25 - FINAL

CHAPTER 3 PUBLIC NOTIFICATION POLICY

SECTION 3.01 Purpose

The Village encourages engagement among its boards, committees, commissions, and citizenry and seeks to provide community members with ample notice of forthcoming projects and initiatives so that they may offer informed input. The purpose of this policy is to outline expectations and best practices for providing such notice beyond the limited requirements of the relevant statutes and ordinances to allow for broader engagement with Village residents.

SECTION 3.02 Application

This policy applies to all Village notices required by Village ordinance, state statute, or otherwise legally required, as well as courtesy notices provided to members of the public.

SECTION 3.03 Procedure for Public Notices

- (a) The Village department responsible for the preparation of any required notice shall create said notice. The notice shall be compiled in accordance with the requirements of the applicable ordinance(s) and/or statute(s) and shall include each of the sections included in the Public Notice Template (provided in this policy as Appendix A).
- (b) For any given notice, Village Staff shall follow all applicable ordinances regarding the required notice distribution radius. All property addresses and property owners within the required notice distribution radius shall be included in the distribution, including but not limited to tenants, renters, business owners, property owners, both Village residents and non-Village residents.
- (c) All public notices should include a web address and corresponding, scannable QR code that route to a public, online feedback form (attached as Appendix C). Notices should also include information about the availability of printed feedback forms, which shall be made available upon request and accepted for consideration at the McFarland Municipal Center.
- (d) The responsible Village department shall post a copy of each public notice it distributes on the Village's official website as a 'News Flash.' Said News Flash shall include the complete content of the distributed notice in an accessible, web-based format, a downloadable PDF copy of the notice as it appears in print, and all relevant attachments and supplemental materials, including, but not limited to, plan documents, applications, maps, illustrations/renderings, etc. Attachments and

supplemental materials may be provided in the form hyperlinks that route to said materials in either downloadable PDF or web-based formats.

- (e) The Village's official website shall include general information on how public meetings are conducted and how members of the public can expect to be able to participate. Additionally, an online public comment form will be made publicly available for all residents to submit comments and feedback directly to the Village through the official website, in addition to the other extant means of providing comments and feedback, including email, posted mail, and the printed feedback forms that are available upon request at the McFarland Municipal Center.
- (f) The responsible Village department shall provide the Village Communications Division their draft of each public notice, along with any and all attachments and supporting materials, a minimum of 14 days in advance of the date on which they intend distribute said notice to the post office for mailing or to the paper for publishing, whichever is soonest. Requests for dissemination for less than 14 days in advance shall be made on a case by case basis by the Communication Manager based on availability of staffing and the ability to utilize relevant communication mediums.
- (g) Communications Division staff shall prepare and disseminate appropriate communications about each public notice via relevant communications mediums, to be published and/or distributed prior to the distribution of notices to residents within the required distribution radius or publishing of the notice. Relevant communications mediums may include, but are not limited to, social media, digital and/or print newsletters, mass email and/or text message distributions to subscribers, and printed materials posted or distributed in physical locations throughout the village. Whenever possible, these communications will include a hyperlink or web address and corresponding, scannable QR code that route to the News Flash published on the Village's official website.

Adopted: XXXX, 2025

Appendix A – Public Notice Template

Notice shall include:

1. Place and Time of Meeting
2. Topic to be discussed including
 - a. Information required by Statute/Ordinance
 - b. Any supporting documentation such as application, proposed plan, etc. The supporting documentation can be provided in the form of attachments in the mailing or hyperlink/web address and corresponding, scannable QR code to where the materials are located on the Village website. Additionally, in cases where a hyperlink is provided, the mailing shall provide language outlining how a paper copy of the materials can be obtained at no charge to the requester.
 - c. Background on the topic at hand. The notice should provide information to the property owners and property addresses through the lens of someone who has no prior knowledge of the topic at hand. What is the topic being discussed? What are the potential impacts of what is being noticed? What are the general impacts?
 - d. FAQ if topic at hand has challenging concepts to understand or contains issues likely to be controversial to property owner on a case-by-case basis.
 - e. Statement on valuing input and participation as a way to shape decision making.
 - f. Notice shall comply with the plain language standards as established by the federal government.
 - g. Expectations on what to expect at the public meeting and how to engage and participate.
 - i. Meeting Attendance Format
 1. In-Person option
 2. Zoom Component
 3. Letter/Email Feedback for those unable to attend.
 - ii. Public Meeting Expectations
 1. Outline of how the meeting will be conducted.
 2. How and when the public will be provided with an opportunity to provide their feedback.
 3. Overview of meeting decorum. (I.E. The public will be provided 3 minutes to address the BCC.) The BCC will take all public comments on the matter.

Appendix B –Best Practices for Public Notices

This should shape the who, what, where, when, how basic questions but go deeper. What is driving the change? Why should residents care? How could change affect them?

Content

Write for Your Audience

- Consider your audience and write for them. When your audience is the general public, you should assume that you're writing for a diverse group of people with varying interests, life experiences, historical awareness, and preexisting knowledge of the type of work that is the basis for your notice. It is generally best to write for the members of your audience who have the least preexisting knowledge and understanding of the type of work, specific project, specific step or action being noticed, and procedures for next steps. By providing the level of information that this portion of your audience needs to be fully informed, you ensure that those with preexisting knowledge are also able to fill in any gaps.
- What questions does your audience have? If you've sent similar notices or discussed the relevant work with members of your audience previously, you can draw from the questions that have already come up. Another option might be to enlist a colleague or two from another department to review your draft notice and write down any questions they would have if they received it in their own mailbox. Once you have their questions, edit or add to your draft to clarify information and answer those questions. If a lot of additional information is needed to answer those questions, consider including an FAQ, written in a 'question and answer' format.
- Define legal terminology and industry jargon. Unless you're writing a notice for a group of lawyers or other people professionals in your field, you should clearly define any specialized terms and take steps to build shared understanding amongst your audience. If a word or phrase has a meaning in your field that differs from common understanding, you should take the following clarifying steps:
 - If possible, replace the term or phrase with commonly-understood language that relays the same intended meaning.
 - If using the term or phrase is unavoidable, define it explicitly. Make sure you clarify what the term does and does not imply within the context of relevant law or in your field of work. In select cases, it may be helpful to explain where the term comes from and why you are using it.
- Address your audience members directly, as individual members of our community. Rather than addressing 'residents' or 'property owners' as a group,

directly address the individual recipient as ‘you’ to avoid any ambiguity. This simple shift can make the personal applicability of your notice clearer to the reader. It can also shift your perspective as a writer—since addressing an individual often feels more personal than addressing a group, this shift can make it easier to write public notices about projects and proposals with the same sensitivity and consideration you would bring to a one-on-one conversation.

- Consider representing complex information by multiple means. People process and learn new information in a variety of ways.
 - For example, if you’re presenting a numerical data set, consider including a written summary of the data, a table with the numbers, and a visual chart or graph.
 - Likewise, if you’re instructing recipients on where to drop off a form or where to find an important button on a webpage, consider including a photograph of the drop-off site or a screenshot highlighting the location of the button.

Organize Your Content

- Organize information by level of importance to your audience. Begin with the key facts they need to know and make the purpose of the notice clear. Background and explanatory information should come later. If there is a lot of background information, it may be necessary to reference attachments or additional resources. When you reference a source of additional information, be as specific as possible.
 - For example, instead of saying, “For more information, visit...,” you could say something like, “You can learn more about the process for amending the zoning code by visiting...,” or, “Step-by-step instructions for submitting public comment can be found at...”
- Organize procedures and follow-up instructions chronologically, using numbered bullets whenever appropriate.
- If follow-up steps require the submission of certain information, organize the requirements into a bulleted list. If there are many requirements or steps, consider attaching or pointing to a checklist.
- Use topical section headings to further break up text and assist notice recipients in finding the specific information they’re looking for. Phrasing headings as questions is often very effective. When that’s not possible or appropriate, use descriptive headings that preview the section content as specifically as possible.

Be Clear & Concise

- Write using active voice to promote clarity and keep sentences concise. This usually means that your sentences will follow this format: [subject] [verb] [object].
 - For example, instead of, “The project [object] was authorized [verb] for bid by the Village Board [subject],” say, “The Village Board [subject] authorized [verb] the project [object] for bid.” Instead of, “Your petition must be delivered to the village clerk by May 30 if you wish to receive consideration,” say, “You must deliver your petition to the village clerk by May 30 to be considered.”
- Aim for concise paragraphs. Each paragraph should include information about a single topic or concept.

Edit Your Writing

- Once you finish an initial draft, make an editing pass with the specific intent of reducing filler words. The goal is to present all of the necessary information as clearly and efficiently as possible.
- Make sure your grammar and spell check tools are turned on. It’s always a good idea to have a colleague review your draft for spelling and grammar mistakes or typos as well. Sometimes fresh eyes make all the difference.

Formatting, Style & Accessibility

Use the Village Logo Appropriately

- Most public notices coming directly from a Village department should be formatted on the Village’s standard letterhead. A Microsoft Word template (.dotx) that’s pre-formatted with the letterhead is available to staff within the shared drive. This template should be used to ensure formatting consistency. Per the template, the Village logo and general contact information should only appear at the top of the first page of a document. Subsequent pages include a solid blue line along the bottom to provide visual continuity. The letterhead template is set up to automatically adhere to these formatting guidelines and should not be modified.
- Refer to the Village of McFarland Brand Guide if you’re creating attachments or supplemental materials that should include the Village logo. The brand guide includes parameters for the use of each logo variation, including sizing, spacing,

color contrast, and more.

Use Approved Fonts & Accessible Text Sizes

- The Village’s approved, primary fonts for most applications are Heebo and its ‘parent’ font, Roboto. Both fonts are ‘sans serif,’ meaning they do not include serifs, the small decorative strokes added to letters in fonts like Times New Roman, Garamond, or Museo Slab. Sans serif fonts are considered more readable, especially for blocks or paragraphs of text. The brand fonts should be used to promote accessibility and provide visual consistency.
- The secondary font approved for headlines, document titles, and top-level section headings is Museo Slab 700 (‘700’ denotes the stroke weight). As needed or otherwise appropriate, Heebo or Roboto may also be used for these purposes. Subsection headings should always appear in Heebo or Roboto.
- When creating versions of notices or materials in languages that do not use Latin characters, research recommended fonts for readability and accessibility and select from those recommendations.
- Font size for the main text of a document should always be 12 points or larger. Font size for captions should always be 9 points or larger. If caption text appears at the same size as your main text, it should be otherwise distinguished through the use of light italicization, bolding, sufficient buffer spacing, or a combination.

Check Text Alignment & Spacing

- Primary text should always be left aligned for accessibility purposes. Heading or subheading text may be either left aligned at any length, or centered if it fits on one line. Headings that take up two lines should be left aligned. Text and heading alignment should be consistent throughout your document. Justified text should always be avoided. Right aligned text should only be used sparingly and in instances where it enhances readability.
 - When creating versions of documents in a language that is not written using Latin characters or read left to right or top to bottom, follow the accessibility conventions for the script you’re formatting.
- When formatting text, the following guidelines for line and letter spacing should be followed to promote readability:
 - Line spacing within a paragraph should be at least 1.5 times the font size.
 - Line spacing between paragraphs should be at least 2 times the font size.

- Letter spacing should be at least .12 times the font size (this is already default for the Village's approved fonts).
 - Word spacing should be at least .16 times the font size (this is already default for the Village's approved fonts).
 - When creating versions of documents in a language that is not written using Latin characters or read left to right or top to bottom, follow the accessibility conventions for the script you're formatting.
- If you're following the line and paragraph spacing conventions noted in the point above, first-line indentation at the start of each paragraph is redundant and should not be used. If you are unable to follow the spacing guidelines, new paragraphs should still be distinguished using standard, first-line indentations.
 - While it was once the convention, the ubiquity of modern word processing technology has eliminated the need for extra spaces after periods. For accessibility and readability purposes, always use a single space after a period.

Make Visual Elements Accessible

- Color should not be used alone to communicate information.
 - For example, when marking multiple areas on a map, it is not sufficient to outline each of them with a solid line, even if they're all different colors. Instead, you might mark one area with a solid line, another with a dashed line, another with a dotted line, etc. These different types of lines may also be differentiated by color, but it needs to be paired with a differentiating element that does not rely on the ability to see or differentiate colors.
- If using outlines, shading, highlighting, color, or ambiguous, non-standardized, or uncommon symbols to relay information, you should always include a key to explain what these visual elements indicate. For commonly understood symbols or pictograms, this may not be necessary, but your specific audience and their needs and level of pre-existing knowledge should always be considered. When in doubt, include a key.
- To meet accessibility standards, text and most visual elements of any document must achieve a high enough level of color contrast against their background. The World Wide Web Consortium has developed and maintains the standards for online content accessibility, the Web Content Accessibility Guidelines (WCAG). While many of the WCAG guidelines are specific to digital content, the guidelines for color contrast should be followed for both digital and print communications. There are a few things to know about color contrast and accessibility:
 - Color contrast is expressed as a ratio that compares the 'luminance' or brightness of your foreground and your background colors. The second

number is a contrast ratio is always 1, and ratios can range from 1:1 (white on white) to 21:1 (black on white). When the first number is higher, it means your foreground color has a higher degree of contrast against your background color.

- The WCAG 2.1 Level AA standard is considered best practice and will be phased in as the federally required standard for all government agencies by 2027. This standard has different contrast ratio requirements for small or standard text, large text, and graphical objects. The required ratios are as follows:
 - Small or standard text (any non-bold text below 18 point or 24 pixels; any bold text below 14 point or 18.66 pixels): 4.5:1 minimum
 - Large text (any text at or above 18 point or 24 pixels; bold text at or above 14 point or 18.66 pixels): 3:1 minimum
 - Graphical objects (icons, symbols, pictograms, or other graphic elements that convey important information): 3:1 minimum
 - Purely decorative graphics or images, such as the Village's branded background pattern, are exempted from these standards. Logos are also exempted from the WCAG standards. However, it is still best to achieve a minimum contrast ratio of 3:1 when using the Village logo.
- When using visual elements that need to be resized, use care to ensure they are scaled proportionately. Do not distort logos, maps, charts, graphic designs, or photos by adjusting the height or width independently. When appropriate, crop photos to achieve desired dimensions without distortion. Use care when cropping graphic elements to make sure that important visual information is not lost and that proper spacing is maintained around each element.

Number Your Pages

- Multi-page documents should include sequential page numbers. For documents on the Village letterhead, page numbers should appear in the document footer, aligned right, and notated using Western Arabic numerals (i.e. 0, 1, 2, 3, 4, 5, etc.). Unless you are following an alternative formatting convention to achieve continuity with existing materials or preparing a document that will be printed on both sides of each page and bound along an edge, the same formatting should be used for page numbers on any attachments or supplemental materials.
- Page numbering should be specific to each unique document rather than carrying across multiple documents. For example, if you are sending a multi-page notice with an attachment, both the notice and the attachment should begin with page 1.

Check Your Heading Hierarchy

- Heading hierarchy is important for accessibility and general readability. Not only does proper header hierarchy make it easier for most readers to find the content they're most interested in, it also allows for proper document navigation via screen reader. On printed materials, heading hierarchy is depicted visually through font, color, text size, and bolding or underlining, with document titles presented most prominently, top-level headings presented next most prominently, and so on. This is similar for digital documents (including Word files, PDFs, webpages, etc.). However, to make digital documents properly navigable by screen reader, this hierarchy must also be built into the document metadata.
 - In HTML code, the code that is used to build basic webpages, this is achieved using the tags <h1>, <h2>, <h3>, and so on.
 - In Word, heading hierarchy can be achieved by standardized use of the 'Styles' tool. Document titles should use the 'Heading 1' style, top-level section headings should use the 'Heading 2' style, subsection headings should use the 'Heading 3' style, and so forth.
 - Note: Unless you have specifically set up custom styles in Word, the 'Styles' tool will automatically apply the default styling to your text. You can still adjust the font, text size, and text color of a stylized heading without losing the associated metadata. However, that also means that you must pay close attention to your text styles, especially if you're reconfiguring your headings. Screen readers will navigate your document based on this metadata, not based on the visual appearance of your document.

Stay Up to Date on Accessibility Guidelines

- Always comply with any additional accessibility guidelines established by the Village or required by state or federal law.

Attachments & Supplemental Materials

Consider Attachments & Supplemental Materials

- There are a variety of types of attachments or supplemental materials that may be appropriate for inclusion with a public notice. Some examples include:
 - An FAQ document or fact sheet
 - A copy of a draft ordinance, resolution, or policy
 - A map of a project's impact area(s)
 - An insert explaining what to expect at a public hearing or meeting or how to register a public comment

- A feedback form or survey
 - A copy of a permit or development application
 - An explanatory or informational resource from an outside organization or agency
- Whether an attachment or supplemental document is necessary or appropriate must be assessed on a case-by-case basis. Factors to consider include:
 - Document length: For mailed notices, the cost of including additional pages can add up quickly, and longer documents are less likely to be read in full. Document length and the associated costs should be considered when determining whether or not to include an attachment or supplemental material with your mailed notice.
 - Document size and scale: If the attachment in question is or includes a visual element, such as a map of a large area, that will be too small to be legible when scaled to fit on standard 8.5”x11” paper, it should likely not be included as an attachment. If your visual element is still legible when scaled, it may be appropriate to include.
 - Document accessibility: Some attachments, such as certain outside resources or photocopies of physical books or older documents, may not meet the current standards for accessibility. This does not mean they cannot be included. However, consideration should be given as to whether there is a more accessible way to present the same information.

Promote Information Access

- In cases where an attachment or supplemental document is deemed inappropriate for mailing in printed form, it is often still appropriate to include information about where a referenced document or helpful resource may be accessed. When this is the case, the following information should be included in or alongside your notice:
 - Instructions for digital access: Information should include both a scannable QR code and the written-out URL. If the written URL is quite long, it is preferable to set up a redirect from a shorter URL. This is possible for most Village webpages in CivicPlus. For certain documents or external webpages, a link shortening tool (such as Bitly or TinyURL) may be used.
 - Instructions for physical access: Information should include any options or steps to obtain or view a printed copy. Any location addresses or necessary contact information should be included. Readers should not need to look up an address or phone number elsewhere.

It is important to include options for both digital and physical access. For many people, digital documents are more accessible because they can be read using a screen reader or other assistive technology. Digital text can often be made larger

using a zoom function or built-in accessibility tool that adjusts font size. For others, a lack of reliable Internet access or technical knowledge may make printed copies the most accessible option.

- Whenever possible, particularly when you are creating the attachment or supplemental material yourself, the guidance from the previous two sections of this appendix ('Content' and 'Formatting, Style & Accessibility') should be applied.

Notice Distribution

Determine How to Deliver Your Notice

- Unless extenuating circumstances require otherwise, all notices of upcoming public information meetings, public hearings, and other events for which a specific date can be decided sufficiently in advance should be distributed by mail. Informative announcements of major upcoming projects or project phases should likewise be distributed by mail.
- In the event that a notice must be distributed when there is not sufficient time to do so by mail, department staff or contractors should deliver notices to recipients by going door-to-door within the appropriate radius. Cases in which direct, door-to-door delivery may be called for include, but are not limited to:
 - Emergent threats to public safety.
 - Emergency road closures, utility service interruptions, or other emergency construction or infrastructure repair work that will have significant impacts on the surrounding community.
 - Road closures or utility service interruptions for which a specific date cannot be determined far enough in advance to mail a notice. This may be due to dependence on weather conditions, crew or material availability, or other factors that are challenging to predict.

Consider Delivery Timing

- Unless otherwise allowable or required, door-to-door notice distribution should occur between the hours of 9 a.m. and 9 p.m.
- Whenever possible, consider the distribution timing and larger context surrounding your intended notice before taking steps. While some notices have legal requirements for distribution timelines that cannot be avoided, use discretion and take advantage of timeline flexibility when it's available. Timing factors to consider may include:

- Community, regional, or world events that may impact the project, the notice content requirements, or the way your notice's tone and language choices will land with your audience.
- The proximity of your notice distribution to holidays and religious, spiritual, and cultural celebrations, memorials, or observations.
- The proximity of your notice distribution to school breaks.
- The proximity of your notice to an election.
- How your project and notice fit into the larger scope of work being performed across all Village departments.
- Proximity of your notice distribution to the distribution of other notices from your department or other Village departments, particularly if there is any likelihood for confusion or conflation, or if both notices impact the same geographic area or require recipients to take significant follow-up steps.

Supporting Communications

- Supporting communications may include:
 - The digital distribution of your notice on the Village website.
 - Posts about your notice from the Village's social media accounts.
 - Related project information housed on a webpage, news flash, blog post, or uploaded document.
 - Press materials accompanying your notice (not including the notice itself or correspondence related to the required publication of your notice in the newspaper).
 - Communications in any format that seek to educate about your project.
 - In some cases, communications in any format that seek to educate more generally about the policies, procedures, laws, practices, research findings, etc. that apply to the content of your notice.
 - For example, a blog post on the Village website that explains Robert's Rules of Order and how and when they're applied in public meetings or hearings could be considered a supporting communication for a notice about an upcoming public hearing. A video about ADA requirements for public walkways could be considered a supporting communication for a notice related to upcoming sidewalk construction, especially if the public has questions about grading, width, cutaways, etc.
- Supporting communications should always comply with the most current Village guidelines for the use of various communications mediums.

- Whenever possible, particularly when supporting communications are being created in house, the applicable guidance from the sections of this appendix covering ‘Content’ and ‘Formatting, Style & Accessibility’ should be applied.

Appendix C – Public Notice Feedback Form

Village staff will maintain updated public notice feedback forms. Both webform and hard copy versions will be made available. Hard copy versions will be made available at the McFarland Municipal Center, and a printable PDF will be accessible on the website, where staff can easily point to it.

Webforms will be designed to respond to user input and will present different questions based on whether the user wishes to provide feedback on the notice itself, formally comment on the issue or project being noticed, or submit questions for staff.

Questions will include:

1. Do you have any **questions** about this **project or initiative**? If so, please provide them in the space below.
2. Do you have any **comments or feedback** about this **project or initiative**? If so, please provide them in the space below.
3. Do you have any **questions** about the **actions or responses required by this notice** (if applicable)? If so, please provide them in the space below.
4. Would you like to request direct follow-up from a member of the Village staff regarding your question(s) or comment(s)?

Yes No

5. If you selected ‘Yes’ above, please provide a phone number and/or email address where you can be reached.

(If a phone number is provided, staff will first attempt to contact you by phone and will attempt to leave a voicemail with a call-back number if you are unable to answer. If you are unable to answer and they are unable to leave a voicemail, they will secondarily attempt to contact you via email, if an email address has also been provided. If only an email address is provided, you will only receive email follow up.)

6. (Opt.) Which of the following statements best describes how you feel about the **amount of information** and **level of detail** provided in the **notice** you received?

- Not enough information was provided.
 Just the right amount of information was provided.
 Too much information was provided.

7. (Opt.) Which of the following statements best describes how you feel about the **relevancy** and **usefulness** of the information provided in the **notice** you received, with regard to your own daily life?
- None of the information provided felt relevant or useful to me.
 - Some of the information provided felt relevant or useful to me.
 - All of the information provided felt relevant or useful to me.
8. (Opt.) Which of the following statements best describes how you feel about the **timing** of the **notice** you received?
- The notice was sent at an appropriate time.
 - The notice was sent too early.
 - The notice was sent too late.
9. (Opt.) If you would like to clarify any of your responses above or provide other feedback about the notice you received, please do so using the space below.]


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, June 24, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrew Bremer,
Comm & Eco Dev Director

AGENDA ITEM: Discussion and referral regarding review and possible update of the various public notification requirements in the Village Code of Ordinances.

PREVIOUS ACTION:

ISSUE SUMMARY:

As noted in agenda item a., staff recommend referring review and possible update of the various public notification requirements in the Village Code of Ordinances to the various Boards, Committees and Commissions.

Attached is the memo put together by Attorney Dan Evans on current notice requirements within the Code of Ordinances, as well as the memo put together by Community Development. Staff recommends referring review of the notification requirements, including distance of notice mailing requirements. Additionally, there are currently a variety of courtesy notices being sent by Community & Economic Development that are courtesy notices, or notices required by statute outside the Village Ordinances. Staff additionally recommends courtesy notices be reviewed for inclusion within the Village Code of Ordinances.

FINANCIAL/BUDGET IMPACT:

N/A

VILLAGE PLAN REFERENCE:

N/A

ORDINANCE REFERENCE:

Various provisions of the Village Ordinances

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion and referral.

ATTACHMENTS:

1. Evans Memo on Notices - 11.24.2024
2. C&ED Notice Listing

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MEMORANDUM

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CSM

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

Preliminary Plat

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

Final Plat

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

Landmarks Commission Certificate of Appropriateness

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

Site Design Review

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

Conditional Use Permit

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

Zoning Amendment (Text or Map)

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

Variances

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

Comp Plan Amendment

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

Neighborhood Plans, Corridor Plans, etc.

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

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

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

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

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

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

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

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

Other outreach methodologies used for planning projects:

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

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

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