

**Joint Meeting of the Diversity,
Equity, and Inclusion Committee
and Village Board**

Tuesday, September 9, 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 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. Presentation and discussion of the work of the DEI Committee within the past year.
- b. Review the DEI Goal for 2025-2026 and discuss plans for the coming year.

5. 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: Tuesday, September 9, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Krystal Johnson, DEI Strategist

AGENDA ITEM: Presentation and discussion of the work of the DEI Committee within the past year.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

The first portion of this meeting, the DEI Strategist will provide a review for the group of the Committee's work over the last work. This is to provide background on their essential function and projects they have worked on since the last joint meeting held in August of 2024. The presentation is included in the packet and will be discussed as part of the meeting.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion.

ATTACHMENTS:

1. DEIVB Committee Meeting 09-08-2025

Village of McFarland

Village Board & Diversity Equity and Inclusion Committee Joint Meeting

September 8th, 2025 at 5:30 pm



Diversity Equity & Inclusion Committee Members 2025 - 2026

Community members

Mona Nelson

Monica Bruce

Kelly Thompson

Cyndi Jaye

Meghan Kelling-Shanks

Miguel Peña*

Kathy Annen*

Village Board Members

Stephanie Brassington

Kathy Annen*

Ken Boyd

Luke Fessler

Alisa Leamy

Miguel Peña*

Lowell Prill

2-461: DIVERSITY, EQUITY & INCLUSION

2-461 Diversity, Equity, And Inclusion Committee

The Diversity, Equity, and Inclusion Committee is responsible for the following functions:

1. Making recommendations to the Village Board on diversity, equity, and inclusion planning, auditing, and related projects;
2. Serving as a resource, recommending goals, and advising the Village Board on existing and/or proposed ordinances, programs, actions, mission statements, vision statements, long-term Village-wide goals/objectives, and other best practices that promote diversity, equity, and inclusion within the community;
3. Serving as a resource to Village departments and staff on the development of racially and culturally inclusive structures, programs, and training with equity-sensitive leadership through the Village;
4. Promoting the Village's efforts to involve residents from underrepresented communities on Village boards, commissions, and committees as well as seeking employment with the Village;
5. Promoting the Committee to the public in order to help implement outreach and engagement strategies recommended for diversity, equity, and inclusion and assisting in informational opportunities, presentations, open houses, and other public initiatives providing information about the Committee to the public.
6. Making recommendations to the Village Board for widespread and ongoing diverse public involvement and assisting the Village Board by advising on methods by which the public can better participate in the decision-making process.
7. Holding joint meetings with the Village Board at least annually to align goals and objectives.

AUGUST 2024 – 2025 PROJECTS

- ➔ Decision Making Guide Framework
- ➔ DEI S.M.A.R.T. Goal Revision
- ➔ Flag Raising Policy
- ➔ Department Funding Support
- ➔ World Day for Cultural Diversity for Dialogue and
- ➔ Development
- ➔ DEI Committee Identity

DECISION MAKING GUIDE FRAMEWORK

➔ Decision Making Guide Framework

Background: Began work in July 2024 to current day

Purpose: Provide Boards, Committee and Commission with a generalized framework to support plans, projects, and policy development through an equitable process.

Progress

- Committee paused the work in November in 2024.
- Continued the work in July 2025 with a new scope

DECISION MAKING GUIDE FRAMEWORK

➔ Equity in Events: Decision Making Guide

Background: Began work in July 2025 to current day

Purpose: Provide the Village of McFarland, Diversity, Equity & Inclusion committee with an infrastructure for events. The guide/framework is for events the committee plans, supports, or participates in.

Progress

- Committee presented initial draft and made revisions
- 2nd draft presented and discussion around application

Next Steps

- Apply guide/framework to annual event and McFarland Impact Calendar

DEI S.M.A.R.T. GOAL REVISION

➔ DEI S.M.A.R.T. Goal Revision

Background: Began work in quarter 1 of 2024 with an adoption of a one revised SMART Goal. Revised “Event Development” to “Education and Awareness”

Purpose: Provide the Village of McFarland, Diversity, Equity & Inclusion committee with updated SMART goals that align with progress, VOM strategic goals, and future initiatives.

Progress

- Committee adopted revised SMART goal in July of 2024
- Committee paused continued work in November 2024

FLAG RAISING POLICY

➡ Flag Raising Policy

Background: Began work in April 2024

Purpose: Provide the Village of McFarland governance around raising flags within the Village of McFarland

Progress

- Committee made recommendation to the VOM Board of Trustee's April 0f 2025
- Village of McFarland Board of Trustee's adopted the Flag raising policy on May 13th, 2025

EVENTS

➡ Events

Background: World Day for Cultural Diversity for Dialogue and Development; Funding to Cultural Library Events

Purpose: Provide the Village of McFarland community with culturally impactful spaces, highlighting engagement as a core component of belonging.

Progress

- 2nd Annual event renamed “One Village Many Stories: Celebrating Local heritage with Global Appreciation”
- Funded 3 library events

DEI COMMITTEE IDENTITY

➔ DEI Committee Identity

Background: Committee formed 5 years ago and has made progress in a variety of areas.

Purpose: Provide the committee with foundation that guides their work, as it changes.

Progress

- Created a purpose statement

Next Steps

- Community engagement opportunities

DEI COMMITTEE IDENTITY

➡ DEI Committee Identity

Background: Committee formed 5 years ago and has made progress in a variety of areas.

Purpose: Provide the committee with foundation that guides their work, as it changes.

Progress

- Created a purpose statement

Next Steps

- Community engagement opportunities

DEI COMMITTEE IDENTITY

➡ Village of McFarland Diversity, Equity & Inclusion Committee Purpose Statement

We ask important questions. We have honest conversations to build relationships with community members, local groups and government. Through this action we share our knowledge to help make lasting improvements in our community

Discussion

Village of McFarland

Next meeting scheduled xxxx

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, September 9, 2025

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Review the DEI Goal for 2025-2026 and discuss plans for the coming year.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

With the last agenda item looking back, this item will look forward to the next year and specifically highlight the Board's goal for Diversity, Equity, and Inclusion in 2025-2026. The Village Board accepted this last month in line with work initiatives of the Committee. This will be an opportunity for the Board and Committee members to engage on this vision in order to discuss alignment with this progression.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion.

ATTACHMENTS:

1. 2025-2026 McFarland Strategic Impl. Plan - Goal H DEI

2025/2026 - McFarland Strategic Implementation Plan

Village Board Goals, Objectives, and Action Plan

H. Diversity, Equity, and Inclusion

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

Objectives

- (1) Provide support for the ongoing development and utilization of the Diversity, Equity, and Inclusion Committee.

Action Steps:	Cost	Timeline	Assignment
i. Begin regular meetings with Community groups to improve community buy-in. Identify opportunities to improve relations.	TBD	Jan 26	Administrator DEI Strategist
ii. Develop a Language Access Plan, Policy and/or Program to support diverse needs and purposes by establishing clear standards, resources, and training through plain language.	TBD	Jun 26	Departments DEI Strategist
iii. Develop and apply <i>Equity in Events: Decision Making Guide</i> to establish a consistent framework for event hosting and/or participation through the DEI Committee.	TBD	Duration	Administrator DEI Committee DEI Strategist

- (2) Continued draft and development of a Diversity, Equity, and Inclusion (DEI) Framework.

Action Steps:	Cost	Timeline	Assignment
i. Creating the VOM DEI Annual Report to transparently showcase progress to the community, departments, Board, committees, and staff.	None.	Sep 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 Committee DEI Strategist
iii. Aide Departments and other Community partners as needed to advance DEI Framework for programs, events, services, displays, and book rec.	N/A	Duration	DEI Strategist

2025/2026 - 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. Complete installation of plaques associated with recognition for land acknowledgement.	None.	Sep 25	Public Works
ii. Consider flag raising in association with proclamation for recognition of Indigenous People's Day. Align with plaque recognition.	\$250	Oct 25	DEI Strategist
iii. Coordinate meeting with representatives of the Ho-Chunk Nation and/or other local groups either at Committee or Staff level.	None.	Jun 26	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. Follow up with School District on their shift to addressing DEIB within school Community.	None.	Sep 25	DEI Strategist
ii. Meet with School Leadership to address the District's shift and identify areas of support.	None.	Duration	Administrator
iii. Continue discussion on areas of overlap and support amongst both entities that align with the charge for the Committee.	None.	Duration	DEI Strategist