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## Memorandum

To: Village Board of Trustees

From: Matthew G. Schuenke, Village Administrator  
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(608) 838-3153

Cc: Department Heads  
Residents of McFarland

Date: January 22, 2019

**Re: Bi-Monthly Village Administrator Staff Report**

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### Recent Meetings Held

- January 2<sup>nd</sup> – Community Development Authority
- January 3<sup>rd</sup> – Volunteer Committee
- January 7<sup>th</sup> – Library Board
- January 7<sup>th</sup> – Personnel Committee
- January 8<sup>th</sup> – Public Works Committee
- January 9<sup>th</sup> – Public Safety Committee
- January 14<sup>th</sup> – Committee of the Whole
- January 14<sup>th</sup> – Village Board
- January 15<sup>th</sup> – Public Utilities Committee
- January 17<sup>th</sup> – Parks, Recreation, and Natural Resources Committee
- January 21<sup>st</sup> – Offices Closed in Observance of Martin Luther King Jr. Day
- January 22<sup>nd</sup> – Communications and Technology Committee
- January 22<sup>nd</sup> – Plan Commission

### Current Events

The following is a list of issues, projects, or activities that have transpired recently:

- Community Development Open House – The CDA is moving forward on its review of development proposals for 4719 Farwell Street. Each proposal will be presented by their prospective developer as part of an Open House on January 24<sup>th</sup> held at the McFarland Municipal Center. Lakestone with Movin' Out will be presenting in the Community Room beginning at 6:00 pm followed by Horizon Development Group at 7:00 pm in the Training Room. The CDA wishes to receive feedback from the public regarding the prospective

development in order to help make decisions regarding the future use of the property. Communications and Technology Department will be taping both presentations for those who are not able to make it, and comment forms will be solicited to assist in the process to provide input. Please contact Matt Schuenke with any questions at [matt.schuenke@mcfarland.wi.us](mailto:matt.schuenke@mcfarland.wi.us) or (608) 838-3153.

- Strategic Planning – At its meeting on January 14<sup>th</sup>, the Village Board issued a Request for Proposals soliciting consultants to conduct strategic planning services for the Village Board. The Committee of the Whole has been working on developing this RFP in order to hire a consultant to facilitate a process that creates a unified long-term vision to aid the decision making process going forward. It is desired to engage the Community, Board members, Staff, and all other interested parties to achieve this objective. Proposals are due back in the middle of February and its likely their work will begin in March or April.
- Terminal Drive Redevelopment – Ryan Quam is proposing to redevelop the property at 4703 Terminal Drive into a combination of residential and commercial uses through a four phase development. The first phase would be 27 unit apartment building which would conceivably break ground in 2019 followed by a three story office building that would follow in 2020. The third phase would add a second office building of similar size followed by a fourth and final phase that includes a second 27 unit apartment building. The property is presently zoned solely for commercial uses and the future land use map identifies the property as industrial. The Village through its Plan Commission and Village Board received conceptual reports on the project in January and are likely to be working on the formal review of the development in February. Additionally, the project is seeking Tax Incremental Financing assistance through the CDA and Village Board to help fill funding gaps in the project. This too will begin its review in February. Interested parties should follow CDA, Plan Commission, and Village Board agendas starting in February for more information about the project or contact our Community Development Department.
- Sidewalk Development – The Public Works Committee has been reviewing its capital street projects for 2019 and discussing possible additions to the sidewalk and bike lane network where there are none within these planned improvements. They have identified an area on Main Street from Eighth to Marsh and Eighth from Main to March as possible candidates to add pedestrian enhancements. Letters were recently distributed to adjacent neighbors for discussion at their next meeting about the proposed improvement. The intent is to continue to develop a more cohesive pedestrian network especially in places where it does not presently exist. The next meeting is scheduled for Tuesday, February 12<sup>th</sup> at 6:00 pm. Based on the feedback provided the Committee will consider a final decision in the form of a recommendation to the Village Board in March.

- Sustainability Discussion – The Committee of the Whole has been discussing sustainability and ways to advance this within our Organization and the Community. To that end the Green Tier Legacy Community Program has been discussed as a means to work on these issues. This program was created by the DNR as a prospective guide for communities to advance sustainability initiatives. Will Erikson is an Environmental Business Support Coordinator within the DNR for this program and will be present for the Village Board meeting on January 28<sup>th</sup> at 7:00 pm. The presentation is meant to provide more information and guidance about the project as it might relate to Village implementation.
- McFarland Garden Club – The Village Board recognized the McFarland Garden Club at its last meeting on January 14<sup>th</sup> for their work to install and maintain “Flower Corner” located on the northeast corner of Farwell and Exchange Streets. The Club requested recently the Village provide for the flowers at this site and the Village Board was agreeable to fulfill their request at \$500 annually to support this effort. Thank you to those for their efforts within this Club as the work that is done is a nice compliment to the Community.

### **Upcoming Schedule**

Please note the following schedule of upcoming meetings:

- January 23<sup>rd</sup> at 6:30 pm – Finance Committee
- January 24<sup>th</sup> at 6:00 pm & 7:00 pm – Community Development Open House
- January 28<sup>th</sup> at 6:00 pm – Committee of the Whole
- January 28<sup>th</sup> at 7:00 pm – Village Board

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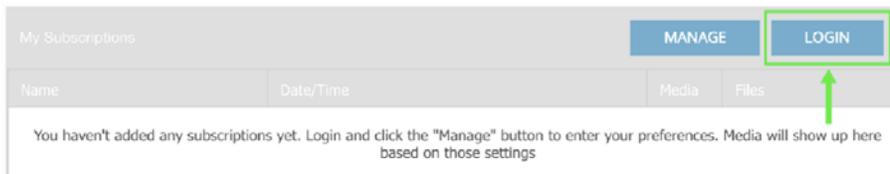
...OR...

### 2. Meetings

Information on all meetings can be found at [mcfarland.wi.us/agendas](http://mcfarland.wi.us/agendas). You can sign up through our new agenda management software, CivicClerk, to be notified when new meetings are posted. To sign up, follow these steps below...

Step 1 – Go to [mcfarland.wi.us/agendas](http://mcfarland.wi.us/agendas).

Step 2 – Scroll down to find and click on the *login* button.

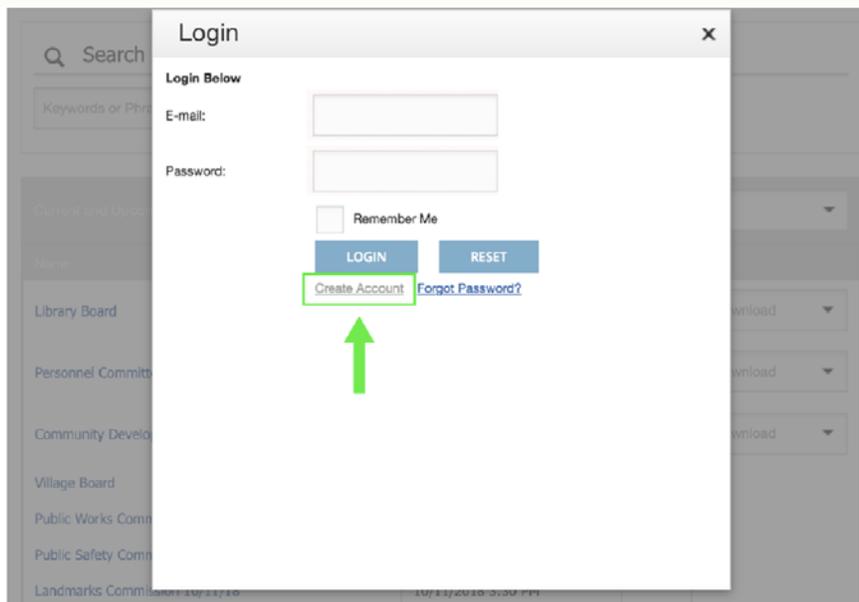


Step 3 – After clicking on the login button, click on the *Create Account* link in the login window.

## Agendas, Minutes, & Packets

For past agendas, minutes, and packets please visit the [Past Agendas & Minutes](#) section.

\*Agenda and packets will appear in the portal once complete.



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