

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: May 17, 2019

Re: Bi-Monthly Village Administrator Staff Report

Recent Meetings Held

- May 6th – Library Board
- May 6th – Personnel Committee
- May 8th – Public Safety Committee
- May 13th – Village Board
- May 16th – Parks, Recreation, and Natural Resources Committee

Current Events

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

- New Outlook Format/Delivery – The Outlook newsletter will be delivered to all residents in a new format with coming publications. The Village is partnering with the McFarland Thistle newspaper for design and distribution of the newsletter. The Thistle sends a mass mailing three times per year to all residents of the Village regardless of their subscription or not. The newsletter will accompany this transmittal helping to save on postage and delivery costs under the old model. All of the same content will be included within a similar document, just associated with the Thistle delivery later this Fall.

- Dane County “Suck the Muck” – County Executive Joe Parisi was present at the last Village Board meeting to introduce a dredging project designed to help water flow between the chain of lakes. The “Suck the Muck” program began in recent years to utilize hydraulic dredging technologies to remove sediment from streams. This was initially implemented to enhance water quality by removing embedded phosphorus from our stream beds. However, based upon flooding experienced last year it is planned to implement this technology on the Yahara River between Lake Monona and Waubesa in 2019. Future years will include additional areas on the Yahara River including south of the Babcock Dam.
 - Communications Plan – The Village Board has recently accepted the Communications Plan prepared by the Communications and Technology Department Staff and Committee. The plan details the utilization of current mediums such as the cable channel, outlook, social media, and the website. However, it also provide more guidance on the possible future utilization of a community calendar, weekly e-newsletter, and digital message boards. Staff will continue to examine ways to diversity our communications as opportunities develop.
 - Indian Mound Park Project – Girl Scout Troop 2683 is working on a project to help better inform residents on Indian Mound Park and surrounding areas. They are also working on helping to develop the bird habitat by constructing and installing new bird houses throughout the park. The education aspect about the project will introduce QR codes on signage within the trails to provide people information about the park as they walk through the different areas. Thank you to the Girl Scouts for this work, we are excited to see the final product!
 - Senior Exit Interviews – This year I participated in the Senior Exit Interviews at McFarland High School. This was a very valuable experience and a lot of fun interacting with soon to be graduates. While we only met with a few students, it was nice getting to know young people and seeing their views on the world especially as it affected our Community. Lots of positive comments about their time spent in the District as well as living in McFarland. It was especially rewarding being able to connect with students looking to go into public service in some capacity and imparting direction on to them based on my own experiences. I look forward to participating again in the future.
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Upcoming Schedule

Please note the following schedule of upcoming meetings:

- May 20th at 7:00 pm – Plan Commission
- May 21st at 6:00 pm – Public Utilities Committee
- May 22nd at 6:30 pm – Finance Committee
- May 27th – Memorial Day Holiday (Offices Closed)
- May 28th at 6:00 pm – Communications and Technology Committee
- May 28th at 7:00 pm – Village Board

There Are Two New Ways You Can Stay Informed on Village Happenings!

1. General Communications

You can consider signing up through the Village's website at mcfarland.wi.us/emails for a variety of general information.

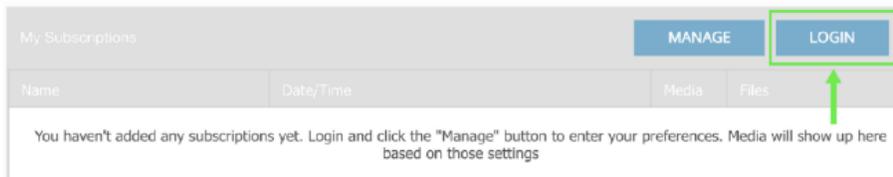
...OR...

2. Meetings

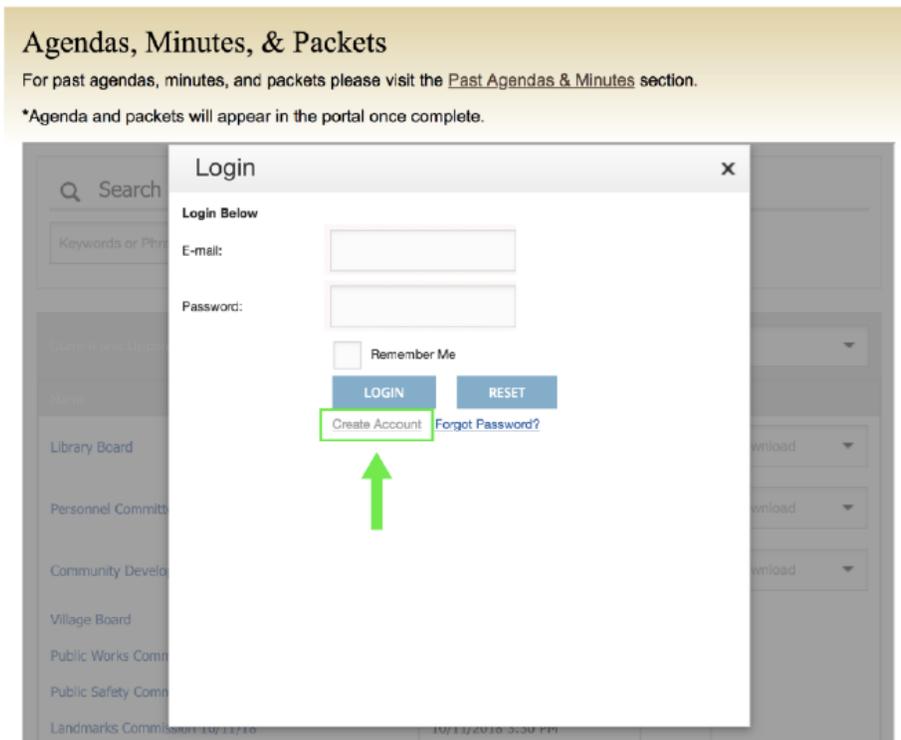
Information on all meetings can be found at mcfarland.wi.us/agendas. You can sign up through our new agenda management software, CivicClerk, to be notified when new meetings are posted. To sign up, follow these steps below...

Step 1 – Go to mcfarland.wi.us/agendas.

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.



Step 4 – Fill in your information needed to create your account. Afterwards, you can login to your new account to manage your subscriptions.

CIVICCLERK

Either of these options are great, new alternatives to stay informed.

Sign up today!