

Schuenke Snapshot

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The Village continues to go through a lot of good change and new beginnings. Last winter we saw the retirement of the Public Works Director and this Summer we have seen the retirement of Pauline Boness as Community Development Director. Pauline served this Community for more than 20 years and we commend her service to the betterment of McFarland in her role overseeing the planning, zoning, inspections, economic development, and overall growth of the Village. Her position has been filled by Andrew Bremer who comes to us from the private sector with over a decade of experience in both Community and Economic Development that will serve the Village well. Congratulations Pauline and welcome Andrew to this role. While the Public Works Director has retired, underneath this position we have made some new appointments to positions that were created last year. This includes Aimee Irwin as Assistant to the Public Works Director and Sayer Larson as Parks Superintendent. Aimee fills an administrative need within the Department to help support the operations of the Department especially the day to day work of the utility. Sayer will take an active role in supervising and leading the day to day management of our park system. We welcome both to their new positions and look forward to the positive impact that is to come.

Tax Increment District #5 was meant to give the Farwell West corridor a revival of sorts helping to influence private development and enhance areas that are within a well traveled road. The property at 4719 Farwell Street will be undergoing a significant development very soon adding new residential and commercial opportunity to the area. The first phase of the project has been approved both for its Tax Increment Financing and planned development for the first phase of the project. This has been a very calculated project as the Village acquired it in 2018 followed by RFP and selection in 2019 in order to move forward soon thereafter to keep up the momentum. The CDA and Village Board also reinforced the commercial component of the project hoping to creating new retail offerings for the Community. We are excited for the project to begin construction and show its true potential.

This Summer the Village completed a Community wide survey through its strategic planning process. I am happy to report that 433 people responded and provided meaningful input to this process to help shape our future vision. While this does not seem like a lot for a Community of over 8,500 people, that is more than twice the amount provided in recent survey's of a similar nature. Thank you again for your support and input, we look forward to what the report will bring for the future direction of the Community.

In the last Outlook I wrote about the Administrator's report that I write twice a month to provide information on a more regular and timely basis about things that are happening. As we continue to expand our the use of our communication tools, I am happy to report that we have also initiated "The Lookout" as the digital spin on the Outlook. This e-newsletter will be issued twice a month providing information in a concise format to help provide a broader message regarding various issues in the Village. It can also be used for special occasions or emergencies as situations develop. Signing up only requires an email address and can be completed at www.mcfarland.wi.us. Our next project involves the development of a Community Calendar that we hope to implement early next year.

Thank you to all those that participated in the Stormwater Mural Project on Farwell and Main Streets. The project was partially a grant provided by Dane County for one location to help provide some education on drainage but also do so in an artistic way. The Village Board desired to match this work by paying for

a second location, both of which have been well received. They won't last forever unfortunately, but if you haven't checked them out already there is one at the northeast corner of Farwell and Taylor with a second at the southwest corner of Main and Long. We look forward to finding more opportunities to add public art to the Community.

We hope everyone had an enjoyable Summer and a safe start to the school year this Fall.

Sincerely,

Matt Schuenke, Village Administrator