



Memorandum

To: Village Board of Trustees

From: Matthew G. Schuenke, Village Administrator
matt.schuenke@mcfarland.wi.us
(608) 838-3153

Cc: Department Heads
Residents of McFarland

Date: August 17, 2018

Re: Bi-Monthly Village Administrator Staff Report

Recent Meetings Held

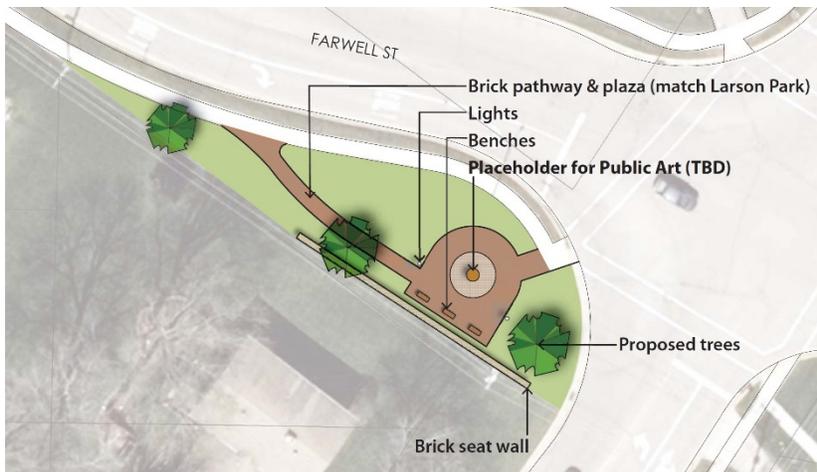
- August 6th – Library Board
- August 6th – Personnel Committee
- August 8th – Public Safety Committee
- August 13th – Committee of the Whole
- August 13th – Village Board
- August 14th – Fall Partisan Primary
- August 16th – Parks, Recreation, and Natural Resources Committee

Current Events

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

- Aquatics Feasibility Study – A contract to conduct an Aquatics Feasibility Study was approved by the Village Board at their last meeting. This study will be conducted by Ayres Associates, Inc. in association with Iconica and Carrico Aquatics to study the Village's possible aquatic development into the future. While there are no immediate plans or ideas, the intent was to conduct a conceptual study of how aquatics both big and small could be developed in the Community as a complement to what currently exists. Further, the study will also look at our natural resources to see if work could be done to improve these areas for better water access. The Study will begin this Fall working with the Parks Committee and likely be completed in early 2019.
- Communications and Technology Director – The Village will soon be advertising for a full-time Communications and Technology Director. This position was formerly part-time and has been vacant since April. The main duties of the position are to oversee the Department that provides cable programming, manages website/social media, and coordinates information technology needs. The job will be posted soon in anticipation of finishing the recruitment by the end of the year.

- Heavy Vehicle Parking – At its meeting on August 8th, the Public Safety Committee discussed the idea of making possible changes to Village Ordinance presented by the Police Department regarding parking requirements for large vehicles, boats, trailers, and recreational vehicles. The intent of the changes was to provide more discretion and flexibility for the Officer responding to complaints in order to address the issue more objectively. The current requirement is solely time based. The discussion will continue at their next meeting in September.
- Public Safety Analysis – A Scope of Services to study Public Safety services was issued this week following approval by the Village Board at their last meeting. The Committee of the Whole has been studying this issue and put together the scope after completing its work just prior to the Village Board meeting. The analysis is designed to study both Police and Fire (including EMS) services including future service delivery, operational alternatives, demographical review, location analysis, and many other considerations. Responses are due back in September and the Consultant selected should begin their work in October.
- Farwell/Exchange Public Plaza – The paving and benches have been completed for the new public plaza at the southwest corner of the Farwell/Exchange intersection. Within the next month a decorative wall, lighting, trees, and associated landscaping will be added to complete the project. This was completed as a streetscape improvement associated with the County Highway MN project and will be paid for by TID #4. It is desired to add some public art to this space at some point to be determined in the future.



Upcoming Schedule

Please note the following schedule of upcoming meetings:

- August 20th at 5:30 pm – Ethics Board
- August 20th at 7:00 pm – Plan Commission
- August 20th at 6:00 pm – Public Utilities Committee
- August 23rd at 8:30 am – Senior Outreach Committee
- August 27th at 5:00 pm – Committee of the Whole
- August 27th at 7:00 pm – Village Board
- August 28th at 6:00 pm – Communications and Technology Committee

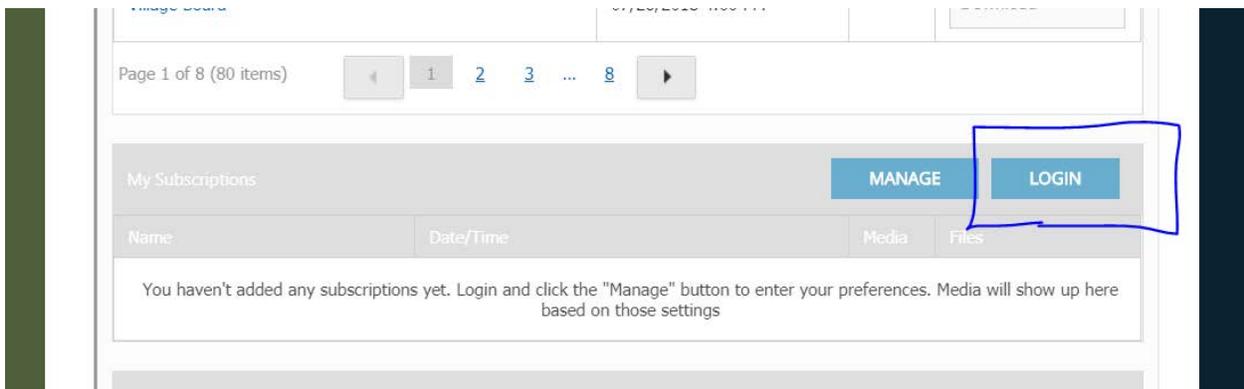
TWO WAYS YOU CAN STAY INFORMED ON VILLAGE HAPPENINGS...

1. **GENERAL COMMUNICATIONS** – You can consider signing up through the Village’s website at www.mcfarland.wi.us/emails for a variety of different general information.

...or...

2. **MEETINGS** – Information on all meetings can be found at www.mcfarland.wi.us/agendas and you can sign up through Civic Clerk to be notified when new meetings are posted. To get signed up, follow these steps:

- a. **Step 1** – Click on
- b. **Step 2** – Scroll Down to find and click on “Login” button

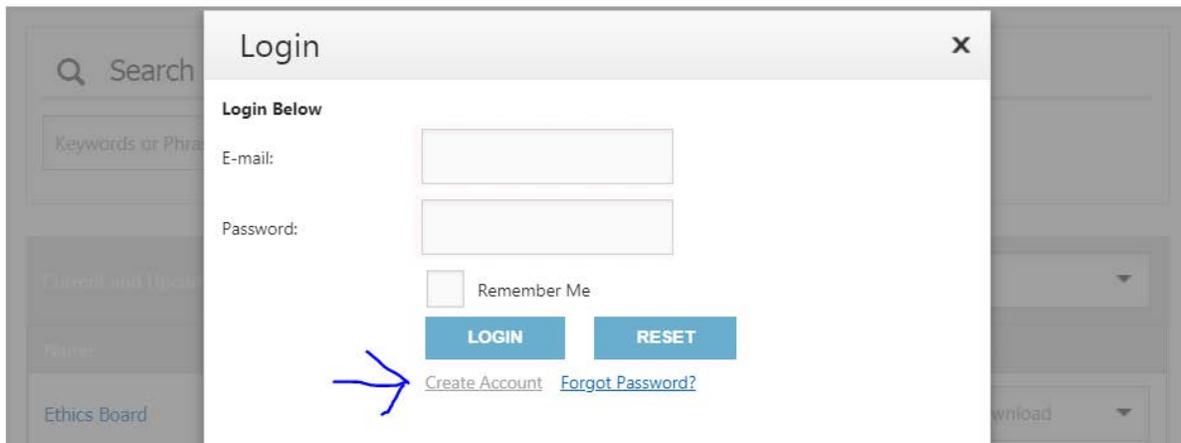


- c. **Step 3** – Find and click on “Create Account” button.

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.



- d. **Step 4** – Fill in your information to create account. Login in to new account and manage your subscriptions.