



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: September 14, 2018

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

Recent Meetings Held

- September 4th at 5:15 pm – Library Board
- September 5th at 7:00 pm – Community Development Authority
- September 10th at 5:00 pm – Committee of the Whole
- September 10th at 7:00 pm – Village Board
- September 12th at 5:00 pm – Ad-Hoc Branding Committee
- September 14-16th – McFarland Family Festival (McFarland Park)

Current Events

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

- Peterson Annexation – The Village is in receipt of a petition for annexation of property along the north side of Siggelkow Road in the Town of Blooming Grove. The property in question is mostly farmland and is generally located east of Secret Places Subdivision in the City of Madison. The petition is reviewed by the State who provides an advisory opinion as to whether or not the annexation is in the best in interest of the public. The Plan Commission will review the proposed annexation and consider an ordinance regarding the request at its meeting on September 17th. The Village Board has final say in the matter and will take up the recommendation at its meeting on September 24th.
- Culver's Renovation/Expansion – The Village is also in receipt of a request from Culver's to conduct a building expansion and interior remodel. The expansion will take place to the south over their current outdoor area. This helps to free up additional space inside the restaurant to modernize some of its features. The Plan Commission is presently conducting this review after it received approval by the CDA at its last meeting.

5915 Milwaukee St • P.O. Box 110 • McFarland, WI 53558-0110 • FAX: (608) 838-3619

Administration	Community Development	EMS	Fire	Outreach	Police
838-3153	838-3154	838-3152	838-3278	838-7117	838-3151

- Branding Update – The Ad-Hoc Branding Committee met recently to wrap up its work on the style guide to complete the brand update and new logo. The primary logo is included below that they are recommending for acceptance by the Village Board. Additional work is being completed on the phased implementation of the new brand and once complete will receive a final presentation to the Village Board likely in October. [Click on this link to view the entire Style Guide.](#)



- Affordable Housing Presentation – The Committee of the Whole will be hosting George Petak from the Wisconsin Housing and Economic Development Authority (WHEDA). He will be bringing with him representatives from the Wisconsin Economic Development Corporation (WEDC), Department of Administration, and Board of Commissioners of Public Lands to discuss issues surrounding affordable housing within our communities. The meeting is on Monday, September 24th beginning at 5:00 pm. Each entity will make a presentation and time will be allowed for questions/answers. All are welcome to attend. It will be held in the Community Room of the Municipal Center located at 5915 Milwaukee Street.

Upcoming Schedule

Please note the following schedule of upcoming meetings:

- September 17th at 5:00 pm – Personnel Committee
- September 17th at 7:00 pm – Plan Commission
- September 18th at 6:00 pm – Public Utilities Committee
- September 20th at 7:00 pm – Parks, Recreation, and Natural Resources Committee
- September 24th at 5:00 pm – Committee of the Whole
- September 24th at 7:00 pm – Village Board
- September 25th at 6:00 pm – Communications and Technology Committee
- September 26th at 6:30 pm – Finance Committee

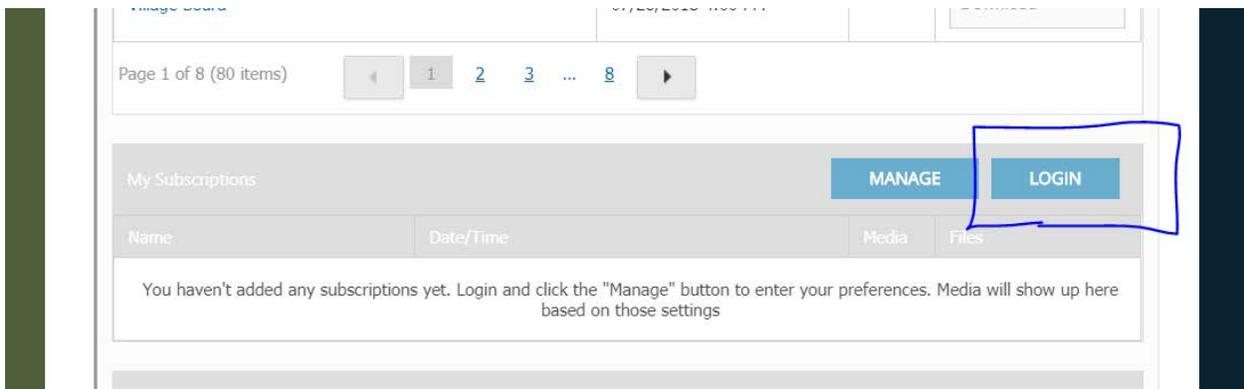
TWO WAYS YOU CAN STAY INFORMED ON VILLAGE HAPPENINGS...

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

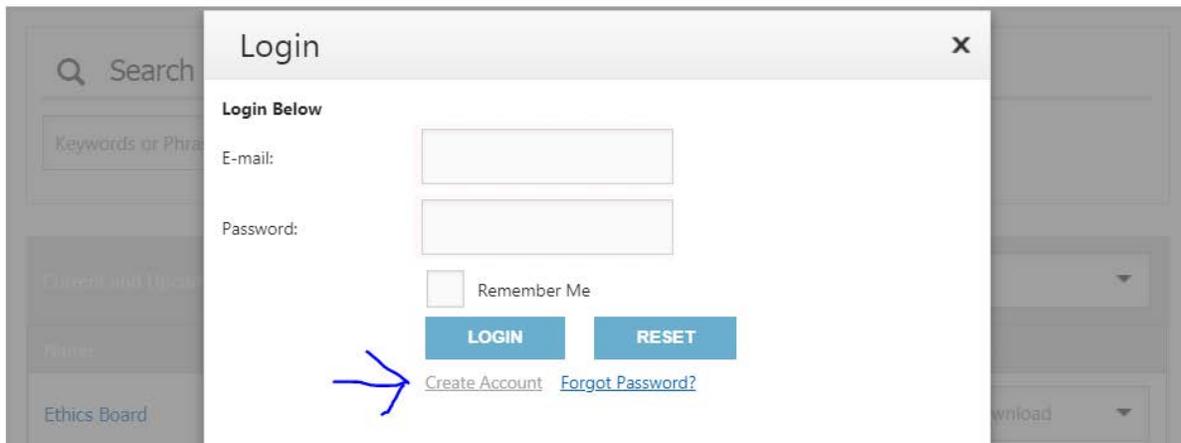


- c. **Step 3** – Find and click on “Create Account” button.

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.