

Village of McFarland

Updated July 26, 2018

VISION STATEMENT

The vision of the Village of McFarland is to create an inviting, dynamic, diverse community that offers a high quality of life and a supportive environment in which all citizens may practice their individual value choices. The community actively seeks to preserve its proud heritage, protect its abundant natural resources, plan for responsible and balanced residential and commercial growth, promote a viable economic base, support educational excellence, provide diverse leisure options, and foster a healthy social fabric.

MISSION STATEMENT

With direction encouraged from an engaged citizenry, Village elected officials and employees will maintain and enhance the quality of life of the community by delivering quality services in an efficient and accountable manner and by providing an orderly, unbiased system of government that is transparent and accessible. To create and sustain a high level of confidence in Village government, we pledge to function with: professional integrity; fiscal responsibility; open communications; environmental sustainability; sensitivity to the values of each individual; full cooperation in achieving the priority goals determined by the community.

2019/2020 - Village Board Goals

****All goals should be consistent with the Village Mission statement and vision statement.**

A. Goal: A safe, healthy, and secure community.

Objective	Committee	Staff
1	Parks Senior Outreach	Hessling Andersen
Action Steps:		
	<u>Cost</u>	<u>Timeline</u>
Continue to evaluate alternatives for Senior Outreach.	TBD	December 31, 2019
Research devel. of park amenities for those with special needs.	\$10,000	March 31, 2020
Review Public/Private Partnerships in Parks as Econ. Benefit.	TBD	June 30, 2020
Collaborate with other public entities to achieve VB objective.	TBD	December 31, 2020
Phased Implementation of Urso/Schuetz Master Plan.	\$500,000	December 31, 2020
2	Public Works	Hessling, Berquist
Action Steps:		
	<u>Cost</u>	<u>Timeline</u>
Evaluate pedestrian alt. with constr. projects and develop.	\$100,000	December 31, 2019
Develop sign installation and replacement policy/program.	None	March 31, 2020
Develop policy on pedestrian improvement implementation.	None	June 30, 2020
Improve bike route connectivity through paths and lanes.	\$10k - \$100k	June 30, 2020
Study bus transportation, consult State and County Reps.	TBD	December 31, 2020
3	Public Safety	Sherven
Action Steps:		
	<u>Cost</u>	<u>Timeline</u>
Reassess implementation of Security Plan for Parks, Other	\$50,000	June 30, 2020
Develop policy on the use of lighting as safety enhancement.	None	June 30, 2020
Reassess implementation of Security Plan for Municipal Center.	\$150,000	December 31, 2020
4	Public Safety Senior Outreach	Dennis Sherven Andersen
Action Steps:		
	<u>Cost</u>	<u>Timeline</u>
Changes to Fire Personnel Staffing Schedule.	\$15,000	June 30, 2020
Evaluate need for comprehensive Senior check in program.	TBD	June 30, 2020
Create uniform employee identification cards for display.	\$2,500	June 30, 2020
Foster relationships btw families w/ special needs, Police.	Ongoing	December 31, 2020
5	As Assigned	Bremer Hessling
Action Steps:		
	<u>Cost</u>	<u>Timeline</u>
Complete hiring of Comm and Econ Devel Director.	Ongoing	August 15, 2019
Assess energy consumption through energy use audit.	\$25,000	June 30, 2020
Develop program that promotes sustainability in Community.	TBD	December 31, 2020
Build in sustainable features into facilities planning.	TBD	December 31, 2020

2019/2020 - Village Board Goals

B. Goal: A well-run, efficient and responsive government that provides a high level of quality-of-life services to the community.

Objective	Committee	Staff
1	Continue to work with Community to advance recommendations from Facilities Master Plan that includes the development of a Public Safety Building and Community Center.	Village Board Schuenke
<u>Action Steps:</u>		<u>Cost</u> <u>Timeline</u>
Reaffirm Community Center development as a priority.		None September 30, 2019
Study Public Safety Facility concept through master planning.		\$15,000 March 31, 2020
Study Community Center concept through master planning.		\$15,000 March 31, 2020
Decide steps necessary to transition from plan to design.		None June 30, 2020
2	Engage a strategic planning process for the Village.	Village Board Schuenke
<u>Action Steps:</u>		<u>Cost</u> <u>Timeline</u>
Participate in the input development process.		None July 31, 2019
Attend workshops that engage discussion on long term vision.		None August 31, 2019
Collectively review and prepare final plan for acceptance.		None September 30, 2019
Actively follow plan for implementation.		TBD January 1, 2020
3	Creation of a program that advances and promotes community art throughout the Village.	Village Board Schuenke
<u>Action Steps:</u>		<u>Cost</u> <u>Timeline</u>
Develop mural design on well house at Discovery Garden Park.		None March 31, 2020
Implement mural design on well house.		\$5,000 September 30, 2020
Develop plan for art feature at "Conversation Corner".		None December 31, 2020
Inventory other areas for possible community art development.		None December 31, 2020
4	Prioritize and update Village policies as may be applicable and necessary.	Village Board Schuenke Suettinger
<u>Action Steps:</u>		<u>Cost</u> <u>Timeline</u>
Develop Policy List inventory with relevant tracking.		None December 31, 2019
Make accessible on website all applicable Village policies.		None March 31, 2020
Create priority new development and revision list with VB.		None June 30, 2020
5	Complete the transition of meeting development process to online management platform including paperless packets.	Village Board Suettinger
<u>Action Steps:</u>		<u>Cost</u> <u>Timeline</u>
Convert all meetings to paperless format.		None December 31, 2019
Paper packets for all meetings to be provided by request only.		None January 1, 2020
Link meeting videos with meeting agendas (if possible).		TBD March 31, 2020
Upload historical agendas and minutes to CivicClerk.		\$2,500 March 31, 2020
Continue to market subscription ability to CivicClerk platform.		None June 30, 2020
6	The injection and incorporation of technology to improve the efficiency of day to day operations.	Village Board Comm Tech Suettinger Miller
<u>Action Steps:</u>		<u>Cost</u> <u>Timeline</u>
Update records retention policy and procedures.		None December 31, 2019
Convert to a digital time sheet process within payroll.		\$10,000 December 31, 2019
Review and draft process to digitize Village records.		None June 30, 2020
Upgrade Meeting Room(s) Technology		\$50,000 December 31, 2020
Integrate paperless process into website.		TBD December 31, 2020

2019/2020 - Village Board Goals

C. Goal: A government that promotes and supports active citizenry participation in the community

Objective	Committee	Staff	
1	Enhance Community communication and presence through a strategic communications plan which includes improved electronic mediums and meetings with various community groups, entities, and stakeholders.	Comm Tech	Miller Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Create policy for better utilization of Polco.		\$3,000	December 31, 2019
Implementation of E-Newsletter.		\$500	December 31, 2019
New opportunities for social media interaction.		TBD	March 30, 2020
Develop and maintain a Community Calendar		\$1,000	June 30, 2020
Electronic/digital sign development to promote various events.		\$50,000	September 30, 2020
Develop Village Board program to increase public interaction.		TBD	December 31, 2020
Create interactive map showing projects under consideration.		TBD	December 31, 2020

2	Research committee structure and make recommendations to improve meeting efficiency and communication.	Village Board	Schuenke Suettinger
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Develop master roster/list of Committees.		None	December 31, 2019
Align efficient and consistent minutes with meeting mgmt.		None	March 30, 2020
Conduct orientation program for new members and chairs.		None	March 30, 2020
Consider creation of instructional videos on various topics.		None	December 31, 2020

3	Create and promote opportunities to become involved in the Community.	Volunteer	Andersen
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Enhance community Volunteer Day.		TBD	March 30, 2020
Showcase other opportunities to volunteer in the Community.		TBD	June 30, 2020

2019/2020 - Village Board Goals

D. Goal: A healthy and growing, regionally and globally integrated economy that supports local initiatives.

Objective	Committee	Staff	
1	Actively promote and support affordable housing in the Village.	Village Board	Bremer Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Education efforts on the benefits and options for AH.		\$5,000	June 30, 2020
Conduct Gap Analysis, utilize State, County, CARPC.		\$25,000	September 30, 2020
Review, leverage opportunities as available.		TBD	December 31, 2020
Establish Benchmarks, Goals to address Gap		None	December 31, 2020

2	Continuation of the implementation of Branding Initiative (Phase 2)	Comm Tech	Miller
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Trademark new logo and tagline.		\$10,000	March 31, 2020
Implement banner program with new brand design.		\$5,000	March 31, 2020
Develop inventory of personal items with new branding.		\$5,000	June 30, 2020
Initiate phase replacement of park signage.		\$20,000	June 30, 2020
Pursue new Gateway Signage on USH 51.		\$50,000	September 30, 2020
Design new wayfinding system with new brand.		\$25,000	December 31, 2020

3	Continue Streetscaping enhancements through out the Village as applicable.	CDA Public Works	Bremer Hessling
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Plan for Phase 2 of Farwell Underground Utility Work		\$25,000	March 31, 2020
Develop inventory of areas desired for streetscape impr.		None	June 30, 2020
Consider additional decorative Downtown Streetlight.		\$100,000	September 30, 2020
Engage consultant on planning/design effort for inventory.		TBD	December 31, 2020

4	Evaluation of ways to become more business friendly and flexible for economic growth.	Village Board	Bremer Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Pursue annexation requests to diversify land use.		\$5,000	Case by Case basis
Pursue land acquisitions that advance local economy.		TBD	Case by Case basis
Build relationship with banks, brokers, developers.		None	Ongoing
Build more formal relationship with Chamber of Commerce.		None	Ongoing
Business wayfinding signage from bike trail.		\$15,000	September 30, 2020
Survey local businesses to identify areas of improvement.		\$10,000	December 31, 2020
Review code efficiencies to support Development.		\$5,000	December 31, 2020

5	Study and pursue opportunities for shared services with other local governments.	Village Board	Schuenke
<u>Action Steps:</u>		<u>Cost</u>	<u>Timeline</u>
Each Department Head will determine 1-3 Opportunities.		None	March 30, 2020
Each Opportunity will be vetted with surrounding municipalities.		None	June 30, 2020
Committees will evaluate each opportunity case by case.		TBD	September 30, 2020