

**VILLAGE OF ELLSWORTH
PARKS, RECREATION, DEVELOPMENT COMMITTEE**

March 10, 6:00pm
130 N. Chestnut St. Lower-Level Boardroom (East Rear Entrance)

View Zoom Meeting

<https://us06web.zoom.us/j/83027258165?pwd=UGtumaHjrO8uUtqgisFutZY3DeOohb.1>

Meeting ID: 830 2725 8165

Passcode: 451092

AGENDA:

1. Call to order
2. Discuss/Possible Action on the East End Park Master Plan
3. Adjournment

Jarod Traynor, Chairperson

Please note that members of the Village Board may be in attendance at the meeting for information only, no official action of the Village Board will occur at the Meeting.

Posted at the Village Hall, Village Website and Library

Emailed to P.C. Journal (Information Only)

VILLAGE OF ELLSWORTH

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Parks, Recreation, Development Committee, March 10, 2026

Agenda #2 – Discuss/Possible Action on the East End Park Master Plan

At the November 2025 meeting, the Committee discussed goals and priorities for East End Park. A shared goal was for the park to function as a destination park due to its proximity to the East End commercial area and its high visibility along Main Street.

At the January committee meeting, three park concepts were presented that included a variety of potential features such as a bandshell/amphitheater, playground area, new shelters, retention or removal of the existing structures (bathroom and log cabin), and the possibility of opening the stream. During discussion, the Committee expressed a preference for retaining the basketball court, incorporating larger open-sided shelters, and not including a pond. The Committee also directed that future concepts illustrate both options for the stream (open and closed) and the log cabin (remaining in place or removed), as no decision was made on those elements.

MSA will attend the meeting to present two updated concept plans for the park. Each concept includes a natural playground area, amphitheater, seating areas, walking paths, open-air shelters, and open lawn space.

Concept 1 proposes opening the stream with the log cabin remaining in its current location. The existing restroom building would be removed and replaced with a new restroom structure. If the cabin remains in place, an appropriate future use for the structure will need to be identified.

Concept 2 retains the existing restroom building and basketball court. This concept also proposes relocating the log cabin to the playground area and repurposing it as a playhouse.

Both concepts are provided for review alongside the project Goals and Objectives, as well as the park inventory and future options identified in the Comprehensive Outdoor Recreation Plan.

The next step in the process will be an online public engagement opportunity to gather feedback from the community. The Committee should discuss and provide direction on priorities for the public engagement process. The engagement could focus on one or both of the concepts or on specific park elements and features.

East End Park Master Plan

CONCEPT 1 February 2026



- Legend**
- 1 Parking
 - 2 Walking Paths
 - 3 Ex Cabin
 - 4 Seating Area
 - 5 Naturalized Stormwater Planting
 - 6 Open Lawn
 - 7 Open Air Shelter
 - 8 Bathroom Building
 - 9 Natural Playground
 - 10 Amphitheater
 - 11 Ex Flag Pole
 - 12 Relocated Time Capsule
 - 13 Memorial Tree
 - 14 Park Monument Sign
 - Proposed Trees
 - Ex Trees



East End Park Master Plan

CONCEPT 2 February 2026



- Legend**
- 1 Parking
 - 2 Walking Paths
 - 3 Ex Restroom
 - 4 Seating Area
 - 5 Farmers Market Pavilion
 - 6 Open Lawn
 - 7 Open Air Shelter
 - 8 Ex Basketball Court
 - 9 Natural Playground
 - 10 Amphitheater
 - 11 Ex Flag Pole
 - 12 Ex Time Capsule
 - 13 Memorial Tree
 - 14 Naturalized Stormwater Planting
 - 15 Ex Planters
 - 16 Relocated Cabin "Playhouse"
 - Proposed Trees
 - Ex Trees



East End Park

In the early 1900s, a group of business professionals from East Ellsworth joined forces to construct the Park Pavilion. Now gone, a pillar from the original pavilion remains standing in East End Park today.

East End Park can be found near the East Ellsworth business district, on Hwy 10 and E. Wall St., with off-street parking available off N. Crosscut Street. Event participants, locals and tourists passing through Ellsworth often frequent the park, which is well-regarded by the public.



Park Name: East End Park

Type: Community Park

East Main Street - Ellsworth, WI 54011

Site Analysis Summary

Existing Facilities:	
<ul style="list-style-type: none"> Picnic Pavilions Playground Equipment Grills Picnic Tables 	<ul style="list-style-type: none"> Two Basketball Hoops Drinking Fountain Restroom facility Park benches
Programs, Events	
<ul style="list-style-type: none"> Summer Fun Series Farmers Market Cheese Curd Festival hosted by Chamber of Commerce 	<ul style="list-style-type: none"> Pumpkin in the Park Public Library Programming Other seasonal events

Maintenance Program Details / Notes

Maintenance Program:	
<ul style="list-style-type: none"> Regular Maintenance of Grounds and Equipment 	<ul style="list-style-type: none"> Clean Restrooms

Improvement Options and Future Plans

Improvements Suggested:	
<ul style="list-style-type: none"> Upgrade Playground (potential ADA) Explore and Build Pavilion / Bandshell 	<ul style="list-style-type: none"> Storm Shelter / Restroom Facility Improve Facilities for Events

Goals and Objectives

Goal 1: Continue to maintain the Village’s outdoor park and recreation facilities

- **Maintain and improve the accessibility** of the Village’s existing outdoor recreation facilities.
- **Strive for new and existing facilities to meet the needs of all citizens**, including children, teenagers, the elderly, and individuals with mobility challenges.
- **Provide year-round outdoor recreation**, improved facilities, and additional outdoor opportunities.
- **Monitor the general overall condition** of the Village’s outdoor recreation amenities annually and establish an outdoor recreation Improvements Program.

Goal 2: Protect and enhance the unique natural resources within the Village

- **Maintain an awareness** of the vulnerability of the Village’s valuable natural resources.
- **Provide facilities that enable recreational users the opportunity to enjoy the Village’s natural resources** without causing any adverse impacts on these resources.

Goal 3: Use the Village’s resources efficiently and enhance funding opportunities for park and recreational needs of the Village

- **Evaluate recreation facility usage.**
- **Explore opportunities for both new park and recreational facilities, equipment and the expansion of existing parks.**
- **Monitor state and federal grant programs** for future park development. Apply for funds if appropriate.

Goal 4: Provide and improve public access to outdoor recreation land and water

- **Gather input regarding the Village’s outdoor recreation facilities.** These entities could include WDNR, clubs, the school district, and others.

Goal 5: Promote recreation to improve public health and wellness

- **Improve the coordination and cooperation** of the Village and other public or private entities in developing and using all current and future outdoor recreation areas.

Goal 6: Upgrade and Diversify Recreation Facilities

- **Renovate our playgrounds** with inclusive and innovative equipment, aiming to serve a broader demographic, including children with different abilities.
- **Establish dedicated pickleball courts** by converting suitable spaces, accommodating the sport's growing popularity.

- **Explore the use of existing facilities or the development of new structures to serve as Storm shelters** for the community. As new facilities are built, we should consider design with the structural integrity to provide shelter from tornadoes or severe weather conditions for both our citizens and visitors.
- **Explore opportunities for new flat green space** to enable more youth activities.

Goal 7: Work with our Partners to Create Versatile Community Spaces and Events

- **Work with area companies, clubs, associations, organizations, coaches, leaders, all the volunteers, and other government entities to maintain and grow** recreational opportunities and special events in Ellsworth.
- **Initiate a collaborative project** for a multipurpose indoor space by partnering with local schools or businesses, providing a venue for sports, meetings, and cultural events.
- **Seek partnerships and community support for a regular entertainment series or concert series** in a park. This series could eventually lead to a permanent venue like a stage or bandshell.
- **Design and install a water feature/splash pad** in a community park that can be used by our citizens and visitors.

Goal 8: Enhance Awareness and Utilization of Recreation Resources

- **Update the Village's website to include all existing facilities** to better inform the community of the Village's recreation facilities.
- **Implement a comprehensive digital marketing strategy** to promote recreation facilities on Google Maps and in social media.
- **Launch a "Recreation Spotlight" in our quarterly newsletter** featuring different parks, facilities, and upcoming events, encouraging community participation and feedback.

Goal 9: The community will seek to enhance a expand our network of Trails, Sidewalks, Walking Paths and Safe Routes to Schools and other Public Facilities

- **Working with our developers, schools, businesses, County, and State Government** we will look for opportunities to enhance and develop bike and pedestrian facilities for safe transit and exercise in the community.
- **The Village will seek to connect existing systems** when appropriate to develop a more user-friendly environment.