



MINUTES

1. **Call to Order - Chairman Adam Townsend**

The meeting of the Tourism City Council Committee and the Tourism Advisory Board was called to order on January 16, 2024, at 5:25 p.m. in the Mayor's Conference Room at 67 North Main Street, Madisonville, Kentucky.

Members present were: Lyle Crouch, Karen Tapp, Chip Tate, Elizabeth Oldham, and Michael Hunt. Committee Council Members present were: Adam Townsend, Frank Stevenson, and Larry Noffsinger.

Members absent were: Tim Whitsell, LaBarron McAdoo, Genia Matchem, and Glenda Seaton.

Also present were: Mayor Kevin Cotton, City Administrator Rob Saint, Deputy City Administrator Brad Long, Finance Supervisor Diana Phillips, Events Director Luci Bess, Airport Superintendent Emily Herron, Sports Complex Superintendent Brett Roddy, HR Director Lynn Owens, Councilman Tony Space, Councilman Chad Menser, Hopkins County Tourism Director Trish Noel, Community Member Tim Trice, and Assistant to the Mayor Debby Myers (who took the minutes).

2. **Approval of Minutes**

The minutes from the November 6, 2023, meeting were presented for review and discussion. There being no changes or corrections to the minutes, Larry Noffsinger made a motion that the minutes be approved as presented. Elizabeth Oldham seconded and the motion passed by unanimous vote.

3. **Approval of Financial Report**

Financial Supervisor Diana Phillips presented the Financial Report consisting of the Restaurant Tax Fund as of November 30, 2023, and the Cash Flow Projection for review and discussion. There were questions from board members concerning the actual amounts spent vs budget amounts on specific items. It was explained that these overages were covered by sponsorship funds. Going forward, a column will be added to the financial reports to reflect payment from sponsorship funds.

Lyle Crouch made a motion to approve the financial reports as presented. The motion was seconded by Chip Tate and passed by unanimous vote.

4. **Discussion of 2024 Events**

Events Director Luci Bess presented an overview of 2023 events, attendance statistics, economic impact projections, and funding requests for 2024. There was discussion among the board members concerning the viability of continuing the Summer Concert Series based on the low attendance numbers. There was in-depth discussion concerning the various funding requests and how the sponsorship funds are

applied. The funding requests for 2024 are as follows: Deck the Park - \$180,000; Beech Bash - \$25,000; Outdoor movies - \$10,000; Summer Concert Series - \$0; Harvest Fest - \$25,000; Fireworks for 4th of July - \$25,000; Wings Over Western Kentucky Airshow - \$150,000; for a total funding request of \$415,000.

Michael Hunt made a motion to approve the amount of \$415,000 for the events presented with the understanding that invoices/reports showing event expenditures and how the sponsorship funds are allocated to the events will be provided. The motion was seconded by Chip Tate and passed by unanimous vote.

5. Other

Chairman Adam Townsend announced that the next meeting is scheduled for Tuesday, February 20, 2024, at 5:00 p.m. This is due to Monday, February 21, 2024 being a holiday.

6. Adjournment

There being no further business, Chip Tate made a motion to adjourn the meeting. The second was made by Lyle Crouch and passed by unanimous vote. The meeting ended at 7:10 p.m.