



CITY OF
MADISONVILLE
KENTUCKY

**TOURISM CITY COUNCIL COMMITTEE
TOURISM ADVISORY BOARD**

May 20, 2024 at 5:00 PM
Mayor's Conference Room at City Hall
67 North Main Street
Madisonville, KY 42431

AGENDA

- 1. CALL TO ORDER - CHAIRMAN ADAM TOWNSEND**
- 2. APPROVAL OF MINUTES**
 - A. Minutes of January 16, 2024
- 3. APPROVAL OF FINANCIAL REPORT**
 - A. Financial Report
- 4. STATUS REPORT FROM CALEB NELSON, PARKS SUPERINTENDENT AND LINCOLN FUGAL, CITY ENGINEER**
 - A. City Park Trail Update
- 5. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR**
 - A. Recap of Movie Night and Beech Bash
 - B. New Event
- 6. OTHER**
- 7. ADJOURNMENT**



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.

CITY OF MADISONVILLE
RESTAURANT TAX FUND BUDGET
CASH FLOW PROJECTION
FY 2024

CASH BALANCE 03/31/2024	\$ 2,480,222
ADD:	
BUDGETED TAX REVENUES (3 MONTHS@\$158,334)	475,002
DUE FROM COUNTY TOURISM	633,343
DUE FROM SPORTS COMPLEX	1,529
DUE FROM WATER SEWER	320
CASH AVAILABLE THROUGH 3/31/2024	<u>3,590,416</u>
LESS:	
ACCTS PAYABLE @ 3/31/2024	(209,856)
DUE TO SANITATION	(46)
DUE TO GENERAL FUND	(40,304)
DUE TO LIGHT FUND	(168)
INSURANCE EXPENSE	(12,170)
2024 BEECH BASH	(20,470)
2024 HARVEST FEST	(25,000)
2024 DECK THE PARK	(180,000)
2024 WINGS OVER WESTERN KENTUCKY	(150,000)
2024 4TH FEST	(322,966)
CITY PARK RESTROOMS	(110,732)
CITY PARK TRAIL PAVING	(89,755)
2024 FOURTH OF JULY FIREWORKS	(12,500)
2024 OUTDOOR MOVIE NIGHT	(5,528)
OPERATING TRANSFER - SPORTS COMPLEX FUND	<u>(324,000)</u>
TOTAL CASH OBLIGATIONS	<u>(1,503,495)</u>
ESTIMATED FUNDS AVAILABLE 03/31/2024	<u><u>\$ 2,086,921</u></u>

CITY OF MADISONVILLE
RESTAURANT TAX FUND
BUDGET FY 2024
AS OF MARCH 31, 2024

	MARCH 2024 YTD ACTUAL	2024 BUDGET	BUDGET VARIANCE
FINANCIAL SOURCES			
RESTAURANT TAX 85%	1,475,755	1,900,000	(424,245)
TRANSFER FROM RESERVES	-	500,000	(500,000)
DECK THE PARK CONTRIBUTIONS	-	-	-
INTEREST INCOME	88,691	20,000	68,691
NSF RECEIPTS	(677)	-	(677)
CONTRIBUTIONS	500		500
FISCAL CT CONTRIBUTIONS	-	-	-
INSURANCE LOSS CLAIMS	73,000	-	73,000
MERCHANDISE & MISC EVENT INCOME	2,559	-	2,559
EVENT SPONSORSHIPS	187,500	-	187,500
VENDOR FEES	4,850	-	4,850
4TH FEST/PRAISE IN PARK	8,950	-	8,950
TOTAL FINANCIAL SOURCES	1,841,128	2,420,000	(578,872)
EXPENSES			
INSURANCE EXPENSE	12,830	25,000	(12,170)
CITY PARK BATHROOM UPGRADES	9,944	120,676	(110,732)
AIRPORT BEECH BASH 2024	4,530	25,000	(20,470)
SUMMER CONCERT SERIES 2023	36,660	17,374	19,286
HARVEST FESTIVAL 2023	20,534	25,000	(4,466)
HARVEST FESTIVAL 2024	-	25,000	(25,000)
WINGS OVER WESTERN KENTUCKY 2023	97,598	60,000	37,598
WINGS OVER WESTERN KENTUCKY 2024	-	150,000	(150,000)
DECK THE PARK 2023	169,921	170,716	(795)
DECK THE PARK 2024	-	180,000	(180,000)
FOURTH FEST 2023	287,859	231,235	56,624
FOURTH FEST 2024	127,034	450,000	(322,966)
OPERATING TRANSFER - SPORTS COMPLEX FUND	729,000	972,000	(243,000)
ELMER KELLEY IMPROVEMENTS	35,808	34,127	1,681
OUTDOOR MOVIE NIGHTS 2023	7,707	(240)	7,947
OUTDOOR MOVIE NIGHTS 2024	4,472	10,000	(5,528)
CITY PARK TRAIL PAVING	10,245	100,000	(89,755)
CITY PARK POWER PEDESTAL	37,208	33,098	4,111
CITY PARK FOUNTAINS	13,020	6,059	6,961
CITY HALL SIGN	98,242	95,500	2,742
FOURTH OF JULY FIREWORKS	12,500	25,000	(12,500)
TOTAL EXPENDITURES	1,702,613	2,755,545	(1,052,933)
EXCESS REVENUES OVER EXPENSES	138,515	(335,545)	474,060