



CITY OF  
MADISONVILLE  
KENTUCKY

**TOURISM CITY COUNCIL COMMITTEE  
TOURISM ADVISORY BOARD**

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July 15, 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 June 17, 2024
- 3. APPROVAL OF FINANCIAL REPORT**
  - A. Financials as of May 30, 2024
- 4. FIREWORKS**
- 5. OPEN DISCUSSION FOR EVENTS**
- 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 June 17, 2024 at 5:00 p.m. in the Mayor's Conference Room, located at 67 North Main Street, Madisonville, Kentucky.

Present: Board Member Karen Tapp, Board Member LaBarron McAdoo, Board Member Michael Hunt, Board Member Genia Matchem, Board Member Elizabeth Oldham, Board Member Chip Tate, Board Member Lyle Crouch, Advisory Board Member Glenda Seaton

Absent: Board Member Tim Whitsell

Also present were:

Committee Council Members: Larry Noffsinger, Frank Stevenson and Adam Townsend

Council Members: Tony Space and Chad Menser

City Employees: Mayor Kevin Cotton, City Administrator Rob Saint, Deputy City Administrator Brad Long, Finance Supervisor Diana Phillips, Events Director Luci Bess, Parks Superintendent Caleb Nelson, City Engineer Lincoln Fugal and Assistant to Mayor Amy Keith

Other Community Members: Hopkins County Tourism Director Trish Noel, Community Member Tim Trice, and Community Member Debby Myers

### 2. APPROVAL OF MINUTES

#### A. Minutes of January 16, 2024

The minutes from the January 16, 2024 meeting were presented for review and discussion. There being no changes or corrections to the minutes, Lyle Crouch 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

#### A. Financial Report

Financial Supervisor Diana Phillips presented the Financial Report consisting of the Restaurant Tax Fund as of March 31, 2024, as well as the Cash Flow Projection, for review and discussion.

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

**4. STATUS REPORT FROM CALEB NELSON, PARKS SUPERINTENDENT AND LINCOLN FUGAL, CITY ENGINEER**

**A. City Park Trail Update**

Parks Superintendent Caleb Nelson presented updates on City Park projects. An interior and exterior bathroom renovation was completed at the City Park, in addition to clubhouse restroom updates. Thanks to the efforts of Maintenance Supervisor Dewitt Roden, we were able to save \$110,000 in labor expenses.

City Engineer Lincoln Fugal reported the City Park trail would be expanded to 8 feet wide. Due to drainage and grading concerns, a bid went out. Bid came in at \$139,000. Phase I covers the entrance of the park to the start of the dam and Mr. Nelson reported the project started this week. For Phase II, Mr. Fugal noted there would not be as much grading or tile work. We do have a muskrat issue that we are working to resolve. For Phase II, a grant has been submitted through Pennyrile Area Development District.

A motion was made by Michael Hunt with a second by LaBarron McAdoo to re-allocate the \$110,000 savings on renovations to Phase I project expense of \$139,000. Passed by unanimous vote.

**5. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR**

**A. Recap of Movie Nights and Beech Bash**

Events Coordinator Luci Bess provided an update on the Movie Night events. In April, we hosted a drive-in movie showcasing "Grease" and it was held at City Park. There were 15 classic cars, food trucks, free popcorn and drinks. Ms. Bess estimated approximately 450–500 attendees. Our next movie night was hosted at Mahr Park. The movie "Encanto" was watched by approximately 1,000 attendees. This event featured food trucks, face painting, coloring books, 200 free goody bags, photo opportunities and popcorn. Friends of Mahr Park volunteers were instrumental in hosting the largest movie night ever. Our third movie event was "Super Mario Bros." and it was held at Dr. Festus Claybon Park. Free popcorn, 200 goody bags, character photo opportunities, food vendors, and bounce house were provided for another family-friendly event.

Ms. Bess reported on the 3rd Annual Beech Bash. Representatives from 3 countries, 28 states and 107 Aircrafts made for another great year. There were 6 different types of Beech crafts. Lions Club provided pancake breakfast, and we had a coffee vendor onsite all weekend. The following events occurred during Beech Bash: a Concert by Jim Brown and Lauren Mascitti, a "Top Gun Maverick" movie and a dinner/socializing event held at Riddle Farms. For 2023, \$10,000 in funds were allocated to this event with \$20,000 being spent. The economic impact was \$198,750. For 2024, we allocated \$25,000 and spent \$22,022. The economic impact was \$237,520, which did not include \$26,800 in fuel sales. We provided a tour of the City, as well as offered transportation to the Brewery.

**B. New Event**

Events Coordinator Luci Bess presented a new event idea, "Hot Air Balloon Glow". This event will have 8-10 tethered balloons and will be in the air for an hour and a half. There will be an offer of balloon rides. Ms. Bess mentioned the location as Mahr Park. The tentative date is Friday, August 30th with a rain date of Saturday, August 31st. Gates will be open from 4:00 p.m. - 10:00 p.m. Vendors, games, carnival rides, face painting, bouncy houses, balloon rides and food trucks would be scheduled. Cost would be \$26,000. Facebook, through school systems parent square, TV and radio ads will be used for advertising. There was discussion surrounding charging a fee, as well as looking at opportunities that would be more lasting.

A motion was made by Elizabeth Oldham with a second by LaBarron McAdoo to host the Hot Air Ballon Glow event. The committee requested that Ms. Bess verify if there is a potential for revenue from the balloon rides. The vote was 5 to 3 in favor of the event.

**6. OTHER**

**7. ADJOURNMENT**

There being no further business, Chip Tate made a motion to adjourn the meeting. The second was made by Karen Tapp and passed by unanimous vote. The meeting ended at 6:42 p.m.

CITY OF MADISONVILLE  
RESTAURANT TAX FUND  
BUDGET FY 2024  
AS OF MAY 30, 2024

	YTD ACTUAL	MAY 2024 YTD ACTUAL	2024 BUDGET	BUDGET VARIANCE
<b>FINANCIAL SOURCES</b>				
RESTAURANT TAX 85%	2,011,536	1,832,829	1,900,000	(67,171)
TRANSFER FROM RESERVES	-	-	500,000	(500,000)
DECK THE PARK CONTRIBUTIONS	-	-	-	-
INTEREST INCOME	107,810	101,510	20,000	81,510
NSF RECEIPTS	(677)	(677)	-	(677)
CONTRIBUTIONS	71,500	71,500	-	71,500
FISCAL CT CONTRIBUTIONS	-	-	-	-
INSURANCE LOSS CLAIMS	73,000	73,000	-	73,000
MERCHANDISE & MISC EVENT INCOME	2,559	2,559	-	2,559
EVENT SPONSORSHIPS	207,500	192,500	-	192,500
VENDOR FEES	4,000	4,000	-	4,000
4TH FEST/PRAISE IN PARK	19,850	12,600	-	12,600
<b>TOTAL FINANCIAL SOURCES</b>	<b>2,497,078</b>	<b>2,289,821</b>	<b>2,420,000</b>	<b>(130,179)</b>
<b>EXPENSES</b>				
INSURANCE EXPENSE	12,830	12,830	25,000	(12,170)
CITY PARK BATHROOM UPGRADES	9,944	9,944	10,676	(732)
AIRPORT BEECH BASH 2024	21,898	21,898	25,000	(3,102)
SUMMER CONCERT SERIES 2023	36,660	36,660	17,374	19,286
HARVEST FESTIVAL 2023	20,534	20,534	25,000	(4,466)
HARVEST FESTIVAL 2024	-	-	25,000	(25,000)
WINGS OVER WESTERN KENTUCKY 2023	97,598	97,598	60,000	37,598
WINGS OVER WESTERN KENTUCKY 2024	16,050	-	150,000	(150,000)
DECK THE PARK 2023	170,326	170,326	170,716	(390)
DECK THE PARK 2024	-	-	180,000	(180,000)
FOURTH FEST 2023	287,859	287,859	231,235	56,624
FOURTH FEST 2024	348,167	312,854	450,000	(137,146)
OPERATING TRANSFER - SPORTS COMPLEX FUND	972,000	891,000	972,000	(81,000)
ELMER KELLEY IMPROVEMENTS	35,808	35,808	34,127	1,681
OUTDOOR MOVIE NIGHTS 2023	7,707	7,707	(240)	7,947
OUTDOOR MOVIE NIGHTS 2024	6,522	5,076	10,000	(4,924)
CITY PARK TRAIL PAVING	10,245	10,245	210,000	(199,755)
CITY PARK POWER PEDESTAL	37,208	37,208	33,098	4,111
CITY PARK FOUNTAINS	13,020	13,020	6,059	6,961
CITY HALL SIGN	98,242	98,242	95,500	2,742
FOURTH OF JULY FIREWORKS	12,500	12,500	25,000	(12,500)
<b>TOTAL EXPENDITURES</b>	<b>2,215,120</b>	<b>2,068,811</b>	<b>2,755,545</b>	<b>(686,735)</b>
<b>EXCESS REVENUES OVER EXPENSES</b>	<b>281,958</b>	<b>221,011</b>	<b>(335,545)</b>	<b>556,556</b>

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

CASH BALANCE 05/30/2024	\$ 1,511,664
ADD:	
BUDGETED TAX REVENUES (1 MONTHS@\$158,334)	158,334
DUE FROM COUNTY TOURISM	357,074
DUE FROM SPORTS COMPLEX	765
DUE FROM LIGHT	40
DUE FROM WATER SEWER	160
CASH AVAILABLE THROUGH 5/30/2024	2,028,037
LESS:	
ACCTS PAYABLE @ 5/30/2024	(121,733)
DUE TO SANITATION	(23)
DUE TO GENERAL FUND	(23,594)
DUE TO LIGHT FUND	(124)
DUE TO COUNTY TOURISM	(206,031)
INSURANCE EXPENSE	(12,170)
CITY PARK BATHROOMS	(732)
2024 BEECH BASH	(3,102)
2024 HARVEST FEST	(25,000)
2024 DECK THE PARK	(180,000)
2024 WINGS OVER WESTERN KENTUCKY	(150,000)
2024 4TH FEST	(137,146)
CITY PARK TRAIL PAVING	(199,755)
2024 FOURTH OF JULY FIREWORKS	(12,500)
2024 OUTDOOR MOVIE NIGHT	(4,924)
2024 BALLOON GLOW	(26,000)
OPERATING TRANSFER - SPORTS COMPLEX FUND	(81,000)
TOTAL CASH OBLIGATIONS	(1,183,835)
ESTIMATED FUNDS AVAILABLE 05/30/2024	\$ 844,202