



CITY OF  
MADISONVILLE  
KENTUCKY

**TOURISM CITY COUNCIL COMMITTEE  
TOURISM ADVISORY BOARD**

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September 16, 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 the August 19, 2024
- 3. APPROVAL OF FINANCIAL REPORT**
  - A. Financials as of July 31, 2024
- 4. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR**
- 5. STATUS REPORT FROM CALEB NELSON, PARKS SUPERINTENDENT**
- 6. MAHR PARK PROPERTY**
- 7. 4TH FEST CONVERSATION**
- 8. OTHER**
- 9. 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 August 19, 2024 at 5:03 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

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, Public Relations Director Jennifer Daves, Human Resources Director Lynn Owens, and Assistant to Mayor Amy Keith

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

### 2. APPROVAL OF MINUTES

#### A. Minutes of June 17, 2024

The minutes from the June 17, 2024 meeting were presented for review and discussion. There being no changes or corrections to the minutes, Chip Tate made a motion that the minutes be approved as presented. Karen Tapp seconded and the motion passed by unanimous vote.

### 3. APPROVAL OF FINANCIAL REPORT

#### A. Financials as of June 30, 2024

Financial Supervisor Diana Phillips presented the Financial Report consisting of the Restaurant Tax Fund as of June 30, 2024, as well as the Cash Flow Projection, for review and discussion.

Lyle Crouch 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 LUCI BESS, EVENTS DIRECTOR**

Events Director Luci Bess provided an update on 4th Fest and Praise in the Park events. Attendance totaled 19,000, with Friday hosting 7,000; Saturday hosting 2,500; and Sunday hosting 9,500. Ms. Bess reported on the approximate 40 vendors per night, which included food, beverage, information, retail, glow toys, raffle and veterans information. Our guests came from 10 different states. The economic impact was reported at \$584,250. The economic impact was greater than the event expenses. There was discussion regarding hosting a 2-day or 3-day event in 2025. For 2025, the 4th of July will be on a Friday. A motion was made by LaBarron McAdoo with a second by Chip Tate to host a 3-day event, with approval up to \$450,000. Motion passed.

Events Director Luci Bess provided a brief update on the Hot Air Balloon Glow. The event will be held on Friday, August 30th from 4:00 p.m. - 10:00 p.m. at Mahr Park. She noted she has nearly 20 food, retail, glow and toy vendors, face painting by Claire Harmon, Live music by A Barber, A Baker & A Heartbreaker, Galactic Foghorn, 10 glowing Hot Air balloons and 2 tethered balloons for rides. Rides will be available from 5:00 p.m. - 9:30 p.m. Cost will be \$10 per person per ride for groups of 4–7 individuals. On August 31st, SkyCab Balloon Co will be hosting Sunrise Fly-Away Rides. This event is not hosted by the City of Madisonville. Information is available through SkyCab Balloon Co.

**5. FIREWORKS - LUCI BESS, EVENTS DIRECTOR**

Events Director Luci Bess provided a brief update on the 2024 4th of July fireworks. The fireworks were an one night, 25-minute show. A motion was made by LaBarron McAdoo and seconded by Chip Tate to host fireworks on July 4, 2025 with a \$25,000 budget. Motion passed.

**6. STATUS REPORT/POTENTIAL PROJECTS FROM CALEB NELSON, PARKS SUPERINTENDENT**

**A. Grapevine Recreational Trails to City Park Connection**

Parks Superintendent Caleb Nelson presented an opportunity to connect Grapevine Recreational Trails to the City Park Trails. This connection would allow our parks to be joined, and enhance our chances of hosting races. P & L Railroad has had engineering work completed on this project. Based on initial estimates, the concrete culvert tunnel connection would be \$1.2 million. Grants could be submitted in hopes of reducing our expenses. The project would be spread over 2 budget cycles. No action was taken. We will continue talks with P & L Railroad and provide more details at our next meeting.

**B. City Park Playground**

Parks Superintendent Caleb Nelson reported there is a need for additional playground equipment. His desire would be to provide equipment for elementary/middle school aged individuals. It is a busy playground as it is today, but the older children play tag due to no age-specific equipment. Like the trail project, grants could be submitted to support this project. Right now, Bluegrass Recreation has completed a customized quote, which is approximately \$750,000. We do not have to customize, but we could look into adding specific structures. Designs were shared with the committee.

### C. Pickleball Courts

Parks Superintendent Caleb Nelson reported there is a need for additional pickleball courts at the City Park. Their current courts are always packed. He stated he would relocate the 6 tennis courts to put additional pickleball courts near the clubhouse. There was discussion about the pickleball courts being available Monday through Thursday at the Sports Complex. Tourism Director Trish Noel reported that USA Pickleball will be visiting Madisonville in November.

### D. Mini-Golf Course Upgrades

Parks Superintendent Caleb Nelson reported there is a need for updates to our mini-golf course. It was built in 2018, and we have approximately 4,500 guests per year. Mr. Nelson would like to add new design features, re-carpet, add shade and additional landscaping. A motion was made by Michael Hunt with a second by Chip Tate to approve up to \$20,000 to re-carpet the mini-golf course. Motion passed.

### E. Elmer Kelley Upgrades

Parks Superintendent Caleb Nelson reported we had 5,600 visitors to Elmer Kelley. Updates have been occurring over time - painting, updated dugouts, new handrails, etc. Mr. Nelson states there is a need for freshly painted foul poles, a batter's eye screen, party deck, more storage, additional painting needs, and new outfield boundaries. He reported we have lease agreements with the local high schools, as well as the Madisonville miners. Their payments are being re-invested into the facility, but additional funds are needed for all the upgrades.

### F. City Park Amphitheatre

Parks Superintendent Caleb Nelson shared a picture of the Albertville, Alabama amphitheater. The Albertville community compares in size to Madisonville, with their 22,000 population and they have opened a \$80 million sports complex. This project is another opportunity to boost our economy with ticketed acts.

## 7. MAHR PARK PROPERTY

Parks Superintendent Caleb Nelson presented the opportunity to purchase the Danny Peyton property, which contains a house and 4 acres. The Trust does not have an interest in this property. Mayor Kevin Cotton reported this property has the potential to add value to Mahr Park. Phase 3 of the paved trails will be adjacent to the property. The house could be used as a wedding package rental or Airbnb. No action was taken. Mayor Cotton was advised to proceed with doing due diligence and report findings to this committee next month.

## 8. OPEN DISCUSSION FOR EVENTS

Other Miscellaneous Opportunities:

### A. Wayfinding Signs

Parks Superintendent Caleb Nelson reported we should have wayfinding study by the end of this month.

### B. Phase II City Park Trail Paving

Parks Superintendent Caleb Nelson reported he is trying to obtain grant funds for Phase II trail paving.

**9. OTHER**

Mayor Kevin Cotton provided an update on the Sports Complex. He stated he could see the finish line and hopes to have keys by mid-October. Mayor Cotton mentioned there is a grassy area outside the front doors that could be converted to a rubberized base and turf. Play pieces could be added later, which would provide for additional play activities. A motion was made by Chip Tate with a second by Michael Hunt to turf the grassy area, with approval up to \$85,000. Motion passed.

Committee City Council Adam Townsend reported our next meeting will be Monday, September 16th at 5:00 p.m.

**10. ADJOURNMENT**

There being no further business, Chip Tate made a motion to adjourn the meeting. The second was made by LaBarron McAdoo and passed by unanimous vote. The meeting ended at 7:08 p.m.

CITY OF MADISONVILLE  
RESTAURANT TAX FUND  
BUDGET FY 2025  
AS OF JULY 31, 2024

	JULY 2024 YTD ACTUAL	2025 BUDGET	BUDGET VARIANCE
FINANCIAL SOURCES			
RESTAURANT TAX 85%	177,795	2,200,000	(2,022,205)
TRANSFER FROM RESERVES	-	500,000	(500,000)
INTEREST INCOME	7,105	40,000	(32,895)
EVENT SPONSORSHIPS	500	-	500
4TH FEST/PRAISE IN PARK	2,300	-	2,300
TOTAL FINANCIAL SOURCES	<u>187,699</u>	<u>2,740,000</u>	<u>(2,552,301)</u>
EXPENSES			
INSURANCE EXPENSE	-	35,000	(35,000)
PROJECTS TO BE DETERMINED	-	865,200	(865,200)
GLEMA MAHR CENTER FOR THE ARTS	2,083	25,000	(22,917)
MINI GOLF COURSE UPGRADES	-	20,000	(20,000)
HARVEST FESTIVAL 2024	-	25,000	(25,000)
WINGS OVER WESTERN KENTUCKY 2024	20,888	150,000	(129,112)
DECK THE PARK 2024	-	180,000	(180,000)
FOURTH FEST 2024	3,929	73,132	(69,203)
OPERATING TRANSFER - SPORTS COMPLEX FUND	81,000	972,000	(891,000)
SPORTS COMPLEX TRUF	-	85,000	(85,000)
OUTDOOR MOVIE NIGHTS 2024	665	4,143	(3,478)
CITY PARK TRAIL PAVING	-	142,025	(142,025)
BALLOON GLOW 2024	-	26,000	(26,000)
FOURTH OF JULY FIREWORKS 2024	12,500	12,500	-
FOURTH OF JULY FIREWORKS 2025	-	25,000	(25,000)
TOTAL EXPENDITURES	<u>121,066</u>	<u>2,640,000</u>	<u>(2,518,934)</u>
EXCESS REVENUES OVER EXPENSES	66,634	100,000	(33,366)

CITY OF MADISONVILLE  
 RESTAURANT TAX FUND BUDGET  
 CASH FLOW PROJECTION  
 FY 2025

CASH BALANCE 7/31/2024		\$ 1,301,261
ADD:		
BUDGETED TAX REVENUES (11 MONTHS@\$183,333.33)		2,016,667
DUE FROM COUNTY TOURISM		356,502
TAX RECEIVABLES		133
OTHER RECEIVABLES		2,689
CASH AVAILABLE THROUGH 6/30/2025		3,677,252
LESS:		
ACCTS PAYABLE @ 7/31/2024		(9,394)
DUE TO SANITATION		(283)
DUE TO GENERAL FUND		(63,048)
INSURANCE EXPENSE		(35,000)
2024 4TH FEST		(69,203)
2024 BALLOON GLOW		(26,000)
2024 HARVEST FEST		(25,000)
2024 WINGS OVER WESTERN KENTUCKY		(129,112)
2024 DECK THE PARK		(180,000)
2024 OUTDOOR MOVIE NIGHT		(3,478)
2025 FOURTH OF JULY FIREWORKS		(25,000)
CITY PARK TRAIL PAVING		(142,025)
MINI GOLF COURSE UPGRADE		(20,000)
GLEMA MAHR CENTER FOR THE ARTS		(22,917)
SPORTS COMPLEX TURF		(85,000)
OPERATING TRANSFER - SPORTS COMPLEX FUND		(891,000)
TOTAL CASH OBLIGATIONS		(1,726,459)
ESTIMATED FUNDS AVAILABLE 6/30/2025		\$ 1,950,793