



AGENDA

- 1. CALL TO ORDER - CHAIRMAN ADAM TOWNSEND**
- 2. APPROVAL OF MINUTES**
 - A. Minutes of September 16, 2024 meeting
- 3. APPROVAL OF FINANCIAL REPORT**
 - A. Financials as of October 31, 2024
- 4. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR**
 - A. Haybale Trail
 - B. Wings Over Western Kentucky Air Show
 - C. Movie Nights
- 5. DECK THE PARK**
- 6. DOWNTOWN ICE AND LIGHTS - FIRST UNITED BANK PLAZA**
- 7. THE FLIGHT BEFORE CHRISTMAS - MADISONVILLE REGIONAL AIRPORT**
- 8. SPONSORSHIP DINNER**
- 9. OTHER**
- 10. 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 September 16, 2024 at 5:29 p.m. in the Mayor's Conference Room, located at 67 North Main Street, Madisonville, Kentucky.

Present: Board Member LaBarron McAdoo, Board Member Michael Hunt, Board Member Genia Matchem, Board Member Elizabeth Oldham, Board Member Chip Tate, Board Member Lyle Crouch, Board Member Glenda Seaton and Board Member Debby Myers

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

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, and Assistant to Mayor Amy Keith

Other Community Members: Hopkins County Tourism Director Trish Noel, Community Member Tim Trice, Heath Eric and Molly Eric.

Absent: Board Member Karen Tapp

2. **APPROVAL OF MINUTES**

A. Minutes of the August 19, 2024

The minutes from the August 19, 2024 meeting were presented for review and discussion. There being no changes or corrections to the minutes, Michael Hunt 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. Financials as of July 31, 2024

Financial Supervisor Diana Phillips presented the Financial Report consisting of the Restaurant Tax Fund as of July 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 Micheal Hunt and passed by unanimous vote.

4. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR

Events Director Luci Bess provided an update on the Madisonville Illuminated Hot Air Balloon Show. Attendance totaled approximately 10,000. We had 6 retail vendors and 15 food vendors. The balloons glowed for an hour and a half, with the last tethered ride occurring at 11:00 p.m. Ms. Bess shared a drone video provided by the Madisonville Police Department. Ms. Bess reported on the need for more balloons in 2025—12 glow balloons and 3 tethered. The Kentucky State Tourism Impact calculator reported the economic impact being \$190,000. There are opportunities for improvement with parking and communication. Guests need to arrive earlier, and we can stage parking lots to keep traffic flowing.

Events Director Luci Bess provided a brief update on Harvest Fest, Movie Night, and Wings Over Western Kentucky.

5. STATUS REPORT FROM CALEB NELSON, PARKS SUPERINTENDENT

Parks Superintendent Caleb Nelson reported on the Mini-golf upgrades. He recapped the last meeting discussion of re-carpeting, landscaping updates, shade structures, picnic area, landscaping barrier, and new obstacles. Mr. Nelson mentioned the committee approved \$20,000 for re-carpeting. In order to complete the project, the total need is \$77,000. The original quote did not include labor. After much discussion, Mr. Nelson will obtain quotes, including actual pictures of selected obstacles. These requests will be re-visited at the October meeting.

6. MAHR PARK PROPERTY

Mayor Kevin Cotton provided an update to the Mahr Park property, as well as provided photos of said property. The property is structurally sound and includes 4.22 acres. There will be a need for an updated furnace and new vent in the garage. Mayor Cotton reported we will continue to move forward on this project.

7. 4TH FEST CONVERSATION

Mayor Kevin Cotton introduced Heath and Molly Eric, The Eric Group, who provides tourism-driving concerts, events and festivals. The Eric Group provides artists for the 4th Fest and Praise in the Park. Mr. Eric reported his job is for tourists to spend money in our community. He reported we are competing with many communities for the 4th of July. Secondly, he stated we offer a free event. Year after year, the largest event is Praise in the Park. He reported that free is not always great - rain or shine, no skin in the game. It also provides for marketing challenges. He recommended we consider ticketed events in the future. Mr. Eric stated we could start with charging for parking, or VIP passes. He stated transition to VIP experience first. After much discussion, the Eric Group is going to provide a list of artists for our 3-day events, and we will change up the genre line-up to start with R & B, Country and end with Praise in Park.

8. OTHER

Mayor Kevin Cotton reported our restaurant tax funds are to be expended. He reported our Events Director's job responsibilities are dedicated tourism expense. Mayor Cotton requested that the committee consider using restaurant tax funds to pay this salary. Committee City Council Adam Townsend stated we use to cover part of this salary expense, but that individual had multiple job responsibilities. Mayor Cotton stated this position is 100% related to restaurant tax. The committee decided to discuss it at the October meeting.

Committee member Michael Hunt reported that the committee needed to come up with more ideas. He stated the City employees have provided ideas, and we approve. We need to be challenged in looking outside our current footprint. He mentioned more daily events, i.e. festivals.

Committee City Council Adam Townsend reported our next meeting will be Monday, October 21st at 5:00 p.m.

9. ADJOURNMENT

There being no further business, Debby Myers made a motion to adjourn the meeting. The second was made by Elizabeth Oldham and passed by unanimous vote. The meeting ended at 7:19 p.m.

CITY OF MADISONVILLE
RESTAURANT TAX FUND
AS OF OCTOBER 31, 2024

	YTD ACTUAL	2025 BUDGET	2026 BUDGET	BUDGET VARIANCE
FINANCIAL SOURCES				
RESTAURANT TAX 85%	724,414	2,200,000	-	(1,475,586)
TRANSFER FROM RESERVES	-	500,000	-	(500,000)
INTEREST INCOME	27,165	40,000	-	(12,835)
EVENT SPONSORSHIPS	10,500	-	-	10,500
VENDOR FEES	840	-	-	840
4TH FEST/PRAISE IN PARK	2,300	-	-	2,300
TOTAL FINANCIAL SOURCES	<u>765,220</u>	<u>2,740,000</u>	<u>-</u>	<u>(1,974,780)</u>
EXPENSES				
INSURANCE EXPENSE	-	35,000	-	(35,000)
2024 HARVEST FESTIVAL	19,367	25,000	-	(5,633)
2024 WINGS OVER WESTERN KENTUCKY	145,099	150,000	-	(4,901)
2024 DECK THE PARK	42,637	180,000	-	(137,363)
PROJECTS TO BE DETERMINED	-	950,832	-	(950,832)
2025 FOURTH FEST	-	-	450,000	(450,000)
OPERATING TRANSFER - SPORTS COMPLEX FUND	324,000	972,000	-	(648,000)
2024 OUTDOOR MOVIE NIGHTS	2,265	4,143	-	(1,878)
CITY PARK TRAIL PAVING	92,286	142,025	-	(49,739)
2024 FOURTH OF JULY FIREWORKS	25,000	25,000	-	-
2025 FOURTH OF JULY FIREWORKS	-	-	25,000	(25,000)
GLEMA MAHR CENTER FOR THE ARTS	8,333	25,000	-	(16,667)
2024 HOT AIR BALLOON GLOW	20,049	26,000	-	(5,951)
SPORTS COMPLEX TURF	-	85,000	-	(85,000)
MINI GOLF COURSE UPGRADES	-	20,000	-	(20,000)
TOTAL EXPENDITURES	<u>679,036</u>	<u>2,640,000</u>	<u>475,000</u>	<u>(2,435,964)</u>
EXCESS REVENUES OVER EXPENSES	86,183	100,000	(475,000)	(461,183)

CITY OF MADISONVILLE
 RESTAURANT TAX FUND
 CASH FLOW PROJECTION
 FY 2025

CASH BALANCE 10/31/24 \$ 1,565,083

ADD:

BUDGETED TAX REVENUES (8 MONTHS@\$183,333.33)	1,466,667
DUE FROM COUNTY TOURISM	373,351
TAX RECEIVABLES	860
OTHER RECEIVABLES	2,300
DUE FROM LIGHT	25

CASH AVAILABLE THROUGH 6/30/2025	3,408,286
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LESS:

ACCTS PAYABLE @ 10/31/2024	(242,855)
DUE TO SANITATION	(283)
DUE TO GENERAL FUND	(69,711)
INSURANCE EXPENSE	(35,000)
2024 HARVEST FEST	(5,633)
2024 WINGS OVER WESTERN KENTUCKY	(4,901)
2024 DECK THE PARK	(137,363)
2025 4TH FEST	(450,000)
2024 OUTDOOR MOVIE NIGHT	(1,878)
CITY PARK TRAIL PAVING	(49,739)
2025 FOURTH OF JULY FIREWORKS	(25,000)
GLEMA MAHR CENTER FOR THE ARTS	(16,667)
2024 BALLOON GLOW	(5,951)
SPORTS COMPLEX TURF	(85,000)
MINI GOLF COURSE UPGRADE	(20,000)
OPERATING TRANSFER - SPORTS COMPLEX FUND	(648,000)

TOTAL CASH OBLIGATIONS	(1,797,981)
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ESTIMATED FUNDS AVAILABLE 6/30/2025	\$ 1,610,305
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