



AGENDA

- 1. CALL TO ORDER - CHAIRMAN ADAM TOWNSEND**
- 2. APPROVAL OF MINUTES**
 - A. Minutes of November 18, 2024 meeting
- 3. APPROVAL OF FINANCIAL REPORT**
 - A. Financials as of December 31, 2024
- 4. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR**
 - A. Recap of Deck the Park 2024
 - B. Recap of Downtown Ice and Lights
 - C. Recap of The Flight Before Christmas
- 5. 2025 EVENTS BUDGET REQUESTS**
- 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 November 18, 2024 at 5:06 p.m. in the Mayor's Conference Room, located at 67 North Main Street, Madisonville, Kentucky.

Present: Board Member Lyle Crouch, Board Member Michael Hunt, Board Member Debby Myers, Board Member Elizabeth Oldham, Board Member Glenda Seaton, Board Member Karen Tapp and Board Member Chip Tate.

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, Human Resources Director Lynn Owens and Assistant to Mayor Amy Keith

Other Community Members: Hopkins County Tourism Director Trish Noel

Absent: Board Member Genia Matchem and Board Member LaBarron McAdoo

2. **APPROVAL OF MINUTES**

A. Minutes of September 16, 2024 meeting

The minutes from the September 16, 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. Lyle Crouch seconded, and the motion passed by unanimous vote.

3. **APPROVAL OF FINANCIAL REPORT**

A. Financials as of October 31, 2024

Financial Supervisor Diana Phillips presented the Financial Report consisting of the Restaurant Tax Fund as of October 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 Debby Myers and passed by unanimous vote.

4. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR

A. Haybale Trail

Events Director Luci Bess provided an update on Haybale Trail. We had 77 participants using 109 hay bales. There were 68 participating retail/food vendors. We had 24,823 cars enter Mahr Park for this event. Ms. Bess briefly highlighted the winners of each category.

B. Wings Over Western Kentucky Air Show

Events Director Luci Bess mentioned we hosted over 5,000 guests at Wings over Western Kentucky. There were 138 flight operations and 10 planes for this event. We had 12 food vendors and 8 retail/aviation vendors. The event consisted of 10 performers and static displays. The economic impact came in at \$165,000.

C. Movie Nights

Events Director Luci Bess reported on the 4 Outdoor Movie Nights. Over the course of all 4 movies, 2,000 guests joined us to enjoy a movie.

5. DECK THE PARK

Events Director Luci Bess provided an update on Deck the Park. We are one week away from this event. We have several additions, in which she mentioned a 26-foot spiral tree, an enhanced patriotic area, a painted backdrop created by artist Harry Bowles, and we replaced the Santa hat.

6. DOWNTOWN ICE AND LIGHTS - FIRST UNITED BANK PLAZA

Events Director Luci Bess reported on the Downtown Ice and Lights event to be held at First United Bank Plaza. A Christmas tree and ornaments will be installed on the stage, as well as 2 large banners on each side. We will have a photo opportunity on the concrete pad, utilizing the brick wall as a background.

7. THE FLIGHT BEFORE CHRISTMAS - MADISONVILLE REGIONAL AIRPORT

Events Director Luci Bess shared our ideas for the Flight Before Christmas event to be held at the Madisonville Regional Airport. Airport Manager Victoria Davenport pitched this idea of the event. We will have Santa arriving by helicopter. Helicopter rides will be available for a fee. There will be live reindeer and craft vendors. The Fire Department will have a fire pit and s'mores for those attending.

Mayor Cotton reported we were \$50,000 under budget, so we are looking into other

options - i.e., an ice rink at City Park and a Drone show.

8. SPONSORSHIP DINNER

Events Director Luci Bess reported on the Annual Sponsorship Dinner. Each year, we host our sponsors to thank them for their sponsorship and showcase all the events in which they were receiving recognition for the sponsorship.

9. OTHER

At a previous Tourism Advisory Board Meeting, Mayor Cotton had requested consideration of our Event Director's salary and benefits. The request was because 100% of her job responsibilities are event related. A motion was made by Chip Tate. A second was made by Michael Hunt, with the request being passed by unanimous vote

10. ADJOURNMENT

There being no further business, Chip Tate made a motion to adjourn the meeting. The second was made by Michael Hunt and passed by unanimous vote. The meeting ended at 5:33 p.m.

**CITY OF MADISONVILLE
RESTAURANT TAX FUND
AS OF DECEMBER 31, 2024**

	DECEMBER 2024 YTD ACTUAL	2025 BUDGET	2026 BUDGET	BUDGET VARIANCE
FINANCIAL SOURCES				
RESTAURANT TAX 85%	857,599	2,200,000	-	(1,342,401)
TRANSFER FROM RESERVES	-	500,000	-	(500,000)
INTEREST INCOME	37,302	40,000	-	(2,698)
NSF RECEIPTS	75	-	-	75
EVENT SPONSORSHIPS	30,500	-	-	30,500
VENDOR FEES	840	-	-	840
TOTAL FINANCIAL SOURCES	926,317	2,740,000	-	(1,813,683)
EXPENSES				
SALARIES & WAGES	4,120	30,900	-	(26,780)
PAYROLL TAXES	312	2,340	-	(2,028)
HEALTH INSURANCE	917	6,875	-	(5,958)
CERS	812	6,100	-	(5,288)
INSURANCE EXPENSE	-	35,000	-	(35,000)
2024 HARVEST FESTIVAL	19,631	25,000	-	(5,369)
2024 WINGS OVER WESTERN KENTUCKY	141,771	150,000	-	(8,229)
2024 DECK THE PARK	86,535	180,000	-	(93,465)
PROJECTS TO BE DETERMINED	-	904,617	-	(904,617)
2025 FOURTH FEST	576	-	450,000	(449,424)
OPERATING TRANSFER - SPORTS COMPLEX FUND	486,000	972,000	-	(486,000)
2024 OUTDOOR MOVIE NIGHTS	2,390	4,143	-	(1,753)
CITY PARK TRAIL PAVING	99,487	142,025	-	(42,538)
2024 FOURTH OF JULY FIREWORKS	25,000	25,000	-	-
2025 FOURTH OF JULY FIREWORKS	-	-	25,000	(25,000)
GLEMA MAHR CENTER FOR THE ARTS	12,500	25,000	-	(12,500)
2024 HOT AIR BALLOON GLOW	23,902	26,000	-	(2,098)
ICE AND LIGHTS	42,572	-	-	42,572
FLIGHT BEFORE CHRISTMAS	6,271	-	-	6,271
SPORTS COMPLEX TURF	-	85,000	-	(85,000)
MINI GOLF COURSE UPGRADES	-	20,000	-	(20,000)
SPONSOSHIP DINNER	1,528	-	-	1,528
TOTAL EXPENDITURES	954,323	2,640,000	475,000	(2,160,676)
EXCESS REVENUES OVER EXPENSES	(28,007)	100,000	(475,000)	(346,993)

CITY OF MADISONVILLE
 RESTAURANT TAX FUND
 CASH FLOW PROJECTION
 FY 2025

CASH BALANCE 12/31/2024	\$	1,308,411
ADD:		
BUDGETED TAX REVENUES (6 MONTHS@\$183,333.33)		1,100,000
DUE FROM COUNTY TOURISM		164,292
TAX RECEIVABLES		627
DUE FROM LIGHT		25
CASH AVAILABLE THROUGH 6/30/2025		2,573,354
LESS:		
ACCTS PAYABLE @ 12/31/2024		(220,647)
DUE TO SANITATION		(283)
DUE TO GENERAL FUND		(178,075)
EVENTS DIRECTOR SALARY & BENEFITS		(40,054)
INSURANCE EXPENSE		(35,000)
2024 HARVEST FEST		(5,369)
2024 WINGS OVER WESTERN KENTUCKY		(8,229)
2024 DECK THE PARK		(93,465)
2025 4TH FEST		(449,424)
2024 OUTDOOR MOVIE NIGHT		(1,753)
CITY PARK TRAIL PAVING		(42,538)
2025 FOURTH OF JULY FIREWORKS		(25,000)
GLEMA MAHR CENTER FOR THE ARTS		(12,500)
2024 BALLOON GLOW		(2,098)
SPORTS COMPLEX TURF		(85,000)
MINI GOLF COURSE UPGRADE		(20,000)
OPERATING TRANSFER - SPORTS COMPLEX FUND		(131,000)
TOTAL CASH OBLIGATIONS		(1,350,435)
ESTIMATED FUNDS AVAILABLE 6/30/2025	\$	1,222,920