



CITY OF
MADISONVILLE
KENTUCKY

**TOURISM CITY COUNCIL COMMITTEE
TOURISM ADVISORY BOARD**

February 18, 2025 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 January 21, 2025 meeting
- 3. APPROVAL OF FINANCIAL REPORT**
 - A. Financials as of January 31, 2025
- 4. WAYFINDING**
- 5. OTHER**
- 6. 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 21, 2025 at 5:03 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 Genia Matchem, Board Member Chip Tate, and Board Member Devi Thorp.

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

City Attorney: Hillary Croft

City Employees: Mayor Kevin Cotton, City Administrator Rob Saint, Finance Supervisor Diana Phillips, Events Director Luci Bess, and Assistant to Mayor Amy Keith

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

Absent: Board Member LaBarron McAdoo, Board Member Elizabeth Oldham, and Board Member Glenda Seaton

Chairman Adam Townsend welcome Mr. Devi Thorp to the committee and thanked the others for their continued service to this committee.

2. APPROVAL OF MINUTES

A. Minutes of November 18, 2024 meeting

The minutes from the November 18, 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. Lyle Crouch seconded, and the motion passed by unanimous vote.

3. APPROVAL OF FINANCIAL REPORT

- A. Financials as of December 31, 2024
Financial Supervisor Diana Phillips presented the Financial Report consisting of the Restaurant Tax Fund as of December 31, 2024, as well as the Cash Flow Projection, for review and discussion. Debby Myers made a motion to approve the financial reports as presented. The motion was seconded by Devi Thorp and passed by unanimous vote.

4. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR

- A. Recap of Deck the Park 2024
Events Director Luci Bess provided a recap on Deck the Park. She reported on additions - more lighted trees, re-purposed Harvest Fest pumpkin display that was transformed into a cottage, more photo ops, fillers, 2 new tunnels, and The Grinch backdrop. Mr. Harry Bowles painted the Grinch Backdrop. We had 3,241 children visit Mr. and Mrs. Claus. Ms. Bess reported on the traffic counts, mentioning there were counter issues the first 6 days. She reported 33,743 vehicles and 101,229 people. Deck the Park events came in approximately \$11,000 under budget.

Events Director Luci Bess reported on opportunities for 2025. She wants to build on what already exists, increase the number of lights and lighted trees. Ms. Bess states she wants to relocate the ice rink from First United Bank Plaza to the City Park Basketball Court. She wants to light more trees around the basketball court to compliment the rink. She also discussed relocating photo ops to the court area, which would drive traffic to new areas within the park.

- B. Recap of Downtown Ice and Lights
Events Director Luci Bess reported on the Downtown Ice and Lights and the many photo opportunities that occurred at this event. This event occurred over the course of 2 weekends. Hot chocolate, books, and cotton candy were all available, while skates, photo opportunities and music were all part of this free family fun event. Unfortunately, the vendor did not track the number of visitors.

Ms. Bess felt the ice rink was almost hidden from view and suggested moving to Deck the Park in 2025. Deck the Park location would provide for better parking as well. Ms. Bess stated we would like to add another large deer, and a few other lighted features - i.e., Horse and Carriage.

- C. Recap of The Flight Before Christmas
Events Director Luci Bess reported on the Flight Before Christmas, which was held at The Madisonville Regional Airport. There were a lot of activities for the children, food vendors, books, helicopter rides, cookie decorating, and smores. Children had an opportunity for meet and greet with Santa and Mrs. Claus. She estimated approximately 1,250 in attendance.

Mayor Kevin Cotton informed the committee that all of our events were used in the filming of a Hallmark Christmas movie. The film industry filmed at every event, including Mistletoe Stroll.

5. 2025 EVENTS BUDGET REQUESTS

Events Director Luci Bess reviewed opportunities for growth and sustainability:

- Madisonville Illuminate - Proposed increasing the number of balloons to present a larger show.
- Wings over Western Kentucky Air Show - Plans to move to a night show with more pyro, lights and possibly fireworks.
- Deck the Park - Addition/relocation of the ice rink to the basketball courts.
- The Flight Before Christmas - Increase the number of children activities and photo opportunities.
- Downtown Ice and Lights - Purchase more photo opportunities, additional lights, and decorations.
- Event Supplies and Needs - This item was added for the purchase of general event needs - i.e., industrial coolers, standing heaters, etc.

2025 Event Budget - \$545,000

Deck the Park

A motion was made by Devi Thorpe to approve \$210,000 for Deck the Park, which includes moving the ice rink to this event. Lyle Crouch seconded, and the motion passed by unanimous vote.

Wings over Western Kentucky Air Show

A motion was made by Lyle Crouch to approve \$175,000 for Wings over Western Kentucky Air Show. Chip Tate seconded, and the motion passed by unanimous vote.

Madisonville Illuminated

A motion was made by Debby Myers to approve \$30,000 for Madisonville Illuminated event. Chip Tate seconded, and the motion passed by unanimous vote.

Downtown Lights & Plaza Decor

A motion was made by Devi Thorp to approve \$30,000 for Downtown Lights & Plaza Decor. Debby Myers seconded, and the motion passed by unanimous vote.

Beech Bash

A motion was made by Chip Tate to approve \$25,000 for Beech Bash event. Lyle Crouch seconded, and the motion passed by unanimous vote.

Harvest Fest

A motion was made by Chip Tate to approve \$25,000 for Harvest Fest event. Debby Myers seconded, and the motion passed by unanimous vote.

The Flight Before Christmas

A motion was made by Debby Myers to approve \$15,000 for The Flight Before Christmas event. Lyle Crouch seconded, and the motion passed by unanimous vote.

Outdoor Movies

A motion was made by Devi Thorp to approve \$10,000 for Outdoor Movies. Lyle Crouch seconded, and the motion passed by 5-1 vote.

General Event Supplies and Needs

A motion was made by Devi Thorp to approve \$25,000 for General Event Supplies and Needs. Lyle Crouch seconded, and the motion passed by unanimous vote.

6. OTHER

City Administrator Rob Saint mentioned we will have the following items to present at upcoming Tourism Committee meetings:

- Wayfinding Signs
- Paving status, as we are waiting on grant opportunities
- City Park upgrades

Mr. Saint reminded the committee that funding for 4th Fest and Praise in the Park events were voted in previous meeting.

Chairperson Adam Townsend mentioned the next meeting will be held on Tuesday, February 18th at 5:00 p.m. It was further noted that the Sports Factory Grand Opening will be March 8th. More details to follow on that grand opening.

7. ADJOURNMENT

There being no further business, Debby Myers made a motion to adjourn the meeting. The second was made by Chip Tate and passed by unanimous vote. The meeting ended at 6:06 p.m.

**CITY OF MADISONVILLE
RESTAURANT TAX FUND
AS OF JANUARY 31, 2025**

	JANUARY 2025 YTD ACTUAL	2025 BUDGET	2026 BUDGET	BUDGET VARIANCE
FINANCIAL SOURCES				
RESTAURANT TAX 85%	1,211,274	2,200,000	-	(988,726)
TRANSFER FROM RESERVES	-	500,000	-	(500,000)
INTEREST INCOME	41,843	40,000	-	1,843
NSF RECEIPTS	100	-	-	100
EVENT SPONSORSHIPS	55,500	-	-	55,500
VENDOR FEES	840	-	-	840
TOTAL FINANCIAL SOURCES	<u>1,309,557</u>	<u>2,740,000</u>	<u>-</u>	<u>(1,430,443)</u>
EXPENSES				
WAGES & BENEFITS	14,945	47,250	-	(32,305)
INSURANCE EXPENSE	-	35,000	-	(35,000)
2025 AIRPORT BEECH BASH	-	25,000	-	(25,000)
2024 HARVEST FESTIVAL	19,631	25,000	-	(5,369)
2025 HARVEST FESTIVAL	-	-	25,000	(25,000)
2024 WINGS OVER WESTERN KENTUCKY	141,771	150,000	-	(8,229)
2025 WINGS OVER WESTERN KENTUCKY	-	-	175,000	(175,000)
EVENT EXPENSES	-	25,000	-	(25,000)
2024 DECK THE PARK	104,504	180,000	-	(75,496)
2025 DECK THE PARK	7,648	-	210,000	(202,352)
PROJECTS TO BE DETERMINED	-	843,582	-	(843,582)
2025 FOURTH FEST	297,087	-	450,000	(152,913)
OPERATING TRANSFER - SPORTS COMPLEX FUND	841,000	972,000	-	(131,000)
2024 OUTDOOR MOVIE NIGHTS	2,410	4,143	-	(1,733)
2025 OUTDOOR MOVIE NIGHTS	-	10,000	-	(10,000)
CITY PARK TRAIL PAVING	96,907	142,025	-	(45,117)
2024 FOURTH OF JULY FIREWORKS	25,000	25,000	-	-
2025 FOURTH OF JULY FIREWORKS	-	-	25,000	(25,000)
GLEMA MAHR CENTER FOR THE ARTS	14,583	25,000	-	(10,417)
2024 HOT AIR BALLOON GLOW	23,902	26,000	-	(2,098)
2025 HOT AIR BALLOON GLOW	-	-	30,000	(30,000)
2024 ICE AND LIGHTS	68,803	-	-	68,803
2025 DOWNTOWN LIGHTS	-	-	30,000	(30,000)
2024 FLIGHT BEFORE CHRISTMAS	6,338	-	-	6,338
2025 FLIGHT BEFORE CHRISTMAS	-	-	15,000	(15,000)
SPORTS COMPLEX TURF	-	85,000	-	(85,000)
MINI GOLF COURSE UPGRADES	-	20,000	-	(20,000)
SPONSORSHIP DINNER	1,528	-	-	1,528
TOTAL EXPENDITURES	<u>1,666,057</u>	<u>2,640,000</u>	<u>960,000</u>	<u>(1,933,943)</u>
EXCESS REVENUES OVER EXPENSES	(356,500)	100,000	(960,000)	(503,500)

CITY OF MADISONVILLE
RESTAURANT TAX FUND
CASH FLOW PROJECTION
FY 2025

CASH BALANCE 1/31/2025	\$ 1,165,978
ADD:	
BUDGETED TAX REVENUES (5 MONTHS@\$183,333.33)	916,667
DUE FROM COUNTY TOURISM	144,745
TAX RECEIVABLES	627
DUE FROM LIGHT	25
CASH AVAILABLE THROUGH 6/30/2025	<u>2,228,041</u>
LESS:	
ACCTS PAYABLE @ 1/31/2025	(21,268)
DUE TO SANITATION	(283)
DUE TO GENERAL FUND	(191,671)
EVENTS DIRECTOR SALARY & BENEFITS	(32,305)
INSURANCE EXPENSE	(35,000)
2025 AIRPORT BEECH BASH	(25,000)
EVENT EXPENSES	(25,000)
2024 DECK THE PARK	(75,496)
2025 DECK THE PARK	(202,352)
2025 4TH FEST	(152,913)
2025 OUTDOOR MOVIE NIGHT	(10,000)
CITY PARK TRAIL PAVING	(45,117)
2025 FOURTH OF JULY FIREWORKS	(25,000)
GLEMA MAHR CENTER FOR THE ARTS	(10,417)
SPORTS COMPLEX TURF	(85,000)
MINI GOLF COURSE UPGRADE	(20,000)
OPERATING TRANSFER - SPORTS COMPLEX FUND	(131,000)
TOTAL CASH OBLIGATIONS	<u>(1,087,822)</u>
ESTIMATED FUNDS AVAILABLE 6/30/2025	<u><u>\$ 1,140,219</u></u>