



CITY OF
MADISONVILLE
KENTUCKY

**TOURISM CITY COUNCIL COMMITTEE
TOURISM ADVISORY BOARD**

April 21, 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 February 18, 2025 meeting
- 3. APPROVAL OF FINANCIAL REPORT**
 - A. Financials as of March 31, 2025
- 4. OTHER**
 - A. Brainstorming Ideas from Committee
- 5. 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 February 18, 2025 at 5:00 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 Chip Tate, and Board Member Devi Thorp

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

City Council Members: Marvin Hightower

City Employees: City Administrator Rob Saint, Deputy City Administrator Brad Long, Finance Supervisor Diana Phillips, Human Resources Director Lynn Owens, 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 Genia Matchem, and Board Member Glenda Seaton

2. APPROVAL OF MINUTES

A. Minutes of the January 21, 2025 meeting

The minutes from the January 21, 2025 meeting were presented for review and discussion. There being no changes or corrections to the minutes, Devi Thorp 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 January 31, 2025

Financial Supervisor Diana Phillips presented the Financial Report consisting of the Restaurant Tax Fund as of January 31, 2025, 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. WAYFINDING

City Administrator Rob Saint presented the Wayfinding | Placemaking Design Intent drawings, sign types, and placements. Mr. Saint reviewed the history of the wayfinding consultant, KSD Kinetic. He reported we had one bid submitted on this project, IMG Builds. Mr. Saint thoroughly reviewed each sign type, quantity and pricing per sign type. He reviewed the Midtown Gateway, Island Ford Gateway, and McLeod Gateway maps to show the sign placement.

Mr. Saint reviewed the quote, which came in at \$309,312. He reported there is a 6-month period from start to finish, and that we have 60 days to honor the proposal. Life expectancy was reported as 15 years. Mr. Saint reported the prototype sign would be the first step, and approval would be needed by the State Department of Transportation. After much discussion, a motion was made by Chip Tate to approve the quoted amount of \$309,312 as presented. The motion was seconded by Devi Thorp and passed by unanimous vote.

5. OTHER

City Administrator Rob Saint reported on the purchase of an ice rink. The cost was \$89,000, which included everything but personnel. This ice rink will fit on the City Park basketball courts. We will also purchase a pre-fab building to store all materials. Mr. Saint reported that the ice rink purchase is less than what this committee approved in a prior meeting.

Board member Michael Hunt asked about numbers from the Volleyball Tournament held at the Sports Factory. Hopkins County Tourism Director Trish Noel reported that Smith Travel Research reported 80% occupancy of our 5 flag hotels. Deputy City Administrator Brad Long also reported on the weekly GM report received by the Sports Facilities Companies. Mr. Long reported there were 110 registered teams, with 100 in attendance. Reports reflect 3,100 in attendance with food/beverage bringing in approximately \$28,700. Parking was a challenge, but it was also the largest scheduled event. Mr. Long also reminded the committee of the Grand Opening scheduled for March 8th. HUB International will be sponsoring 1 half-court shot for \$10,000.

Mr. Long reported on the 19 other tournaments scheduled, four summer camps, a 1-week-long revival and a job fair/expo that are all confirmed for this year. There will be a post this week on the outdoor fields.

6. ADJOURNMENT

There being no further business, Debby Myers made a motion to adjourn the meeting. The second was made by Devi Thorp and passed by unanimous vote. The meeting ended at 5:37 p.m.

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

	MARCH 2025 YTD ACTUAL	2025 BUDGET	2026 BUDGET	BUDGET VARIANCE
FINANCIAL SOURCES				
RESTAURANT TAX 85%	1,523,222	2,200,000	-	(676,778)
TRANSFER FROM RESERVES	-	500,000	-	(500,000)
INTEREST INCOME	50,698	40,000	-	10,698
NSF RECEIPTS	100	-	-	100
INSURANCE LOSS CLAIM	14,000	-	-	14,000
EVENT SPONSORSHIPS	183,000	-	-	183,000
VENDOR FEES	840	-	-	840
PRAISE IN THE PARK	3,750	-	-	3,750
TOTAL FINANCIAL SOURCES	1,775,610	2,740,000	-	(964,390)
EXPENSES				
WAGES & BENEFITS	27,266	47,250	-	(19,984)
INSURANCE EXPENSE	-	35,000	-	(35,000)
2025 AIRPORT BEECH BASH	2,178	25,000	-	(22,823)
2024 HARVEST FESTIVAL	19,924	25,000	-	(5,076)
2025 HARVEST FESTIVAL	-	-	25,000	(25,000)
2024 WINGS OVER WESTERN KENTUCKY	142,895	150,000	-	(7,105)
2025 WINGS OVER WESTERN KENTUCKY	31,950	-	175,000	(143,050)
EVENT EXPENSES	-	25,000	-	(25,000)
2024 DECK THE PARK	115,087	180,000	-	(64,913)
2025 DECK THE PARK	54,803	-	210,000	(155,197)
PROJECTS TO BE DETERMINED	-	534,270	-	(534,270)
2025 FOURTH FEST	304,511	-	450,000	(145,489)
OPERATING TRANSFER - SPORTS COMPLEX FUND	729,000	972,000	-	(243,000)
2024 OUTDOOR MOVIE NIGHTS	2,410	4,143	-	(1,733)
2025 OUTDOOR MOVIE NIGHTS	1,868	10,000	-	(8,132)
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	18,750	25,000	-	(6,250)
2024 HOT AIR BALLOON GLOW	23,946	26,000	-	(2,054)
2025 HOT AIR BALLOON GLOW	-	-	30,000	(30,000)
2024 ICE AND LIGHTS	68,880	-	-	68,880
2025 DOWNTOWN LIGHTS	6,040	-	30,000	(23,960)
2024 FLIGHT BEFORE CHRISTMAS	7,821	-	-	7,821
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
WAYFINDING SIGNS	73,153	309,312	-	(236,159)
TOTAL EXPENDITURES	1,753,916	2,640,000	960,000	(1,846,084)
EXCESS REVENUES OVER EXPENSES	21,695	100,000	(960,000)	(881,695)

CITY OF MADISONVILLE
 RESTAURANT TAX FUND
 CASH FLOW PROJECTION
 FY 2025

CASH BALANCE 3/31/2025		\$ 1,403,003
ADD:		
BUDGETED TAX REVENUES (3 MONTHS @\$183,333.33)		550,000
DUE FROM COUNTY TOURISM		107,787
TAX RECEIVABLES		627
DUE FROM LIGHT		25
CASH AVAILABLE THROUGH 6/30/2025		2,061,441
LESS:		
ACCTS PAYABLE @ 3/31/2025		(32,018)
DUE TO SANITATION		(283)
DUE TO GENERAL FUND		(207,294)
EVENTS DIRECTOR SALARY & BENEFITS		(19,984)
INSURANCE EXPENSE		(35,000)
2025 AIRPORT BEECH BASH		(22,823)
EVENT EXPENSES		(25,000)
2024 DECK THE PARK		(64,913)
2025 DECK THE PARK		(155,197)
2025 4TH FEST		(145,489)
2025 OUTDOOR MOVIE NIGHT		(8,132)
CITY PARK TRAIL PAVING		(45,117)
2025 FOURTH OF JULY FIREWORKS		(25,000)
GLEMA MAHR CENTER FOR THE ARTS		(6,250)
SPORTS COMPLEX TURF		(85,000)
MINI GOLF COURSE UPGRADE		(20,000)
WAYFINDING SIGNS		(236,159)
OPERATING TRANSFER - SPORTS COMPLEX FUND		(131,000)
TOTAL CASH OBLIGATIONS		(1,264,658)
ESTIMATED FUNDS AVAILABLE 6/30/2025		\$ 796,783