



CITY OF  
MADISONVILLE  
KENTUCKY

**SPECIAL CALLED MEETING - LIVE AND  
VIRTUAL  
TOURISM CITY COUNCIL COMMITTEE  
TOURISM ADVISORY BOARD**

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June 16, 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 April 21, 2025 meeting
- 3. APPROVAL OF FINANCIAL REPORT**
  - A. Financials as of May 31, 2025
- 4. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR**
- 5. STATUS REPORT FROM CALEB NELSON, PARKS SUPERINTENDENT**
- 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 April 21, 2025 at 5:04 p.m. in the Mayor's Conference Room, located at 67 North Main Street, Madisonville, Kentucky.

Present: Board Member Michael Hunt, Board Member LaBarron McAddo, Board Member Debby Myers, Board member Elizabeth Oldham, Board Member Glenda Seaton, Board Memeber Chip Tate, and Board Member Devi Thorp

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

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

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

Absent: Board Member Lyle Crouch and Board Member Genia Matchem

### 2. APPROVAL OF MINUTES

#### A. Minutes of February 18, 2025 meeting

The minutes from the February 18, 2025 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. Chip Tate seconded, and the motion passed by unanimous vote.

### 3. APPROVAL OF FINANCIAL REPORT

#### A. Financials as of March 31, 2025

Financial Supervisor Diana Phillips presented the Financial report consisting of the Restaurant Tax Fund as of March 31, 2025, as well as the Cash Flow Projection, for review and discussion. Devi Thorp made a motion to approve the financial reports as presented. The motion was seconded by LaBarron McAdoo and passed by unanimous vote.

Ms. Phillips reported our largest months for restaurant taxes income are April, May and June. Board Member Devi Thorp requested tracking this data from

2024 to 2025. The first big event at the Kentucky Sports Factory was in February, and he felt this would be a good month to begin comparisons. Event schedules can be found on the City of Madisonville's website, as well as the Kentucky Sports Factory's website. Ms. Phillips reported that report data can be skewed based on payment timing. Board Member Devi Thorp stated the committee could do a better job forecasting with additional data being provided.

Mayor Cotton reported that we currently transfer \$81,000 from restaurant tax to the Kentucky Sports Factory on a monthly basis. In order to balance the budget, an additional \$9,000 is needed. These funds pay for the construction of the building, and overall operations of the Kentucky Sports Factory. Currently, the City of Madisonville owes \$2.9 million for this facility. Michael Hunt made a motion to approve the additional \$9,000 per month, taking the total monthly amount to \$90,000. The motion was seconded by Chip Tate and passed by unanimous vote.

#### **4. OTHER**

##### **A. Brainstorming Ideas from Committee**

Chairman Adam Townsend wanted to brainstorm ideas and hear more from the committee members. There was discussion about the 4th Fest and Praise in the Park expenses. The cost is increasing and may not be sustainable going forward. Committee members discussed the need for revenue-producing events. Financial Supervisor Diana Phillips reminded the committee that they have already approved \$960,000 for 2026 events.

The committee revisited the connector project between Grapevine Lake and City Park, which would allow for 13 miles of total trails. This project was estimated at \$1.2 million last year. The committee also discussed the construction of an amphitheater, where we could host ticketed events. City Administrator Rob Saint reported a grant was approved for the next phase of the City Park Walking trail. Committee members asked about opportunities at the City Park pool and lakes. Mayor Cotton provided an update on the Kentucky Sports Factory Outdoor Fields. City Administrator Rob Saint reported that City Park Superintendent Caleb Nelson would bring a few projects to the next meeting - i.e., the clubhouse and miniature golf course. Lastly, there were discussions surrounding the fairgrounds. Since the City of Madisonville does not own this property, we are unable to host events there.

The committee members requested further research and associated costs on the following potential projects: water feature for City Park lake, Ropes course, and Amphitheater.

#### **5. ADJOURNMENT**

There being no further business, Elizabeth Oldham made a motion to adjourn the meeting. The second was made by Devi Thorp and passed by unanimous vote. The meeting ended at 6:28 p.m.

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

	MAY 2025 YTD ACTUAL	2025 BUDGET	2026 BUDGET	BUDGET VARIANCE
<b>FINANCIAL SOURCES</b>				
RESTAURANT TAX 85%	1,891,196	2,200,000	-	(308,804)
TRANSFER FROM RESERVES	-	500,000	-	(500,000)
INTEREST INCOME	61,287	40,000	-	21,287
NSF RECEIPTS	200	-	-	200
INSURANCE LOSS CLAIM	14,000	-	-	14,000
EVENT SPONSORSHIPS	183,000	-	-	183,000
VENDOR FEES	840	-	-	840
PRAISE IN THE PARK	7,950	-	-	7,950
<b>TOTAL FINANCIAL SOURCES</b>	<b>2,158,474</b>	<b>2,740,000</b>	<b>-</b>	<b>(581,526)</b>
<b>EXPENSES</b>				
WAGES & BENEFITS	39,588	47,250	-	(7,663)
INSURANCE EXPENSE	-	35,000	-	(35,000)
2025 AIRPORT BEECH BASH	22,946	25,000	-	(2,054)
2024 HARVEST FESTIVAL	19,906	25,000	-	(5,094)
2025 HARVEST FESTIVAL	-	-	25,000	(25,000)
2024 WINGS OVER WESTERN KENTUCKY	142,647	150,000	-	(7,353)
2025 WINGS OVER WESTERN KENTUCKY	31,950	-	175,000	(143,050)
EVENT EXPENSES	-	25,000	-	(25,000)
2024 DECK THE PARK	127,837	180,000	-	(52,163)
2025 DECK THE PARK	68,949	-	210,000	(141,051)
PROJECTS TO BE DETERMINED	-	534,270	-	(534,270)
2025 FOURTH FEST	425,307	-	450,000	(24,693)
OPERATING TRANSFER - SPORTS COMPLEX FUND	891,000	972,000	-	(81,000)
2024 OUTDOOR MOVIE NIGHTS	2,410	4,143	-	(1,733)
2025 OUTDOOR MOVIE NIGHTS	2,586	10,000	-	(7,414)
CITY PARK TRAIL PAVING	96,907	142,025	-	(45,117)
2024 FOURTH OF JULY FIREWORKS	25,000	25,000	-	-
2025 FOURTH OF JULY FIREWORKS	12,500	-	25,000	(12,500)
GLEMA MAHR CENTER FOR THE ARTS	22,917	25,000	-	(2,083)
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)
<b>TOTAL EXPENDITURES</b>	<b>2,113,817</b>	<b>2,640,000</b>	<b>960,000</b>	<b>(1,486,183)</b>
<b>EXCESS REVENUES OVER EXPENSES</b>	<b>44,657</b>	<b>100,000</b>	<b>(960,000)</b>	<b>(904,657)</b>

CITY OF MADISONVILLE  
 RESTAURANT TAX FUND  
 CASH FLOW PROJECTION  
 FY 2025

CASH BALANCE 5/31/2025 \$ 1,182,400

ADD:

BUDGETED TAX REVENUES (1 MONTHS@\$183,333.33)	183,333
DUE FROM COUNTY TOURISM	367,974
TAX RECEIVABLES	727
DUE FROM LIGHT	150

CASH AVAILABLE THROUGH 6/30/2025 1,734,585

LESS:

ACCTS PAYABLE @ 5/31/2025	(3,800)
DUE TO SANITATION	(283)
DUE TO GENERAL FUND	(220,565)
DUE TO LIGHT FUND	(669)
EVENTS DIRECTOR SALARY & BENEFITS	(7,663)
INSURANCE EXPENSE	(35,000)
2025 AIRPORT BEECH BASH	(2,054)
EVENT EXPENSES	(25,000)
2025 OUTDOOR MOVIE NIGHT	(7,414)
2025 4TH FEST	(24,693)
2025 FOURTH OF JULY FIREWORKS	(12,500)
GLEMA MAHR CENTER FOR THE ARTS	(2,083)
MINI GOLF COURSE UPGRADE	(20,000)
WAYFINDING SIGNS	(236,159)
SPORTS COMPLEX TURF	(85,000)

TOTAL CASH OBLIGATIONS (682,883)

ESTIMATED FUNDS AVAILABLE 6/30/2025 \$ 1,051,702