



CITY OF
MADISONVILLE
KENTUCKY

**TOURISM CITY COUNCIL COMMITTEE
TOURISM ADVISORY BOARD**

July 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 June 16, 2025 meeting
- 3. APPROVAL OF FINANCIAL REPORT**
 - A. Financials as of June 30, 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 June 16, 2025 at 5:05 p.m. in the Mayor's Conference Room, located at 67 North Main Street, Madisonville, Kentucky and via virtually through Zoom.

Present: Board Member Lyle Crouch, Board Member Michael Hunt, Board Member Genia Matchem, 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 Employees: Mayor Kevin Cotton, City Administrator Rob Saint, Deputy City Administrator Brad Long, Finance Supervisor Diana Phillips (virtual), Events Director Luci Bess, City Park Superintendent Caleb Nelson, 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 and Board Member Glenda Seaton

2. APPROVAL OF MINUTES

A. Minutes of the April 21, 2025 meeting

The minutes of the April 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. Chip Tate seconded, and the motion passed by unanimous vote.

3. APPROVAL OF FINANCIAL REPORT

A. Financials as of May 31, 2025

Finance Supervisor Diana Phillips presented the Financial report consisting of the Income Statement for the Restaurant Tax Fund as of May 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 Michael Hunt, and passed by unanimous vote.

4. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR

Events Director Luci Bess updated the committee on Beech Bash in the Bluegrass 2025. The event stats included 114 planes and approximately 300 attendees. We sold over 3,600 gallons of 100 low lead fuel. Visitors came from Canada, Europe, California, Pennsylvania, Florida, Texas, Michigan, Indiana, South Carolina, Wisconsin and more. Astronaut Dr. Jay Apt was a guest speaker. Beech Bash event host Sam Guirguis was presented the Kentucky ACE award by Commission KYTC, Department of Aviation, Mark Carter. The event hosted day and night air shows by Ghostwriter Skywriting, Magician Michael Griffin, and live music by Carnival of Souls and Majesty of Rock.

Ms. Bess reported on the two movie events canceled due to weather. She noted she plans to reschedule and will push out the dates once they are determined. Our next movie is scheduled for July 11th.

Ms. Bess provided an update on 4th Fest and Praise in the Park. Fireworks will occur on Friday, July 4th, after the 4th Fest concert. She briefly reviewed the 3-day line-up and noted there was excitement around every artist. Mayor Cotton asked for volunteers from the committee.

5. STATUS REPORT FROM CALEB NELSON, PARKS SUPERINTENDENT

City Park Superintendent Caleb Nelson reported on funds previously awarded for mini-golf renovations. Mr. Nelson stated \$20,000 was allocated, \$9,952.31 was used to order pump for the mini-golf waterfall and fountain features. He also plans to purchase landscaping materials. Board member Michael Hunt asked about the turf. Mr. Nelson reported he is troubleshooting the 3rd and 4th holes, which will be fixed in-house. He further noted that numbers are trending up so far, and he expects them to exceed last year's numbers.

6. OTHER

City Park Superintendent Caleb Nelson informed the committee that we have an opportunity to connect Grapevine Recreational Trail with the City Park. This project has been in the works for years, and a bridge design has been estimated to be between \$1.2 - \$1.5 million. Recently, P & L Railway recommended a new connection avenue. In order to pursue, \$25,000 is needed to survey P & L Railway property to be purchased and includes the purchase price, and \$15,000 is needed for Rogue Trails to scout and GPS trail extension. This extension would run parallel to the tracks, and extend our mileage to allow us to host races. Races would provide a revenue stream. The committee asked about other expenses, and Mr. Nelson stated the groundwork for the new trail and fencing would be an additional cost. There is approximately 7,000 linear feet of fence.

Finance Supervisor Diana Phillips reported \$960,000 has already been allocated for the upcoming budget. The approval of these funds would bring the allocation to \$1,000,000 of the \$1,547,760 available in fiscal year 2026. Mr. Nelson stated there would be grant opportunities once the property is secured. We are also researching Rails to Trails program to see if we could qualify for any funds. A motion was made by Debby Myers for the \$40,000 total needed for survey, land purchase and for Rogue Trails. Chip Tate seconded, and the motion passed by unanimous vote.

7. 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 5:37 p.m.

**CITY OF MADISONVILLE
RESTAURANT TAX FUND
AS OF JUNE 30, 2025**

	JUNE 2025 YTD ACTUAL	2025 BUDGET	2026 BUDGET	BUDGET VARIANCE
FINANCIAL SOURCES				
RESTAURANT TAX 85%	2,075,122	2,200,000	-	(124,878)
TRANSFER FROM RESERVES	-	500,000	-	(500,000)
INTEREST INCOME	65,735	40,000	-	25,735
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	13,350	-	-	13,350
TOTAL FINANCIAL SOURCES	2,352,247	2,740,000	-	(387,753)
EXPENSES				
WAGES & BENEFITS	45,748	47,250	-	(1,502)
INSURANCE EXPENSE	21,884	35,000	-	(13,116)
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	8,899	25,000	-	(16,101)
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	414,092	-	450,000	(35,908)
OPERATING TRANSFER - SPORTS COMPLEX FUND	990,000	972,000	-	18,000
2024 OUTDOOR MOVIE NIGHTS	2,410	4,143	-	(1,733)
2025 OUTDOOR MOVIE NIGHTS	4,127	10,000	-	(5,873)
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	25,000	25,000	-	-
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	146,306	309,312	-	(163,006)
GRAPEVINE TRAIL	-	-	40,000	(40,000)
TOTAL EXPENDITURES	2,315,323	2,640,000	1,000,000	(1,324,677)
EXCESS REVENUES OVER EXPENSES	36,924	100,000	(1,000,000)	(936,924)

CITY OF MADISONVILLE
 RESTAURANT TAX FUND
 CASH FLOW PROJECTION
 FY 2025

CASH BALANCE 6/30/2025		\$ 1,040,735
ADD:		
DUE FROM COUNTY TOURISM		370,167
CASH AVAILABLE THROUGH 6/30/2025		<u>1,410,902</u>
LESS:		
ACCTS PAYABLE @ 6/30/2025		(5,540)
DUE TO GENERAL FUND		(6,161)
2025 AIRPORT BEECH BASH		(2,054)
EVENT EXPENSES		(16,101)
2025 OUTDOOR MOVIE NIGHT		(5,873)
2025 4TH FEST		(35,908)
2025 FOURTH OF JULY FIREWORKS		(12,500)
CITY PARK TRAIL PAVING		(45,117)
MINI GOLF COURSE UPGRADE		(20,000)
WAYFINDING SIGNS		(163,006)
SPORTS COMPLEX TURF		(85,000)
TOTAL CASH OBLIGATIONS		<u>(397,260)</u>
ESTIMATED FUNDS AVAILABLE 6/30/2025		<u><u>\$ 1,013,642</u></u>