



CITY OF
MADISONVILLE
KENTUCKY

**TOURISM CITY COUNCIL COMMITTEE
TOURISM ADVISORY BOARD**

October 20, 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 July 21, 2025 meeting
3. **APPROVAL OF FINANCIAL REPORT**
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 July 21, 2025 at 5:00 p.m. in the Mayor's Conference Room, located at 67 North Main Street, Madisonville, Kentucky.

Present: Board Member Michael Hunt, Board Member Genia Matchem, Board Member Debby Myers, Board Member Elizabeth Oldham, Board Member Glenda Seaton, 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, Events Director Luci Bess, City Park Superintendent Caleb Nelson, and Assistant to Mayor Amy Keith

Other Community Members: Hopkins County Tourism Director Trish Noel, Ronnie Noel, and The Eric Group representatives Heath Eric and Molly Eric

Absent: Board Member LaBarron McAdoo and Board Member Lyle Crouch

2. APPROVAL OF MINUTES

A. Minutes of June 16, 2025 meeting

The minutes of the June 16, 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 June 30, 2025

Finance Supervisor Diana Phillips presented the Financial report consisting of the Income Statement for the Restaurant Tax Fund as of June 30, 2025, as well as the Cash Flow Projection, for review and discussion. Ms. Phillips reported

that we will continue to receive invoices, so the reports are not final. She reported we are sticking around the \$1 million balance and holding fine.

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

Events Director Luci Bess reported on a new event, Madisonville Salutes, which is being planned for September 13th from 10:00 a.m. until 9:00 p.m. Several branches of the military will be on display while also hosting baseball, disc, mini-golf and golf tournaments. Ms. Bess reported that we are estimating 3,000 - 4,000 attendees. Madisonville Salutes will be a community-wide, family event, and the plan is to host this event at City Park. A motion was made by Chip Tate to allocate \$25,000 to Madisonville Salutes. The motion was seconded by Debby Myers, and passed by unanimous vote.

Events Director Luci Bess reported on 4th Fest and Praise in the Park. For the R & B line-up, 8,000 attendees enjoyed Morris Day & the Times, and Rueban Studdard. The evening of Country Music, we hosted 9,500 attendees and Praise in the Park brought in 14,500 attendees. The numbers were obtained through Placer AI, which tracks cell phone bings. The Kentucky State Tourism Economic calculator estimated this event's economic impact was \$1,008,000. Heath and Molly Eric of the Eric Group mentioned this was the biggest 4th Fest and 3-day event they have ever seen. They are seeing an increase in marketing data and newsletter sign-ups. Mr. Eric reported the City of Madisonville has logistics down and others are noticing. He mentioned agents from Nashville attending the event and said they commented on how well the event ran. He thanked the City of Madisonville, our employees, and Mayor Cotton. In closing, Mr. Eric reported we had an exceptional line-up that reached younger adults, parents and grandparents.

A motion was made by Debby Myers to allocate up to \$500,000 for 2026 4th Fest and Praise in the Park. The motion was seconded by Chip Tate, and passed by unanimous vote.

A motion was made by Chip Tate to allocate \$25,000 for 2026 Fireworks. The motion was seconded by Michael Hunt, and passed by unanimous vote.

5. STATUS REPORT FROM CALEB NELSON, PARKS SUPERINTENDENT

City Park Superintendent Caleb Nelson provided updates on a few of his ongoing projects. He reported that the engineering company was onsite to review the Grapevine Recreational Trail. He is waiting for their report. As for the mini-golf pump, Mr. Nelson reported he is waiting for the installer.

City Administrator Rob Saint gave kudos to Caleb Nelson and his team for the 4th Fest and Praise in the Park events.

6. OTHER

City Administrator Rob Saint updated the committee on the property adjoining Mahr Park. Originally, this committee approved negotiations up to \$400,000. Mr. Saint

reported the appraisal was \$440,000. There are 4.22 acres with a 40 x 60 building. The short-term usage would be an AirBNB. The McDowell house is projected to be a future nature center. Other work happening within Mahr Park is the road widening, and Ms. Robison is seeking grants for Phase 3 of the playground and to extend the walking trail. Michael Hunt made a motion to approve up to \$440,000 for the purchase of this property. The motion was seconded by Devi Thorp, and passed by unanimous vote.

City Administrator Rob Saint provided an update on the Wayfinding signs. He reported he had a meeting with the state today. Once he gets their approval, then fabrication would be the next step. There will be 38 signs across the city.

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 6:05 p.m.