



CITY OF  
MADISONVILLE  
KENTUCKY

**TOURISM CITY COUNCIL COMMITTEE  
TOURISM ADVISORY BOARD**

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November 17, 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 October 20, 2025 meeting
- 3. APPROVAL OF FINANCIAL REPORT**
  - A. October 2025 Restaurant Tax Financials
- 4. CITY PARK OPPORTUNITIES FROM CALEB NELSON, PARKS SUPERINTENDENT**
- 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 October 20, 2025 at 5:21 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 Glenda Seaton, Board Member Chip Tate, and Board Member Devi Thorp

Also Present: Committee Council Members: Adam Townsend and Frank Stevenson

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

Absent: Committee Council Member Larry Noffsinger, Board Member LaBarron McAdoo and Board Member Genia Matchem

### 2. **APPROVAL OF MINUTES**

#### A. Minutes of the July 21, 2025 meeting

The minutes of the July 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. Lyle Crouch seconded, and the motion passed by unanimous vote.

### 3. **APPROVAL OF FINANCIAL REPORT**

#### A. Financials as of September 30, 2025

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

reported we purchased the home adjacent to Mahr Park, which is why our projected estimate of cash available for use through June 30, 2026 is at \$600,970.

Debby Myers made a motion to approve the financial reports as presented. The motion was seconded by Chip Tate, and passed by unanimous vote.

#### **4. STATUS REPORT FROM LUCI BESS, EVENTS DIRECTOR**

Events Director Luci Bess reported on several events, all of which have been hosted since August.

##### **Madisonville Illuminated - Hot Air Balloon Show**

Events Director Luci Bess reported on the second annual Madisonville Illuminated. Ms. Bess reported we hosted over 10,000 guests. We had 10 Hot Air balloons, 34 vendors and live music. The Kentucky State Tourism Economic calculator estimated this event's economic impact was \$307,500.

##### **Madisonville Salutes**

Events Director Luci Bess reported on the first annual Madisonville Salutes. Our Hero's Hour participants requested that we host an event to educate the community on military opportunities, as well as celebrate our veterans and those on active duty. We hosted approximately 6,900 guests and had 25 vendors, 2 traveling memorial walls, 101st Airborne Band, and fireworks. We collaborated with the Hopkins County School Board and coordinated bringing 1,400 students to view the 2 traveling walls on Friday before the event. The Kentucky State Tourism Economic calculator estimated this event's economic impact was \$211,898.25.

##### **Harvest Fest**

Events Director Luci Bess reported on Harvest Fest. She reported we had 28 food vendors, over 30 retail and craft vendors, Hopkins County School students, and 83 Hay Bale Trail entries. We hosted approximately 14,067 guests over the 2-day event. During the week of the event, Mahr Park reported 28,221 guests drove through the park. The Kentucky State Tourism Economic calculator estimated this event's economic impact was \$432,560.

##### **Wings over Western Kentucky**

Events Director Luci Bess reported on the third annual Wings over Western Kentucky. This event was shifted to an afternoon and evening event. We had wing walking, skydiving, aerobatic stunts, fireworks, and 25 food, retail and information vendors. We estimated 6,500 guests were in attendance with visitors from all over the region. The Kentucky State Tourism Economic calculator estimated this event's economic impact was \$199,875.

Lastly, Events Director Luci Bess requested financial support for the 2026 Beech Bash event. In 2025, the budget for this event was \$25,000, which is the amount she is requesting for 2026. She mentioned hosting 110 planes and estimating guest numbers at 350. This event has a bigger economic impact, due to the fact the guests stay in our hotels. A motion was made by Lyle Crouch to allocate \$25,000 to Beech Bash 2026. The motion was seconded by Chip Tate, and passed by unanimous vote.

**5. OTHER**

City Administrator Rob Saint reported on the following projects:

**City Park**

On the mini-golf course, Mr. Saint stated we are trying to re-furbish the pump on the water features. The City Park team continues to work on the landscaping. He further noted that we are waiting for a grant to complete trail upgrades.

**Wayfinding**

Mr. Saint reported we are waiting for 2 sign approvals from the Kentucky Department of Transportation.

**Kentucky Sports Factory**

Mr. Saint reported we are working on booking 2026 events and making great headway. Batting cages should be installed in the coming week. He also reminded this committee that the Kentucky Sports Factory has lunch opportunities, as well as a coffee bar.

**6. ADJOURNMENT**

There being no further business, Debby Myers made a motion to adjourn the meeting. The second was made by Michael Hunt, and passed by unanimous vote. The meeting ended at 5:59 p.m.

CITY OF MADISONVILLE  
 RESTAURANT TAX FUND  
 CASH FLOW PROJECTION  
 FY 2026

CASH BALANCE 10/31/2025		\$ 446,071
ADD:		
BUDGETED TAX REVENUES (8 MONTHS@\$183,333.33)		1,466,667
DUE FROM COUNTY TOURISM		364,637
SPONSORSHIPS RECEIVABLE		27,550
CASH AVAILABLE THROUGH 10/31/2025		<u>2,304,925</u>
LESS:		
ACCTS PAYABLE @ 10/31/2025		-
DUE TO GENERAL FUND		(79,901)
DUE TO WATER FUND		(11)
DUE TO COUNTY TOURISM		(219,065)
EVENTS DIRECTOR SALARY & BENEFITS		(52,466)
INSURANCE EXPENSE		(12,620)
2025 HARVEST FESTIVAL		(729)
2025 WINGS OVER WESTERN KENTUCKY		(34,477)
EVENT EXPENSES		(24,968)
2025 DECK THE PARK		(102,237)
2025 OUTDOOR MOVIE NIGHT		(2,664)
2025 HOT AIR BALLOON GLOW		(19,951)
2025 DOWNTOWN LIGHTS		(8,464)
2025 FLIGHT BEFORE CHRISTMAS		(15,000)
GLEMA MAHR CENTER FOR THE ARTS		(16,667)
OPERATING TRANSFER - SPORTS COMPLEX FUND		(270,000)
CITY PARK TRAIL PAVING		(45,117)
MINI GOLF COURSE UPGRADE		(20,000)
WAYFINDING SIGNS		(163,006)
SPORTS COMPLEX TURF		(85,000)
GRAPEVINE TRAIL		(29,697)
2026 AIRPORT BEECH BASH		(25,000)
2026 4TH FEST		(500,000)
2026 FOURTH OF JULY FIREWORKS		(25,000)
TOTAL CASH OBLIGATIONS		<u>(1,752,041)</u>
ESTIMATED FUNDS AVAILABLE 6/30/2026		<u><u>\$ 552,884</u></u>

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

	OCT 2025 YTD ACTUAL	2026 BUDGET	2027 BUDGET	BUDGET VARIANCE	% OF BUDGET EARNED/USED
<b>FINANCIAL SOURCES</b>					
RESTAURANT TAX 85%	736,338	2,200,000	-	(1,463,662)	33.47%
TRANSFER FROM RESERVES	-	500,000	-	(500,000)	0.00%
PENALTIES & INTEREST	3,468	-	-	3,468	100.00%
INTEREST INCOME	13,975	55,000	-	(41,025)	25.41%
NSF RECEIPTS	50	-	-	50	100.00%
MERCHANDISE SALES	8,726	2,500	-	6,226	349.04%
EVENT SPONSORSHIPS	133,350	65,000	-	68,350	205.15%
VENDOR FEES	320	1,000	-	(680)	32.00%
PRaise IN THE PARK	15,800	20,000	-	(4,200)	79.00%
<b>TOTAL FINANCIAL SOURCES</b>	<b>912,028</b>	<b>2,843,500</b>	<b>-</b>	<b>(1,931,472)</b>	<b>32.07%</b>
<b>EXPENSES</b>					
WAGES & BENEFITS	28,274	80,740	-	(52,466)	35.02%
INSURANCE EXPENSE	22,380	35,000	-	(12,620)	63.94%
2026 AIRPORT BEECH BASH	-	25,000	-	(25,000)	0.00%
2025 HARVEST FESTIVAL	24,271	25,000	-	(729)	97.08%
2025 WINGS OVER WESTERN KENTUCKY	140,523	175,000	-	(34,477)	80.30%
EVENT EXPENSES	32	25,000	-	(24,968)	0.13%
2025 DECK THE PARK	107,094	209,331	-	(102,237)	51.16%
CAPITAL - MAHR PARK HOME	438,489	440,000	-	(1,511)	99.66%
2025 FOURTH FEST	470,424	416,179	-	54,245	113.03%
2026 FOURTH FEST	-	-	500,000	(500,000)	0.00%
OPERATING TRANSFER - SPORTS COMPLEX FUND	810,000	1,080,000	-	(270,000)	75.00%
2025 OUTDOOR MOVIE NIGHTS	3,209	5,873	-	(2,664)	54.64%
CITY PARK TRAIL PAVING	-	45,117	-	(45,117)	0.00%
2025 FOURTH OF JULY FIREWORKS	25,000	25,000	-	-	100.00%
2026 FOURTH OF JULY FIREWORKS	-	-	25,000	(25,000)	0.00%
GLEMA MAHR CENTER FOR THE ARTS	8,333	25,000	-	(16,667)	33.33%
2025 HOT AIR BALLOON GLOW	10,049	30,000	-	(19,951)	33.50%
2025 DOWNTOWN LIGHTS	21,536	30,000	-	(8,464)	71.79%
2025 FLIGHT BEFORE CHRISTMAS	-	15,000	-	(15,000)	0.00%
SPORTS COMPLEX TURF	-	85,000	-	(85,000)	0.00%
MINI GOLF COURSE UPGRADES	-	20,000	-	(20,000)	0.00%
WAYFINDING SIGNS	-	163,006	-	(163,006)	0.00%
MADISONVILLE SALUTES	81,320	25,000	-	56,320	325.28%
GRAPEVINE TRAIL	10,303	40,000	-	(29,697)	25.76%
<b>TOTAL EXPENDITURES</b>	<b>2,201,238</b>	<b>3,020,246</b>	<b>525,000</b>	<b>(1,344,008)</b>	<b>62.09%</b>
<b>EXCESS REVENUES OVER EXPENSES</b>	<b>(1,289,210)</b>	<b>(176,746)</b>	<b>(525,000)</b>	<b>587,464</b>	