



CITY OF  
MADISONVILLE  
KENTUCKY

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

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June 15, 2026 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 February 17, 2026 meeting
- 3. APPROVAL OF FINANCIAL REPORT**
  - A. Financials as of May 31, 2026
- 4. STATUS REPORT FROM CARRIE EISON, EVENTS DIRECTOR**
- 5. UPDATE FROM JON SALLEY**
- 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 February 17, 2026 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 Sid Hill, Board Member Debby Myers, Board Member Elizabeth Oldham, Board Member Glenda Seaton, and Board Member Chip Tate

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, City Attorney Hillary Croft, Finance Director Diana Phillips, Events Director Carrie Eison, Public Relations Administrative Assistant Sarah Burnison, and Assistant to Mayor Amy Keith

Other Community Members: Hopkins County Tourism Director Trish Noel

Absent: Board Member Michael Hunt, Board Member Genia Matchem, and Board Member Devi Thorp

### 2. INTRODUCTION OF CARRIE EISON, EVENTS DIRECTOR

City Administrator Rob Saint introduced Carrie Eison as our new Events Director.

### 3. APPROVAL OF MINUTES

#### A. Minutes of the November 17, 2025 meeting

The minutes of the November 17, 2025 meeting were presented for review and discussion. There being no changes or corrections to the minutes, Chip Tate made a motion that the minutes be approved as presented. Debby Myers seconded, and the motion passed by unanimous vote.

### 4. APPROVAL OF FINANCIAL REPORT

#### A. Financials as of January 31, 2026

Finance Director Diana Phillips presented the Financial report consisting of the Income Statement for the Restaurant Tax Fund as of January 31, 2026, as well as the Cash Flow Projection, for review and discussion. Ms. Phillips reported income is holding steady while mentioning current restaurant tax and estimated revenue through June 30, 2026 will be \$2,183,692. Ms. Phillips reported we expect to receive more Madisonville Salutes sponsor funds. In February, we are receiving event sponsor funds, so those numbers will be reflected at our next meeting.

Board Member Chip Tate inquired about past due taxes. City Attorney Hillary Croft reported legal letters were sent to 6 companies last month. To date, we have received one response. We are in a holding period of 30 days.

Elizabeth Oldham made a motion to approve the financial reports as presented. The motion was seconded by Lyle Crouch, and passed by unanimous vote.

## **5. STATUS REPORT FROM CARRIE EISON, EVENTS DIRECTOR**

Events Director Carrie Eison provided an update on Deck the Park 2025. There were more than 500,000 lights, with 50 additional trees being wrapped with lights. New displays were as follows: The Abominable Snowman, Hermey the Elf, Yukon Cornelius, Rudolph, and the Candy Cane Lane archway. We also purchased the ice skating rink, which hosted 1,509 people. This year, we added Disney Princesses and Spongebob and Friends characters, as well as the little Grinch. Santa and Mrs. Claus entertained and gave out candy canes to over 4,000 children. 2025 visitor numbers reflect a 12.44% increase, and we were under budget.

For the Downtown Lights, Events Director Carrie Eison discussed the addition of the Horse and Carriage display at First United Bank Plaza. We also added the second reindeer display on Main Street and a Santa photo opportunity on Sugg Street.

Events Director Carrie Eison reviewed "The Flight Before Christmas" event hosted by the Madisonville Regional Airport. With the colder weather, attendance was lower than anticipated. Those attending enjoyed pictures with Santa, live animals, activities for kids, food trucks, craft vendors, face painting, s'mores station, bounce houses, and free books.

Events Director Carrie Eison reviewed the 2026 opportunities for growth and sustainability with the following topics being discussed:

- Madisonville Salutes will take place in May 2026. We will be requesting an artist to draw a larger crowd. We have secured additional traveling memorial walls.
- For Harvest Fest, we want to secure a band for Saturday events.
- In 2026, Wings Over Western Kentucky Air Show will move back to a day show.
- Additional wreath brackets and wreaths will be installed for Downtown Lights, and the carriage will be moved to a more visible location.
- Due to low attendance, Outdoor Movie Nights will be omitted in 2026. We may do pop-up events or add a movie to an existing event.
- Due to low attendance, The Flight Before Christmas will be omitted. This event may be hosted every other year.

- Deck the Park will feature additional lights and upgrades to the tunnel.

Events Director Carrie Eison asked if the Tourism Advisory Committee had any ideas for future events. Hearing none, she proceeded with the 2026 Event Budget requests.

## 6. **BUDGET DISCUSSION**

Events Director Carrie Eison recapped what has already been approved:

- Beech Bash
- 4th Fest
- Fireworks

### **Additional 2026 Event Budget Requests - \$510,000**

#### **Madisonville Illuminated**

A motion was made by Elizabeth Oldham to approve \$30,000 for Madisonville Illuminated. Chip Tate seconded, and the motion passed by unanimous vote.

#### **Madisonville Salutes**

A motion was made by Chip Tate to approve \$75,000 for Madisonville Salutes. We will be seeking an artist, as well as adding two new traveling memorials. Debby Myers seconded, and the motion passed by unanimous vote.

#### **Harvest Fest**

A motion was made by Debby Myers to approve \$35,000 for Harvest Fest. Sid Hill seconded, and the motion passed by unanimous vote.

#### **Wings Over Western Kentucky**

A motion was made by Elizabeth Oldham to approve \$175,000 for Wings Over Western Kentucky. Lyle Crouch seconded, and the motion passed by unanimous vote.

#### **Deck the Park**

A motion was made by Debby Myers to approve \$150,000 for Deck the Park. Chip Tate seconded, and the motion passed by unanimous vote.

#### **Downtown Lights and First United Bank Plaza Decor**

A motion was made by Chip Tate to approve \$20,000 for Downtown Lights and First United Bank Plaza decor. Elizabeth Oldham seconded, and the motion passed by unanimous vote.

#### **General Event Supplies and Needs**

A motion was made by Lyle Crouch to approve \$25,000 for General Event Supplies and Needs. Chip Tate seconded, and the motion passed by unanimous vote.

## 7. **OTHER**

City Administrator Rob Saint requested re-allocating \$85,000 that was previously approved for the Kentucky Sports Factory outdoor turf. The turf was going to be installed in the grassy area by the entrance. A motion was made by Debby Myers to approve the \$85,000 re-allocation of the turf project to the Kentucky Sports Factory parking lot. Elizabeth Oldham seconded, and the motion passed by unanimous vote.

City Administrator Rob Saint reported on the Wayfinding signage. The signs are in

fabrication now, and should be finished by the end of February. There are 38 total signs.

City Administrator Rob Saint reported the City Park Trail has been awarded a \$150,000 grant for their trail project.

**8. ADJOURNMENT**

There being no further business, Chip Tate made a motion to adjourn the meeting. The second was made by Elizabeth Oldham and passed by unanimous vote. The meeting ended at 5:45 p.m.

**CITY OF MADISONVILLE  
RESTAURANT TAX FUND  
AS OF MAY 31, 2026**

|  | MAY 2026<br>YTD ACTUAL | 2026<br>BUDGET   | 2027<br>BUDGET   | BUDGET<br>VARIANCE | % OF<br>BUDGET<br>EARNED/USED |
|--|------------------------|------------------|------------------|--------------------|-------------------------------|
| <b>FINANCIAL SOURCES</b>                 |                        |                  |                  |                    |                               |
| RESTAURANT TAX 85%                       | 1,976,173              | 2,200,000        | -                | (223,827)          | 89.83%                        |
| TRANSFER FROM RESERVES                   | -                      | 500,000          | -                | (500,000)          | 0.00%                         |
| TRANSFER FROM GENERAL FUND               | 28,206                 | -                | -                | 28,206             | 100.00%                       |
| PENALTIES & INTEREST                     | 12,740                 | -                | -                | 12,740             | 100.00%                       |
| INTEREST INCOME                          | 25,047                 | 55,000           | -                | (29,953)           | 45.54%                        |
| NSF RECEIPTS                             | 50                     | -                | -                | 50                 | 100.00%                       |
| INSURANCE LOSS CLAIM                     | 9,148                  | -                | -                | 9,148              | 100.00%                       |
| MERCHANDISE SALES                        | 9,027                  | 2,500            | -                | 6,527              | 361.10%                       |
| EVENT SPONSORSHIPS                       | 190,750                | 65,000           | -                | 125,750            | 293.46%                       |
| ICE SALES EVENTS                         | 161                    | -                | -                | 161                | 100.00%                       |
| ICE SKATE RENTALS                        | 7,544                  | -                | -                | 7,544              | 100.00%                       |
| VENDOR FEES                              | 360                    | 1,000            | -                | (640)              | 36.00%                        |
| PRAISE IN THE PARK                       | 28,600                 | 20,000           | -                | 8,600              | 143.00%                       |
| MADISONVILLE SALUTES SPONSORSHIP         | 20,800                 | -                | -                | 20,800             | 100.00%                       |
| <b>TOTAL FINANCIAL SOURCES</b>           | <b>2,308,607</b>       | <b>2,843,500</b> | <b>-</b>         | <b>(534,893)</b>   | <b>81.19%</b>                 |
| <b>EXPENSES</b>                          |                        |                  |                  |                    |                               |
| WAGES & BENEFITS                         | 77,402                 | 80,740           | -                | (3,338)            | 95.87%                        |
| INSURANCE EXPENSE                        | 50,427                 | 35,000           | -                | 15,427             | 144.08%                       |
| 2026 AIRPORT BEECH BASH                  | 22,869                 | 25,000           | -                | (2,131)            | 91.48%                        |
| 2025 HARVEST FESTIVAL                    | 30,213                 | 25,000           | -                | 5,213              | 120.85%                       |
| 2025 WINGS OVER WESTERN KENTUCKY         | 157,635                | 175,000          | -                | (17,365)           | 90.08%                        |
| EVENT EXPENSES                           | 16,616                 | 25,000           | -                | (8,384)            | 66.46%                        |
| 2024 DECK THE PARK                       | 57,000                 | -                | -                | 57,000             | 100.00%                       |
| 2025 DECK THE PARK                       | 296,567                | 209,331          | -                | 87,236             | 141.67%                       |
| CAPITAL - MAHR PARK HOME                 | 438,489                | 440,000          | -                | (1,511)            | 99.66%                        |
| 2025 FOURTH FEST                         | 479,690                | 416,179          | -                | 63,511             | 115.26%                       |
| 2026 FOURTH FEST                         | 332,300                | -                | 500,000          | (167,700)          | 66.46%                        |
| OPERATING TRANSFER - SPORTS COMPLEX FUND | 990,000                | 1,080,000        | -                | (90,000)           | 91.67%                        |
| 2025 OUTDOOR MOVIE NIGHTS                | 4,841                  | 5,873            | -                | (1,032)            | 82.43%                        |
| 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            | 12,500                 | -                | 25,000           | (12,500)           | 50.00%                        |
| GLEMA MAHR CENTER FOR THE ARTS           | 25,000                 | 25,000           | -                | -                  | 100.00%                       |
| 2025 HOT AIR BALLOON GLOW                | 25,029                 | 30,000           | -                | (4,971)            | 83.43%                        |
| 2025 DOWNTOWN LIGHTS                     | 28,154                 | 30,000           | -                | (1,846)            | 93.85%                        |
| 2025 FLIGHT BEFORE CHRISTMAS             | 11,592                 | 15,000           | -                | (3,408)            | 77.28%                        |
| SPORTS COMPLEX PARKING LOT               | 39,418                 | 85,000           | -                | (45,582)           | 46.37%                        |
| MINI GOLF COURSE UPGRADES                | 10,400                 | 20,000           | -                | (9,600)            | 52.00%                        |
| WAYFINDING SIGNS                         | 100,785                | 163,006          | -                | (62,222)           | 61.83%                        |
| 2025 MADISONVILLE SALUTES                | 68,928                 | 25,000           | -                | 43,928             | 275.71%                       |
| 2026 MADISONVILLE SALUTES                | 122,403                | 75,000           | -                | 47,403             | 100.00%                       |
| GRAPEVINE TRAIL                          | 10,868                 | 40,000           | -                | (29,132)           | 27.17%                        |
| SOAPBOX DERBY TRACK                      | -                      | 100,000          | -                | (100,000)          | 0.00%                         |
| <b>TOTAL EXPENDITURES</b>                | <b>3,434,126</b>       | <b>3,195,246</b> | <b>525,000</b>   | <b>(286,120)</b>   | <b>92.31%</b>                 |
| <b>EXCESS REVENUES OVER EXPENSES</b>     | <b>(1,125,518)</b>     | <b>(351,746)</b> | <b>(525,000)</b> | <b>248,772</b>     |                               |

\* Current Restaurant Tax and Estimated Revenue through 6/30/2026 are \$2,159,506

CITY OF MADISONVILLE  
 RESTAURANT TAX FUND  
 CASH FLOW PROJECTION  
 FY 2026

|  |    |           |
|--|----|-----------|
| CASH BALANCE 5/31/2026                       | \$ | 508,341   |
| ADD:   |    |           |
| BUDGETED TAX REVENUES (1 MONTH@\$183,333.33) |    | 183,333   |
| DUE FROM COUNTY TOURISM                      |    | 356,698   |
| DUE FROM GENERAL FUND                        |    | 42,325    |
| NSF RECEIVABLE                               |    | 400       |
| CASH AVAILABLE THROUGH 1/31/2026             |    | 1,091,098 |
| LESS:  |    |           |
| DUE TO GENERAL FUND                          |    | (163,489) |
| DUE TO WATER FUND                            |    | (1,700)   |
| EVENTS DIRECTOR SALARY & BENEFITS            |    | (6,369)   |
| EVENT EXPENSES                               |    | (8,384)   |
| OPERATING TRANSFER - SPORTS COMPLEX FUND     |    | (90,000)  |
| CITY PARK TRAIL PAVING                       |    | (45,117)  |
| MINI GOLF COURSE UPGRADE                     |    | (9,600)   |
| WAYFINDING SIGNS                             |    | (62,222)  |
| SPORTS COMPLEX PARKING                       |    | (45,582)  |
| GRAPEVINE TRAIL                              |    | (29,132)  |
| SOAPBOX DERBY TRACK                          |    | (100,000) |
| 2026 AIRPORT BEECH BASH                      |    | (2,131)   |
| 2026 4TH FEST                                |    | (167,700) |
| 2026 FOURTH OF JULY FIREWORKS                |    | (12,500)  |
| SPONSORSHIP FUNDS                            |    | (34,789)  |
| TOTAL CASH OBLIGATIONS                       |    | (778,716) |
| ESTIMATED FUNDS AVAILABLE 6/30/2026          | \$ | 312,382   |