



CITY OF
MADISONVILLE
KENTUCKY

**TOURISM CITY COUNCIL COMMITTEE
TOURISM ADVISORY BOARD**

August 17, 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 June 15, 2026 meeting
- 3. APPROVAL OF FINANCIAL REPORTS**
 - A. Financials as of July 31, 2026
- 4. STATUS REPORT FROM CARRIE EISON, EVENTS DIRECTOR**
- 5. OTHER**
- 6. ADJOURNMENT**



June 15, 2026 at 5:00 PM
Mayor's Conference Room at City Hall
67 North Main Street
Madisonville, KY 42431

MINUTES

1. CALL TO ORDER - CHAIRMAN ADAM TOWNSEND

The Special Called Live and Virtual meeting of the Tourism City Council Committee and the Tourism Advisory Board was called to order on June 15, 2026 at 5:05 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 (Virtually), 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, Larry Noffsinger and Frank Stevenson

City Employees: Mayor Kevin Cotton, City Administrator Rob Saint, Deputy City Administrator Brad Long, 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, Jon Salley, Brian Terry, Alicia Terry, Lisa Ramey, and Delta Regional Authority Executive Director Laura Veazey

2. APPROVAL OF MINUTES

A. Minutes of the February 17, 2026 meeting

The minutes of the February 17, 2026 meeting were presented for review and discussion. After correction to attendee list, 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, 2026

Finance Director Diana Phillips presented the Financial report consisting of the Income Statement for the Restaurant Tax Fund as of May 31, 2026, as well as

the Cash Flow Projection, for review and discussion. Ms. Phillips reported total financial sources May 2026 year to date actual being \$2,308,607. The estimated funds available through June 30, 2026 are \$312,382.

Board Member Devi Thorp inquired about past due taxes. Ms. Phillips reported that the businesses past due are being evaluated, and we continue to follow our process on how to handle each account.

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

4. STATUS REPORT FROM CARRIE EISON, EVENTS DIRECTOR

Events Director Carrie Eison provided an update on our two recent events - Beech Bash in the Bluegrass 2026 and Madisonville Salutes.

Beech Bash in the BlueGrass 2026

Events Director Carrie Eison provided event stats - 135 planes and approximately 350 people in attendance. We sold over 2,452 gallons of 100 low lead fuel and 1,568 gallons of Jet A fuel. The total economic impact was \$328,620. Ms. Eison covered movie night, speakers, coal mining and city tours, Mahr Park event, and other entertainment. She shared meals and catering, pictures of City employees working, and a video of attendees sharing their personal experiences while visiting our community.

Madisonville Salutes - 2nd Annual

Events Director Carrie Eison reported we had a total visitor count of 18,862, with 7,000 of those visiting on Saturday. The economic impact was \$118,620. Ms. Eison noted we added two additional memorials — the Korean Memorial and the First Responder Memorial. She reviewed the displays provided by the U.S. G.I. Military Vehicle and History Group, Fort Campbell and Madisonville Police Department. The Heroes and Hot Rods Car Show had over 90 entries. Ms. Eison reviewed the list of food, retail and informational vendors.

For the opening ceremony, Speaker Andrew Yoon spoke on Fallen Hero's. Local artists Sarah Beth Brewer performed as an opening act for headliner Colt Ford.

Upcoming Events and Other Project Updates:

Events Director Carrie Eison presented updates on 4th of July and Praise in the Park events. We have 3 full nights packed with entertainment and family fun. Ms. Eison mentioned that we will have our first ever title sponsor - Toyota of Madisonville. We will also be selling t-shirts, and having a live mural painting that will be used for photo ops.

Ms. Eison reported the wayfinding signs are 98% complete. Lastly, she reported the Deck the Park storage trailer is being wrapped to showcase events throughout the year.

5. UPDATE FROM JON SALLEY

Soap Box Derby Board Member Jon Salley presented their track and fundraising progress. Associated Engineers is well versed in track design, and provided the first

set of drawings last week. He reported they had exceeded stage 1 fundraising requirement. Mr. Salley reported he would be setting up a meeting with City Administrator Rob Saint to discuss questions, and hope to host a fall rally on this new track. With their new track design, their social media has exploded to over 60,000 hits. They will be attending the Akron, Ohio event in July, and will be showcasing their design work. Soap Box Board Member Brian Terry reported his concern is not having enough cars available. They will be looking for car sponsors and mention it is an issue of who has room in their trailer to haul more cars.

Tourism Committee Board Member Lyle Crouch emphasized his excitement as it relates to STEM program, and thanked the Soap Box Derby Board Members for their hard work. City of Madisonville Finance Director Diana Phillips also commended the Soap Box Derby Board Members on having a program that builds family.

6. OTHER

Board Member Devi Thorp stated he had a few follow-up questions regarding projects previously brought before this committee. He asked about the artist at Madisonville Salutes and Harvest Fest. Events Director Carrie Eison reported Colt Ford was the artist for Madisonville Salutes, and that we are working on a potential band for Harvest Fest.

Board Member Devi Thorp asked about the City Park trail extension. City Administrator Rob Saint stated we are in limbo with the dam repair and that we have to complete the Mahr Park trail extension first.

7. ADJOURNMENT

There being no further business, Chip Tate made a motion to adjourn the meeting. The second was made by Lyle Crouch and passed by unanimous vote. The meeting ended at 5:36 p.m.

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

	JULY 2026 YTD ACTUAL	2027 BUDGET	BUDGET VARIANCE	% OF BUDGET EARNED/USED
FINANCIAL SOURCES				
RESTAURANT TAX 85%	194,160	2,200,000	(2,005,840)	8.83%
TRANSFER FROM RESERVES	-	500,000	(500,000)	0.00%
PENALTIES & INTEREST	1,626	5,000	(3,374)	32.52%
INTEREST INCOME	1,439	40,000	(38,561)	3.60%
MERCHANDISE SALES	3,676	5,000	(1,324)	73.52%
MERCHANDISE SALES CITY ITEMS	100	-	100	100.00%
EVENT SPONSORSHIPS	117,500	100,000	17,500	117.50%
ICE SALES EVENTS	1,000	-	1,000	100.00%
ICE SKATE RENTALS	-	7,500	(7,500)	0.00%
VENDOR FEES	-	250	(250)	0.00%
PRAISE IN THE PARK	12,750	10,000	2,750	127.50%
TOTAL FINANCIAL SOURCES	332,252	2,867,750	(2,535,498)	11.59%
EXPENSES				
WAGES & BENEFITS	5,414	84,730	(79,316)	6.39%
INSURANCE EXPENSE	24,380	35,000	(10,620)	69.66%
2026 HARVEST FESTIVAL	3,435	35,000	(31,565)	9.81%
2026 WINGS OVER WESTERN KENTUCKY	-	175,000	(175,000)	0.00%
EVENT EXPENSES	5,258	25,000	(19,742)	21.03%
PROJECTS TO BE DETERMINED	-	450,849	(450,849)	0.00%
2026 DECK THE PARK	62,518	150,000	(87,482)	41.68%
2026 FOURTH FEST	516,247	489,641	26,605	105.43%
OPERATING TRANSFER - SPORTS COMPLEX FUND	90,000	1,080,000	(990,000)	8.33%
CITY PARK TRAIL PAVING	-	47,117	(47,117)	0.00%
2026 FOURTH OF JULY FIREWORKS	25,000	25,000	-	100.00%
GLEMA MAHR CENTER FOR THE ARTS	2,083	25,000	(22,917)	8.33%
2026 HOT AIR BALLOON GLOW	14,094	30,000	(15,906)	46.98%
2026 DOWNTOWN LIGHTS	-	20,000	(20,000)	0.00%
SPORTS COMPLEX PARKING LOT	-	12,891	(12,891)	0.00%
MINI GOLF COURSE UPGRADES	8,957	3,389	5,568	264.28%
GRAPEVINE TRAIL	-	29,132	(29,132)	0.00%
SOAPBOX DERBY TRACK	-	100,000	(100,000)	0.00%
TOTAL EXPENDITURES	757,386	2,817,750	(2,060,364)	26.88%
EXCESS REVENUES OVER EXPENSES	(425,134)	50,000	475,134	

* Current Restaurant Tax and Estimated Revenue through 6/30/2027 are \$2,210,827

CITY OF MADISONVILLE
RESTAURANT TAX FUND
CASH FLOW PROJECTION
FY 2027

CASH BALANCE 7/31/2026 \$ 380,633

ADD:

BUDGETED TAX REVENUES (11 MONTH@\$183,333.33)	2,016,667
DUE FROM COUNTY TOURISM	397,509
DUE FROM GENERAL FUND	2,539
DUE FROM SPORTS COMPLEX	62,680
CASH AVAILABLE THROUGH 6/30/2027	<u>2,860,027</u>

LESS:

ACCOUNTS PAYABLE	(30,367)
DUE TO GENERAL FUND	(11,347)
DUE TO COUNTY TOURISM	(228,424)
EVENTS DIRECTOR SALARY & BENEFITS	(79,316)
INSURANCE EXPENSE	(10,620)
EVENT EXPENSES	(19,742)
GLEMA MAHR CENTER FOR THE ARTS	(22,917)
OPERATING TRANSFER - SPORTS COMPLEX FUND	(990,000)
CITY PARK TRAIL PAVING	(47,117)
SPORTS COMPLEX PARKING	(12,891)
GRAPEVINE TRAIL	(29,132)
SOAPBOX DERBY TRACK	(100,000)
2026 HARVEST FEST	(31,565)
2026 WINGS OVER WESTERN KENTUCKY	(175,000)
2026 DECK THE PARK	(87,482)
2026 DOWNTOWN LIGHTS	(20,000)
2026 MADISONVILLE ILLUMINATE	(15,906)
SPONSORSHIP FUNDS	(68,919)

TOTAL CASH OBLIGATIONS (1,980,744)

ESTIMATED FUNDS AVAILABLE 6/30/2027 \$ 879,283