

	Bay Area Room Tax Minutes Wednesday, January 21, 2026
MEMBERS:	Travis Coenen, Allan Herrman, Vanya Koeopke, Jason Hager, Pat Olejniczak, Susan Selner, and Becky Beaulieu.
CALL TO ORDER:	The January 21, 2026 Bay Area Room Tax meeting was called to order by Chairman Travis Coenen.
ROLL CALL:	Members Present: Travis Coenen, Allan Herrman, Jason Hager, Pat Olejniczak, Susan Selner, and Becky Beaulieu. Member Absent: Vanya Koeopke and Scott Beining Others Present: Brad Toll, Jacob Servais, and Melissa Tanke.
ACTION ON AGENDA:	MOTION (Herrman, Olejniczak) to approve the January 21, 2026, Bay Area Room Tax agenda. Motion carried unanimously.
ACTION ON MINUTES:	MOTION (Hager, Olejniczak) to approve the October 15, 2025 Bay Area Room Tax minutes. Motion carried unanimously.
ACTION ON CHAIR:	MOTION (Herrman, Selner) to appoint Travis Coenen as Chairperson to the 2026 Bay Area Room Tax Committee. Motion carried unanimously.
ACTION ON VICE-CHAIR:	MOTION (Hager, Olejniczak) to appoint Allan Herrman as Vice-Chairperson to the 2026 Bay Area Room Tax Committee. Motion carried unanimously.
ACTION ON SECRETARY:	MOTION (Selner, Olejniczak) to appoint Terri Lewis as Secretary to the 2026 Bay Area Room Tax Committee. Motion carried unanimously.
ACTION ON LODGING ASSOCIATION:	MOTION (Selner, Herrman) to appoint Jason Hager and Pat Olejniczak as Lodging Association members to the 2026 Bay Area Room Tax Committee. Motion carried unanimously.
ACTION ON VILLAGE OF PULASKI - MEMBER BARTC:	MOTION (Olejniczak, Herrman) to approve the Village of Pulaski as a member of the Bay Area Room Tax committee. Motion carried unanimously. Becky Beaulieu will be the voting member for the Village of Pulaski.
REVIEW REPORTING/UPDATES - MEMBER COMMUNITIES:	Coenen, Hager and Brad Toll will set up meeting with Becky Beaulieu/Village of Pulaski to update them on the BARTC.

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FINANCIAL REPORT:	Travis Coenen gave an update on the financial reports. The distribution was discussed.
TAX COLLECTION:	Travis Coenen stated all is looking good.
DISCOVER GREEN BAY UPDATE:	Brad Toll from Discover Green Bay went over the Star Report. The Occupancy, Revenue and ADR were all up last year.
GRANICIUS TRAINING:	Coenen stated he is trying to set up training with Granicus for the BARTC members.
ITEMS FOR NEXT AGENDA:	Discover GB - Marketing & Impact / Brand Awareness. Coenen - Distribution discussion.
APRIL MEETING DATE:	The Bay Area Room Tax meeting for April will be held on Wednesday, April 22, 2026 at 3:30 pm.
RECESS/JOIN GBARTC FOR PRESENTATION:	MOTION (Olejniczak, Hager) to recess the Bay Area Room Tax Committee until 4:30 pm to join the Green Bay Area Room Tax Committee for presentation from Brad Toll (Discover Green Bay). Motion carried unanimously.
ADJOURN:	MOTION (Olejniczak, Hager) to adjourn the Bay Area Room Tax meeting a 5:30 pm. Motion carried unanimously.