

Vote Record

Committee on Transportation and Information
Infrastructure

Date: 3/3/04

Bill Number: SB 454

Moved by: Breske Seconded by: Meyer

Motion: _____

PASSAGE

<u>Committee Member</u>	<u>Aye</u>	<u>No</u>	<u>Absent</u>	<u>Not Voting</u>
Senator Joseph Leibham, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Ted Kanavas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Neal Kedzie	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Roger Breske	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Mark Meyer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Totals:	<u>4</u>	<u>0</u>	_____	_____

Motion Carried

Motion Failed

- ▶ Home
- ▶ Lobbying in Wisconsin
- ▶ Organizations employing lobbyists
- ▶ Lobbyists

PRESENTED BY THE
WISCONSIN ETHICS BOARD

as of Tuesday, March 02, 2004

2003-2004 legislative session

Legislative bills and resolutions

(search for another legislative bill or resolution at the bottom of this page)

Text, Sponsors and Analysis
Status and Fiscal Estimate
Lobbying Effort on this item

Senate Bill 454

fees for certain motor vehicle registration plates. (FE)

No organization has reported lobbying activity on Senate Bill 454 2003 Regular Session.

Select a legislative proposal and click "go"

House	<input type="button" value="Assembly"/> <input checked="" type="button" value="Senate"/>
Proposal Type	<input type="button" value="Bill"/> <input type="button" value="Joint Resolution"/> <input type="button" value="Resolution"/>
Proposal Number	<input type="text" value="454"/> (enter proposal number)
Legislative Session	<input type="text" value="2003 Regular Session"/>
<input type="button" value="Go"/>	



Good morning Senator Leibham and members of the Senate Transportation and Information Infrastructure Committee. My name is Cindy Van Matre and I am the trademark licensing director for the University of Wisconsin-Madison. Our office approves and protects uses of registered university marks and logos. I am pleased to have the opportunity to testify today in support of Senate Bill 454, which would increase the donation fee for University of Wisconsin license plates.

For the past two years, I have worked with Dennis Barr in the special plates division of the Department of Transportation on the design of the UW-Madison special plate. I believe the university plates were first issued in 1990. UW-Madison's original plate design had a Bucky Badger logo placed on top of a white W on a red oval background. It was very busy and hard to distinguish. In 2002, our office initiated a change in the UW-Madison license plate design, and in February 2003, a new design with the crest W logo was introduced.

While researching the new design change, I noticed that the annual tax deductible donation for the university plates was \$20, but that special plates for Endangered Resources, Ducks Unlimited and the Green Bay Packers had an annual donation fee of \$25. Since the university fee is remitted to the Financial Aid Office on each UW System campus for scholarship assistance, I asked at that time if UW-Madison could increase its fee to \$25. Mr. Barr told me that a fee increase would require legislative approval and we decided not to pursue the increase at that time.

Last summer, I was contacted by Mr. Barr telling me that the DOT had decided to change the design, or rebase, all of the university plates. The rebased plates will be introduced later this summer. Since this will be the first major change in all of the university plates in 14-some years, now seems to be the appropriate time to request a fee increase from \$20 to \$25 for university plates.

UW-Madison supports this bill for a couple of reasons. First, there has been no fee increase for the university plates in 14 years. The \$5 increase will bring the price of university plates in line with other specialty plates that have been more recently introduced. More importantly, UW-Madison supports this bill because it will increase dollars available for scholarships. Approximately 5,500 UW-Madison special plates are currently issued and they bring in \$110,000 annually for scholarship aid to our campus. Based on these numbers, a \$5 per plate increase would produce another \$27,500 in scholarship aid. That increase is enough to pay the semester tuition for 10 in-state students.

Thank you for considering this request.