Assembly

Record of Committee Proceedings

Committee on Tourism, Recreation and State Properties

Assembly Bill 265

Relating to: requiring the Department of Administration to study the feasibility of developing a Wisconsin brand.

By Representatives Wieckert, Mursau, Berceau, Albers, Vos, Owens, Petrowski, Gunderson and Bies; cosponsored by Senators Roessler and A. Lasee.

April 13, 2007

Referred to Committee on Tourism, Recreation and State Properties.

May 10, 2007

PUBLIC HEARING HELD

Present: (10) Representatives Kaufert, M. Williams,

Gunderson, Bies, Hines, Van Roy, Van Akkeren, Soletski, Hraychuck, Schneider.

Absent: (1) Representative Young.

Appearances For

- Sarah Klavas, Madison Wisconsin Department of Tourism
- Steve Wieckert, Madison State Representative, 57th Assembly District
- Barb Lavoy, Madison Good for Business

Appearances Against

• None.

Appearances for Information Only

• Deb Archeer, Madison — Governor's Council on Tourism

Registrations For

- Tom Farley, Madison Chris Farley Foundation
- Amy Boyer, Madison Wisconsin Economic Development Association

Registrations Against

• None.

Registrations for Information Only

None

January 3, 2008 **EXECUTIVE SESSION HELD**

Representatives Kaufert, M. Williams, Present: (8) Gunderson, Bies, Hines, Van Roy, Young and Schneider.

Representatives Van Akkeren, Soletski and Absent: (3) Hraychuck.

Moved by Representative Gunderson, seconded by Representative M. Williams that **Assembly Bill 265** be recommended for passage.

> Ayes: (7) Representatives Kaufert, M. Williams, Gunderson, Bies, Hines, Van Roy and Schneider.

Noes: (1) Representative Young.

Representatives Van Akkeren, Soletski and Absent: (3)

Hraychuck.

PASSAGE RECOMMENDED, Ayes 7, Noes 1

Adam Field Committee Clerk