

# Wisconsin Acts

Enacted by the Legislature in  
Calendar Year 1987

1987 Assembly Bill 50

Date of enactment: February 13, 1987  
Date of publication: February 23, 1987

## 1987 Wisconsin Act 1 (Vetoed in Part)

AN ACT to amend 15.157 (2) and 560.23 (2); and to create 560.24 of the statutes, relating to the council on tourism, providing for a study and making an appropriation.

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

SECTION 1. 15.157 (2) of the statutes is amended to read:

15.157 (2) COUNCIL ON TOURISM. There is created in the department of development a council on tourism consisting of 15 ~~13~~ members. ~~The council shall advise the department on matters relating to tourism serving 3-year terms, and the secretary of development or the secretary's designee, who shall serve as the secretary of the council, one member of the majority party in each house and one member of the minority party in each house appointed as are members of standing committees in their respective houses, the executive secretary of the arts board and the director of the historical society. Nominations for appointments to the council of members, other than ex officio members, shall be sought from but not limited to multicounty regional associations engaged in promoting tourism, statewide associations of businesses engaged in tourism-related enterprises, metropolitan related to tourism, area visitor and convention bureaus, arts organizations, chambers of commerce and other persons or organizations associated with the tourism industry including tourist facilities user groups and environmental protection groups in the state engaged in the lodging, restaurant, campground, amusement establishment, recreation establishment or retail liquor or fermented malt beverages business. Nominations shall be sought from throughout this state, to ensure that council members live in different geographical areas of the state and that they reflect the tourism industry's diversity and its distribution throughout both urban and rural areas of the state. Each council member, other than ex officio members, shall have experience in marketing and promotion strategy.~~

Vetoed  
in Part

SECTION 2. 560.23 (2) of the statutes is amended to read:

560.23 (2) SALES. The ~~department~~ secretary shall annually formulate ~~for review by, in consultation with 5 members of the council selected under s. 560.24, a statewide marketing strategy, which is a plan for marketing and promotion of the facilities and attractions of the state for the ensuing year, and.~~ The department shall implement the plan. The department shall cooperate with the commercial recreation industry to assure coordination with private plans and programs, and may assist in the development and marketing of combined recreational opportunities such as package tours, convention and trade show facilities and special transportation arrangements.

SECTION 3. 560.24 of the statutes is created to read:

**560.24 Council on tourism.** (1) The council shall advise the secretary on matters relating to tourism. Five members of the council shall assist the secretary in formulating a statewide marketing strategy. The 5 members shall be selected by a vote of the council on tourism from the members, other than the ex officio members, of the council on tourism.

(2) The council shall develop a plan to assist and encourage private companies located in this state to promote this state in their advertisements. Upon the adoption of a plan by the council, the secretary shall consider implementing the plan.

(3) The council shall consider the use of famous residents and former residents of this state in the tourism marketing strategies.

SECTION 4. **Nonstatutory provisions.** (1) The persons serving on the council on tourism on the day before the effective date of section 15.157 (2) of the

**SECTION 4. Nonstatutory provisions.** (1) The persons serving on the council on tourism on the day before the effective date of section 15.157 (2) of the statutes, as affected by this act, shall cease to hold office as follows:

(a) The persons having the longest and the 2nd longest tenure on the council shall cease to hold office on the effective date of section 15.157 (2) of the statutes, as affected by this act.

(b) The persons having the 3rd, 4th, 5th, 6th and 7th longest tenures on the council shall cease to hold office on July 1, 1988.

(c) The persons having the 8th, 9th, 10th and 11th longest tenures on the council shall cease to hold office on July 1, 1989.

(d) The persons having the 12th, 13th, 14th and 15th longest tenures on the council shall cease to hold office on July 1, 1990.

(2) The council on tourism shall study the feasibility of establishing a program in the department of development to promote the filming of motion pictures in this state. The study shall address the costs of establishing such a program, the appropriate location for the headquarters of a film promotion office, the potential economic benefits to this state of establishing a film promotion program, the degree to which other states are involved in this activity, ways to promote this state in motion pictures and any other topics that the council believes should be addressed. The council shall submit the results of the study to the joint committee on finance and the appropriate standing committees of the legislature no later than July 1,

1987. The council may request the department of development to provide assistance in developing the study.

(3) The council on tourism shall develop a plan to promote and use the state capitol building as a tourist attraction. The plan shall address the feasibility of relocating the department of development's tourist information center in Madison to the state capitol, the feasibility of displaying works of art in the state capitol depicting the history, people, places and culture of this state and any other topics relating to the state capitol building that the council believes should be addressed. No later than October 1, 1987, the council shall submit the plan to the joint committee on finance, the appropriate standing committees of the legislature and the state capitol and executive residence board. The council may request the department of development to provide assistance in developing the plan.

**SECTION 5. Appropriation changes; development.** The appropriation to the department of development under section 20.143 (2) (b) of the statutes, as affected by the acts of 1987, is increased by \$2,000,000 as one-time financing, but not as an increase for budgetary determination purposes, for fiscal year 1986-87 to increase funding for tourism promotion.

**SECTION 6. Effective dates.** This act takes effect on the day after publication, except as follows:

(1) The treatment of section 15.157 (2) of the statutes takes effect on the first day of the 3rd month beginning after publication.