

No. 358, A.]

[Published September 13, 1961.

**CHAPTER 446**

AN ACT to amend 20.551 (1m), 20.551 (79) and 23.09 (7) (L) of the statutes, relating to the recreational advertising budget.

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

SECTION 1. 20.551 (1m) of the statutes is amended to read:

20.551 (1m) Annually, beginning July 1, \* \* \* 1961, \* \* \* \$150,000 to the conservation fund for the execution of its functions under s. 23.09 (7) (L).

SECTION 2. 20.551 (79) of the statutes is amended to read:

20.551 (79) There is appropriated from the state highway fund to the conservation fund on July 1, \* \* \* 1961, and annually thereafter, \* \* \* \$200,000 as the state highway fund's share of advertising Wisconsin's recreational facilities under s. 23.09 (7) (L).

SECTION 3. 23.09 (7) (L) of the statutes is amended to read:

23.09 (7) (L) To collect, compile and distribute information and literature as to the facilities, advantages and attractions of the state, the historic and scenic points and places of interest within the state and the transportation and highway facilities of the state; and to plan and conduct a program of information and publicity designed to attract tourists, visitors and other interested persons \* \* \* to this state; also to encourage and co-ordinate the efforts of other public and private organizations or groups of citizens to publicize the facilities and attractions of the state for the same purposes. The commission may maintain an office in the city of Chicago, Illinois, and a staff of employes \* \* \* *within the classified service*, except that residence in Wisconsin shall not be required. Any contracts engaging a private agency or agencies to conduct any publicity program hereunder shall reserve to the commission the right to terminate the contract if in the discretion of the commission the service is unsatisfactory.

Approved September 9, 1961.