

1999 DRAFTING REQUEST

Bill

Received: 11/23/98

Received By: **nilsepe**

Wanted: **As time permits**

Identical to LRB: **97-4039/3**

For: **Eugene Hahn (608) 266-3404**

By/Representing: **Heather**

This file may be shown to any legislator: **NO**

Drafter: **nilsepe**

May Contact:

Alt. Drafters:

Subject: **Transportation - miscellaneous**

Extra Copies: **TNF**

Topic:

Sale of advertising space in folded highway maps

Instructions:

See Attached

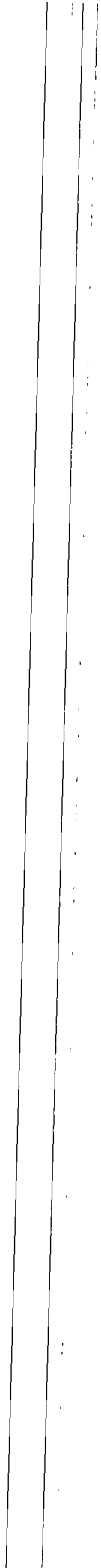
Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	nilsepe 11/23/98	jgeller 11/23/98		_____			S&L
/1			ismith 11/24/98	_____	lrb_docadmin 11/24/98	lrb_docadmin 01/14/99	

FE Sent For:

1/18/99

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Vertical lines and faint markings on the page.

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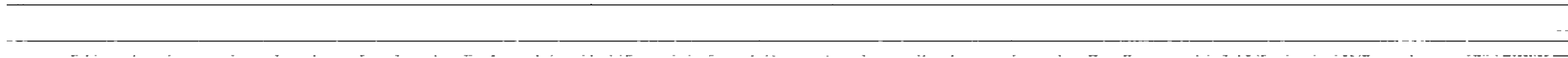
See Attached

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/?	nilsepe	1-11-23-98 JLG	25 11/24	IS/KH 11/24			

FE Sent For:

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MA-0995/1
PEN: jg

1997 ASSEMBLY BILL 878

1999 Bill

March 5, 1998 - Introduced by Representatives HAHN, SYKORA, SCHAFFER, SPILLNER, FREESE, MUSSER, HANDRICK, SERATTI, GUNDERSON, ZUKOWSKI, OTT, PORTER, AINSWORTH, PLOUFF and TURNER, cosponsored by Senators RUDE and FITZGERALD. Referred to Committee on Tourism and Recreation.

Regen

insert
1-3

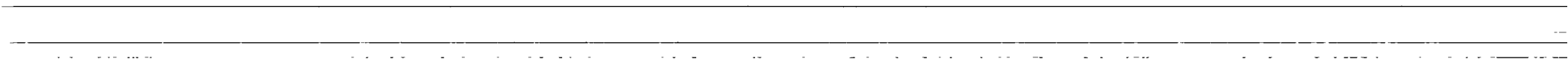
1 AN ACT to amend 41.19 (2m) (c) (intro.); and to create 20.380 (1) (gm), 25.40 (1)
2 (a) 18. and 84.02 (5) (am) of the statutes; relating to: the sale of advertising
3 space in folded highway maps, the heritage tourism program and making an
4 appropriation.

Analysis by the Legislative Reference Bureau

Under current law, the department of transportation (DOT) publishes highway service maps, which show the state trunk highway system and other main highways and features, and sells these maps for a price not less than the cost of producing them. Current law also requires DOT to publish folded versions of the maps for free distribution to the public.

This bill requires DOT to sell commercial advertising space in the folded highway maps. DOT must try to sell the space for advertising attractions that will promote tourism in this state. Advertisements must be consistent with the goals, purposes and functions of DOT and of the department of tourism and may not include political advertisements. The bill directs all proceeds from the sale of advertising space to the heritage tourism pilot program administered by the department of tourism to promote the enjoyment of historic and prehistoric resources.

nor advertisements for products or services prohibited to persons under 18 years of age



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For further information see the *state and local* fiscal estimate, which will be printed as an appendix to this bill.

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

SECTION 1. 20.380 (1) (gm) of the statutes is created to read:

20.380 (1) (gm) *Heritage tourism program supplement*. All moneys received under s. 84.02 (5) (am), to operate the heritage tourism program under s. 41.19.

SECTION 2. 25.40 (1) (a) 18. of the statutes is created to read:

25.40 (1) (a) 18. Moneys received under s. 84.02 (5) (am) that are deposited in the general fund and credited to the appropriation under s. 20.380 (1) (gm).

SECTION 3. 41.19 (2m) (c) (intro.) of the statutes is amended to read:

41.19 (2m) (c) (intro.) Subject to par. (d), from the appropriation accounts under s. 20.380 (1) (bm) and (gm), the department shall award a grant to the applicant on behalf of an area of the state selected under par. (a) if all of the following apply:

SECTION 4. 84.02 (5) (am) of the statutes is created to read:

84.02 (5) (am) The department shall sell commercial advertising space in folded highway maps produced under par. (a). To the greatest extent practicable, the department shall endeavor to sell advertising space for attractions that will promote and stimulate tourism in this state. Advertisements published in folded highway maps shall be consistent with the goals, purposes and functions of the department of transportation and of the department of tourism and may not include political advertisements. All proceeds received under this paragraph shall be deposited in the general fund and credited to the appropriation account under s. 20.380 (1) (gm).

(END)

PROOF W/STATS.

insert 2-13

insert 2-18

insert 2-19

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**ASSEMBLY AMENDMENT 2,
TO 1997 ASSEMBLY BILL 878**

March 19, 1998 - Offered by Representatives OURADA and HAHN.

1 At the locations indicated, amend the bill as follows:

*insert
1-3*

2 **1.** Page 1, line 3: after "program" insert ", requiring the exercise of
3 rule-making authority".

insert 2-13

4 **2.** Page 2, line 13: after "(a)" insert "according to rules of the department".

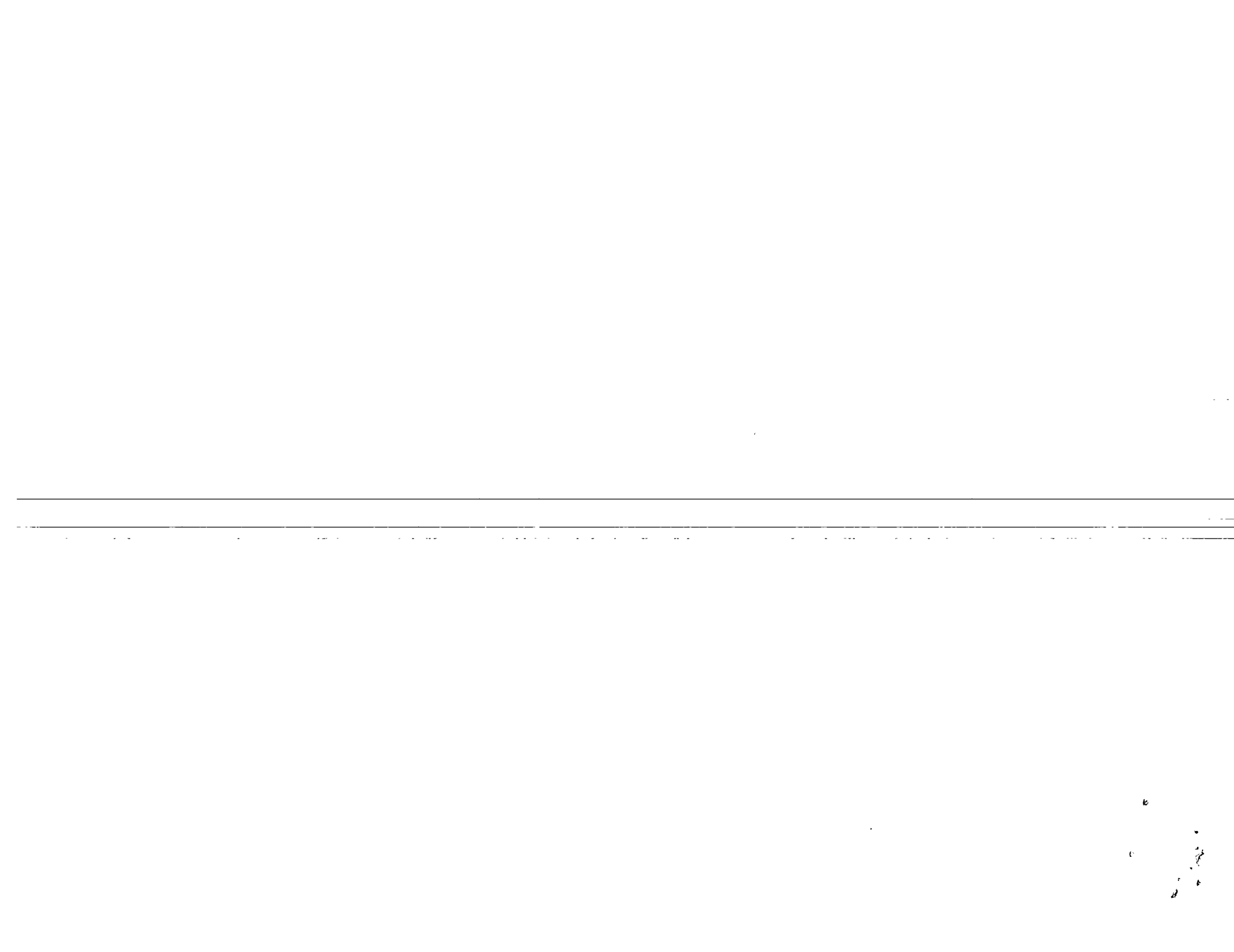
*insert
2-19*

5 **3.** Page 2, line 19: after "(gm)." insert "The department shall promulgate rules
6 to implement this paragraph".

7

(END)

(end insert)



**ASSEMBLY AMENDMENT 1,
TO 1997 ASSEMBLY BILL 878**

March 17, 1998 - Offered by Representative HANDRICK.

insert
2-18

1 At the locations indicated, amend the bill as follows:

2 1. Page 2, line 18: after "advertisements" insert ", nor advertisements for any
3 product or service that a person under 18 years of age may not purchase or possess"

4 (END)

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**SUBMITTAL
FORM**

**LEGISLATIVE REFERENCE BUREAU
Legal Section Telephone: 266-3561
5th Floor, 100 N. Hamilton Street**

The attached draft is submitted for your inspection. Please check each part carefully, proofread each word, and sign on the appropriate line(s) below.

Date: 11/24/98

To: Representative Hahn

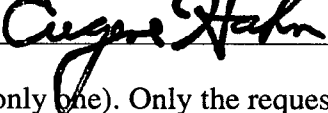
Relating to LRB drafting number: LRB-0995

Topic

sale of advertising space in folded highway maps

Subject(s)

Transportation - miscellaneous

1. **JACKET** the draft for introduction _____ 
in the **Senate** _____ or the **Assembly** (check only one). Only the requester under whose name the drafting request is entered in the LRB's drafting records may authorize the draft to be submitted. Please allow one day for the preparation of the required copies.

2. **REDRAFT.** See the changes indicated or attached _____.
A revised draft will be submitted for your approval with changes incorporated.

3. Obtain **FISCAL ESTIMATE NOW**, prior to introduction _____.
If the analysis indicates that a fiscal estimate is required because the proposal makes an appropriation or increases or decreases existing appropriations or state or general local government fiscal liability or revenues, you have the option to request the fiscal estimate prior to introduction. If you choose to introduce the proposal without the fiscal estimate, the fiscal estimate will be requested automatically upon introduction. It takes about 10 days to obtain a fiscal estimate. Requesting the fiscal estimate prior to introduction retains your flexibility for possible redrafting of the proposal.

If you have any questions regarding the above procedures, please call 266-3561. If you have any questions relating to the attached draft, please feel free to call me.

Paul E. Nilsen, Legislative Attorney
Telephone: (608) 261-6926

李万基



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