

1999 DRAFTING REQUEST

Assembly Substitute Amendment (ASA-AB47)

Received: 01/26/99

Received By: nilsepe

Wanted: As time permits

Identical to LRB:

For: Joan Spillner (608) 266-7746

By/Representing:

This file may be shown to any legislator: NO

Drafter: nilsepe

May Contact:

Alt. Drafters: kahlepj

Subject: Transportation - miscellaneous

Extra Copies: Gordon Anderson (LC)

Pre Topic:

No specific pre topic given

Topic:

Sale of advertising space in folded highway maps

Instructions:

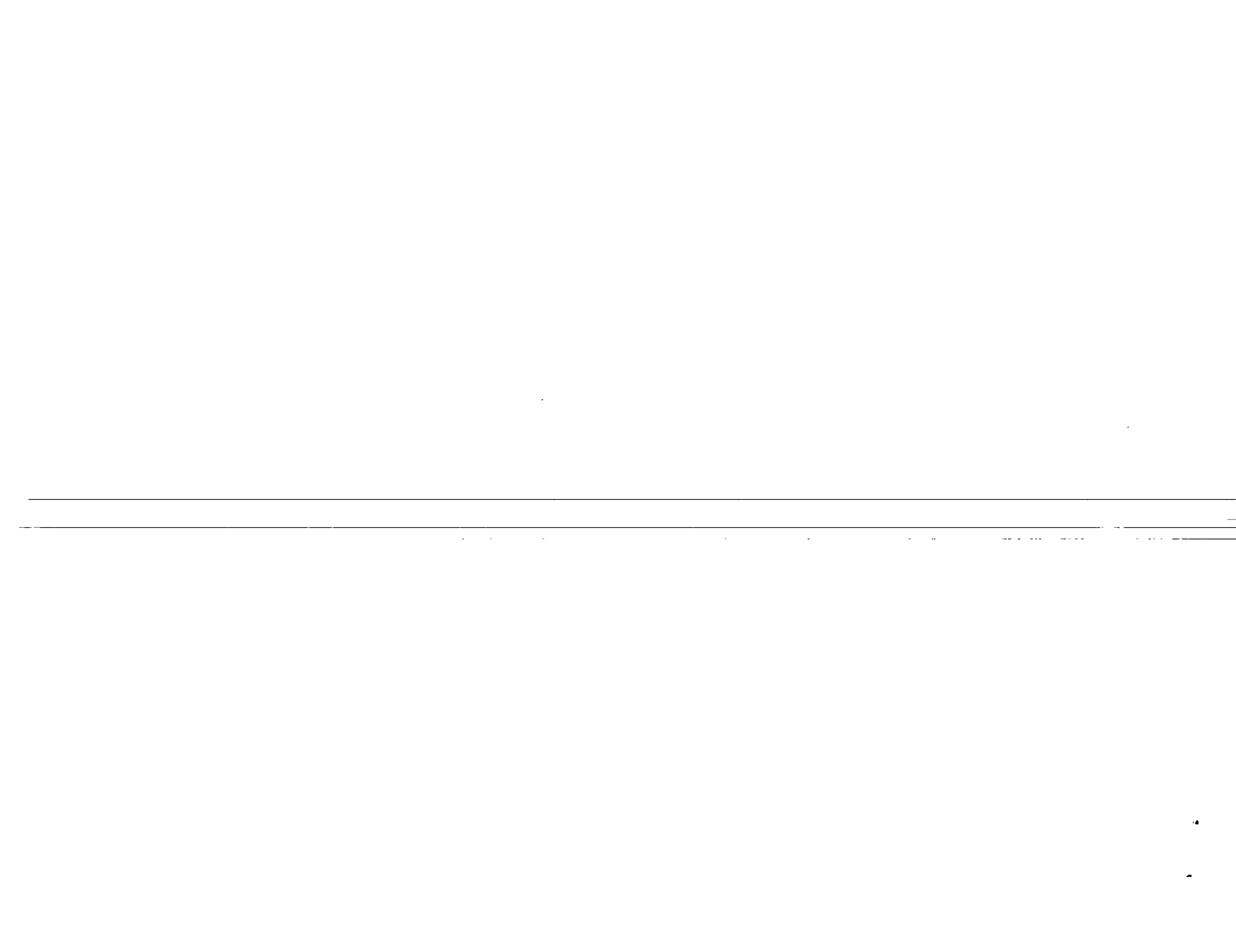
Require dept. of tourism to sell ads, provide camera-ready copies to DOT

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 01/27/99 | jgeller 01/31/99 | | _____ | | | |
| /1 | nilsepe 02/17/99 | jgeller 02/17/99 | lpaasch 02/1/99 | _____ | lrb_docadmin 02/1/99 | lrb_docadmin 02/1/99 | |
| /2 | | | lpaasch 02/17/99 | _____ | lrb_docadmin 02/17/99 | lrb_docadmin 02/17/99 | |

FE Sent For:

<END>



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|--------------|---------------------|---------------------|--------------------|----------------|-------------------------|-------------------------|-----------------|
| /? | nilsepe 01/27/99 | jgeller 01/31/99 | | _____ | | | |
| /1 | | 1/23/17 JLG | lpaasch 02/1/99 | _____ | lrb_docadmin 02/1/99 | lrb_docadmin 02/1/99 | |

FE Sent For:

2-17LP - 2-17LP
JF
<END>

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By/Representing:

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

Drafter: **nilsepe**

May Contact:

Alt. Drafters: **kahlepj**

Subject: **Transportation - miscellaneous**

Extra Copies: **Gordon Anderson (LC)**

Topic:

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Instructions:

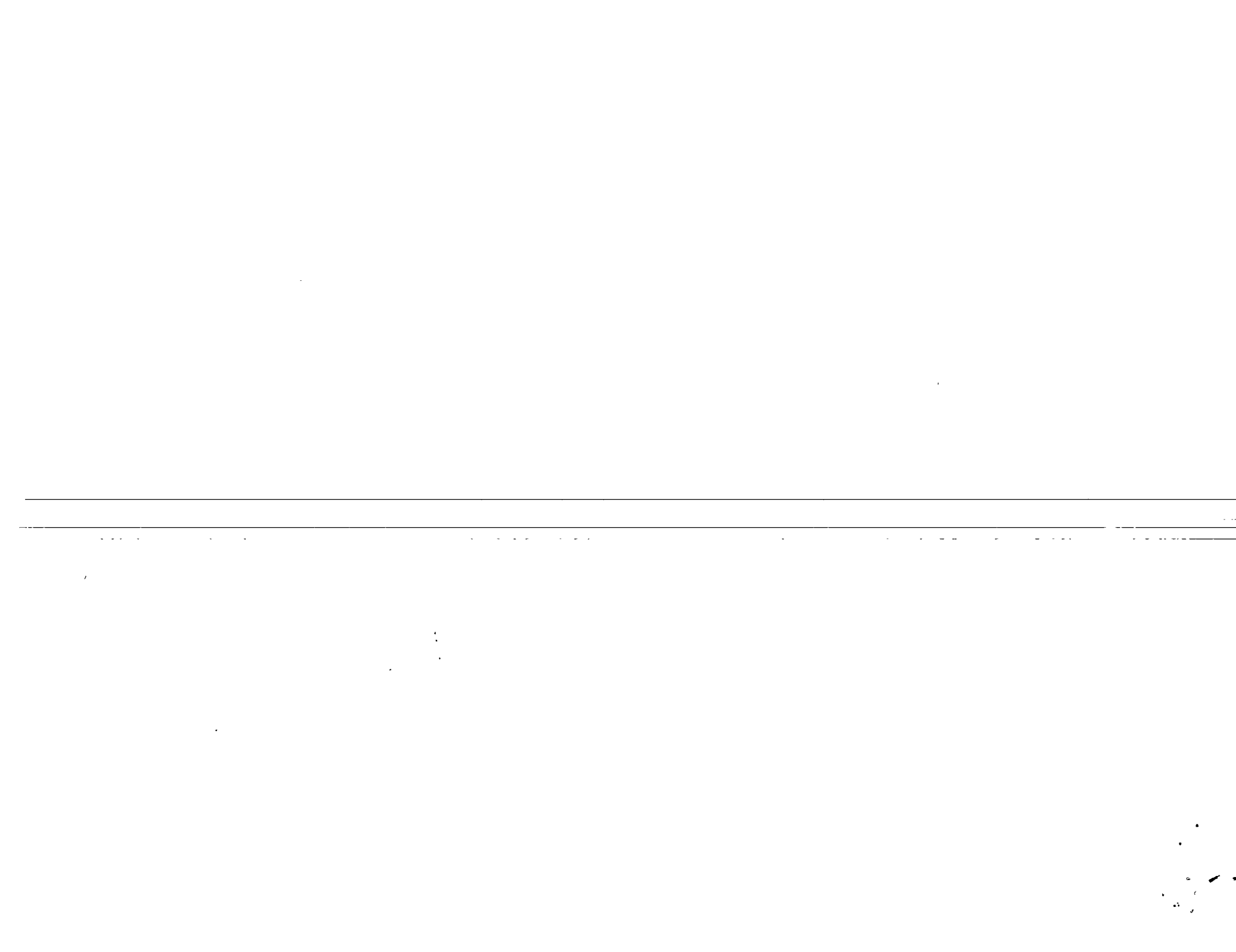
Require dept. of tourism to sell ads, provide camera-ready copies to DOT

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|--------------|----------------|-----------------|--------------|----------------|------------------|-----------------|-----------------|
| 1? | nilsepe | 1/31 jlg | 2/1/99 | 2/1/99 hnh | | | |

FE Sent For:

<END>



- 50605

Gordon Anderson - AB-47 - A sub for committee

sub for Spillner
copy to Gordon Anderson

(Wed. 2/3/99)

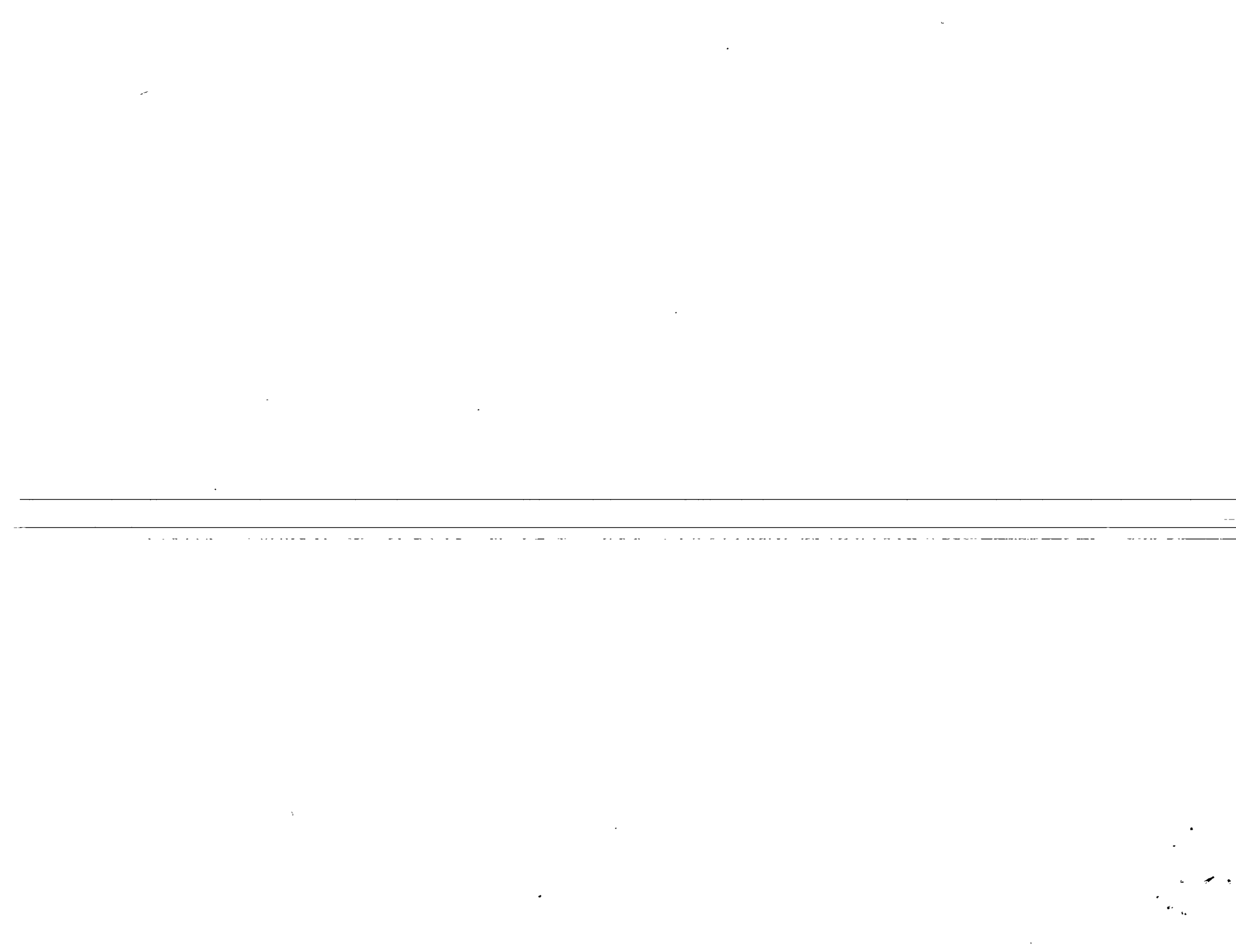
DOT identifies areas for sale

Tourism sells space required, according to
~~requirements~~ tourism rules

eliminate goals, etc. of transportation pg. 2, 17

Require tourism to include in its rules:

- 1) method for prioritizing advertisers if
advertisers exceed available space.
- 2) limit # ads by ^{single} advertiser
- 3) shall design size of ad space to maximize
provide variety of sizes of ads for purposes of allowing smaller
(availability for smaller attractions) ^{attractions}
to advertise
- 4) price of advertising



JASK

stays

50005/1

Wed. 2/3/99

1999 ASSEMBLY BILL 47

1999 ASA - AB47

January 19, 1999 - Introduced by Representatives HAHN, SPILLNER, AINSWORTH, GUNDERSON, SYKORA, PORTER, OTT, FREESE, F. LASEE, HANDRICK and RYBA, cosponsored by Senators BRESKE and FITZGERALD. Referred to Committee on Tourism and Recreation.

d-note

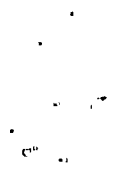
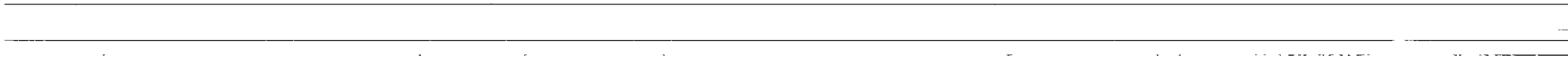
regenerate ↓

- 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, requiring the
- 4 exercise of rule-making authority[✓] and making an 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, nor advertisements for products or services prohibited to persons under 18 years of age. 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.



ASSEMBLY BILL 47

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. ~~20.380 (1) (gm)~~ ^{41.11 (4)(b) ✓}, 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) ^{Not later than the first day of the 3rd month beginning after the effective date of this paragraph.} The department shall ~~fill~~ ^{transportation} commercial advertising space ~~in~~ ⁱⁿ ~~folded highway maps produced under par. (a) according to rules of the department.~~ ^{and} ~~annually thereafter,~~

~~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, nor advertisements for any product or service that a person under 18 years of age may not purchase or possess.~~

~~All proceeds received under this paragraph shall be deposited in the general fund~~

notify the department of tourism of the area and configuration of space available on the folded highway maps available for commercial advertising under s. 41.11 (4) (b).

✓
insert
467

PRZ

Not later than the first day of the 3rd month beginning after the effective date of this paragraph. (revisor inserts date) and annually thereafter,

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12

ASSEMBLY BILL 47

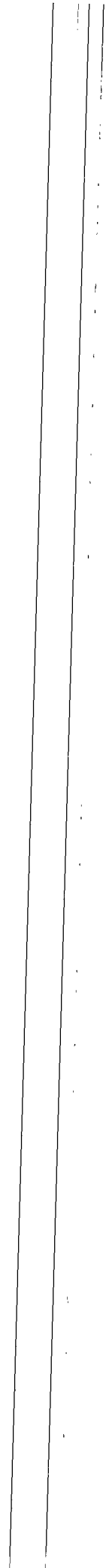
1
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~~and credited to the appropriation account under s. 20.380 (1) (gm). The department shall promulgate rules to implement this paragraph.~~

(END) ✓

End-note

Handwritten marks or scribbles in the top right corner.



1999-2000 DRAFTING INSERT
FROM THE
LEGISLATIVE REFERENCE BUREAU

LEB 143
PEN.....
1-6

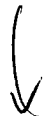
1 SECTION 1. 41.11 (4) ^X of the statutes is renumbered 41.11 (4) (a) [✓] and amended
2 to read:

3 41.11 (4) (a) ~~ADVERTISING~~ [✓] The department shall plan and conduct a program
4 of advertising and promotion designed to attract interested persons to this state and
5 to stimulate the enjoyment of its recreational opportunities by residents and
6 nonresidents alike. Any contracts engaging a private agency to conduct an
7 advertising or promotion program under this ~~subsection~~ paragraph [✓] shall reserve to
8 the department the right to terminate the contract if the service is unsatisfactory to
9 the department. The department shall encourage and coordinate the efforts of public
10 and private organizations to publicize the facilities and attractions of the state for
11 the purpose of stimulating their enjoyment by residents and tourists.

History: 1975 c. 39, 163, 200; 1983 a. 92; 1987 a. 1; 1995 a. 27, 6918; Stats 1995 s. 41.11

12 SECTION 2. 41.11 (4) (b) ^X of the statutes is created to read:

13 41.11 (4) (b) The department shall sell commercial advertising space in folded
14 highway maps produced under s. 84.02 (5) (a) [✓] to promote the facilities and
15 attractions of this state. Advertisements published in folded highway maps shall be
16 consistent with the goals, purposes and functions of the department and may not
17 include political advertisements, nor advertisements for any product or service that
18 a person under 18 years of age may not purchase or possess. The department shall
19 promulgate rules to implement this paragraph [✓]. The rules shall establish the price
20 for commercial advertising space on the maps, shall include provisions for
21 prioritizing advertisers in the event that advertising demand exceeds the space
22 available on the maps, shall limit the number of advertisements placed by any one
23 person and, for the purpose of maximizing the ability of any facility and attraction



6

1 to advertise on the maps, shall establish a variety of advertising sizes available at
2 costs proportionate to their size. The department of tourism shall, not later than the
3 date specified by the department of transportation, provide the department of
4 transportation with camera-ready copies of any advertisement to be included on the
5 folded highway maps.

(end insert)

The department ^{of tourism} shall deposit all proceeds
received under this paragraph in the appropriation
account under S. 20.380(1)(gm).

11

11

**DRAFTER'S NOTE
FROM THE
LEGISLATIVE REFERENCE BUREAU**

LRB 80005/1
~~700~~in
PEN.....
↑
Jan

January 26, 1999

Representative Spillner:

This substitute amendment requires the department of tourism[✓] to establish the advertising rates in rules. The department may not know what the market will bear for such advertisements until it actually begins selling the space. That is, the rules might initially undervalue (or overvalue) the space. OK?

Expenses of selling advertising will be paid from the approp^riation under s. 20.380 (1) (b),[✓] tourism marketing. Ok?

Paul E. Nilsen
Legislative Attorney
261-6926



**DRAFTER'S NOTE
FROM THE
LEGISLATIVE REFERENCE BUREAU**

LRBs0005/1dn
PEN;jlg:lp

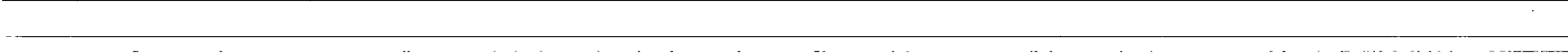
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Expenses of selling advertising will be paid from the appropriation under s. 20.380 (1) (b), tourism marketing. OK?

Paul E. Nilsen
Legislative Attorney
261-6926



1
2
3



Joan Wade Spillner

State Representative • 42nd District

Paul,

We are planning to exec.
ON AB 47 next Tuesday.

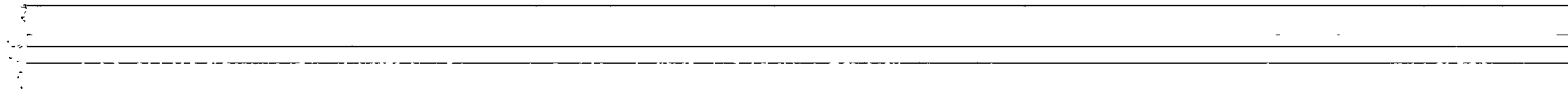
Sorry for the rush!!

Thanks,

Jason

Office: 21 North, State Capitol • Post Office Box 8953 • Madison, Wisconsin 53708-8953
(608) 266-7746 • Toll-Free: (888) 534-0042 • Fax: (608) 266-7038 • Rep.Spillner@legis.state.wi.us
District: N5095 Town Hall Road • Montello, Wisconsin 53949 • (608) 297-7803

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State of Wisconsin
1999 - 2000 LEGISLATURE

LRBs00054
PEN&PJK:jlj:lp

THURS 2/18 4pm

ASSEMBLY SUBSTITUTE AMENDMENT,
TO 1999 ASSEMBLY BILL 47

indec

Regen

1 AN ACT *to renumber and amend* 41.11 (4); *to amend* 41.19 (2m) (c) (intro.); and
2 *to create* 20.380 (1) (gm), 41.11 (4) (b) and 84.02 (5) (am) of the statutes;
3 **relating to:** the sale of advertising space in folded highway maps, the heritage
4 tourism program, requiring the exercise of rule-making authority and making
5 an appropriation.

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

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

7 20.380 (1) (gm) *Heritage tourism program supplement.* All moneys received
8 under s. 41.11 (4) (b), to operate the heritage tourism program under s. 41.19.

9 **SECTION 2.** 41.11 (4) of the statutes is renumbered 41.11 (4) (a) and amended
10 to read:

11 41.11 (4) (a) The department shall plan and conduct a program of advertising
12 and promotion designed to attract interested persons to this state and to stimulate

1 the enjoyment of its recreational opportunities by residents and nonresidents alike.
2 Any contracts engaging a private agency to conduct an advertising or promotion
3 program under this ~~subsection~~ paragraph shall reserve to the department the right
4 to terminate the contract if the service is unsatisfactory to the department. The
5 department shall encourage and coordinate the efforts of public and private
6 organizations to publicize the facilities and attractions of the state for the purpose
7 of stimulating their enjoyment by residents and tourists.

8 **SECTION 3.** 41.11 (4) (b) of the statutes is created to read:

9 41.11 (4) (b) The department shall sell commercial advertising space in folded
10 highway maps produced under s. 84.02 (5) (a) to promote the facilities and
11 attractions of this state. The department shall promulgate rules to implement this
12 paragraph. The rules shall establish the price for commercial advertising space on
13 the maps, shall include provisions for prioritizing advertisers in the event that
14 advertising demand exceeds the space available on the maps, shall limit the number
15 of advertisements placed by any one person and, for the purpose of maximizing the
16 ability of any facility and attraction to advertise on the maps, shall establish a
17 variety of advertising sizes available at costs proportionate to their size. The
18 department of tourism shall, not later than the date specified by the department of
19 transportation, provide the department of transportation with camera-ready copies
20 of any advertisement to be included on the folded highway maps. The department
21 of tourism shall deposit all proceeds received under this paragraph in the
22 appropriation account under s. 20.380 (1) (gm).

23 **SECTION 4.** 41.19 (2m) (c) (intro.) of the statutes is amended to read:

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

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

5 84.02 **(5)** (am) Not later than the first day of the 3rd month beginning after the
6 ~~effective date of this paragraph [revisor inserts date], and annually thereafter, the~~
7 ~~department of transportation shall notify the department of tourism of the area and~~
8 ~~configuration of space on the folded highway maps available for commercial~~
9 ~~advertising under s. 41.11 (4) (b).~~

10 (END)

✓
insert
3-7

1999-2000 DRAFTING INSERT
FROM THE
LEGISLATIVE REFERENCE BUREAU

LRBs0005/2ins
PEN.....

165
3-7

84.02 (5) (am) ✓ Not later than the date agreed to by the department of transportation and the department of tourism, the department of transportation shall notify the department of tourism of the area and configuration of space on the next edition of the folded highway maps that is available for commercial advertising under s. 41.11 (4) (b) ✓.

(end insert)