

State Senator
James R. Baumgart

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July 28, 1999

Senator Roger Breske
18 South, State Capitol
Madison, WI 53707

Dear Senator Breske:

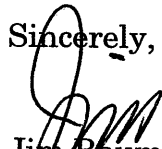
Currently, there are two bills in your committee dealing with advertising on billboards. SB 18, relating to establishing a billboard elimination grant program and SB 39, prohibiting the advertising of intoxicating liquor on billboards. I would like to request that each of these bills be given a public hearing at your earliest convenience.

SB 18 would increase the annual license fee for and outdoor advertising sign by \$50 from \$250 to \$300 to fund a billboard elimination grant program, administered by the DOT, to provide financial assistance to cities, villages, towns and counties to acquire and eliminate billboards. The bill also prohibits the erection of new billboards but allows existing billboards to be maintained and to vary their advertising. To some people and local units of government, billboards hide some of the most beautiful scenery that Wisconsin has to offer.

SB 39 prohibits the advertising of intoxicating liquor on signs visible from interstates and certain other highways, unless it is attached to or within a building in which the advertised intoxicating brand of liquor is sold. This type of advertising sends the wrong message to our children. The 21st Amendment to the U.S. Constitution provides us the right to regulate this industry and its signs.

Thank you for you holding a public hearing on SB 4, I appreciated your efforts. Your consideration and attention to this matter is also desired. If you have any questions, please feel free to contact me.

Sincerely,


Jim Baumgart
State Senator
9th Senate District