

BILL HISTORY FOR SENATE BILL 211 (LRB -2341)

An Act to amend 125.51 (7) of the statutes; relating to: advertising by intoxicating liquor retailers.

2003

07-16. S. Introduced by Senators Leibham, Schultz and Plale; cosponsored by Representatives McCormick, Musser, M. Lehman, Krawczyk, Hines, Jeskewitz, Bies, Van Roy, Grothman, Gundrum, Pettis and Staskunas.

07-16. S. Read first time and referred to committee on Economic Development, Job Creation and Housing 269

08-14. S. Public hearing held.

08-14. S. Executive action taken.

08-20. S. Report passage recommended by committee on Economic Development, Job Creation and Housing, Ayes 5, Noes 0 342

08-20. S. Available for scheduling.

09-30. S. Placed on calendar 10-1-2003 by committee on Senate Organization.

10-01. S. Senator Brown added as a coauthor 395

10-01. S. Read a second time 396

10-01. S. Ordered to a third reading 396

10-01. S. Rules suspended 396

10-01. S. Read a third time and passed 396

10-01. S. Ordered immediately messaged 398

10-09. A. Received from Senate 425

10-09. A. Read first time and referred to committee on State Affairs 425

11-25. A. Executive action taken.

11-25. A. Assembly amendment 1 offered by committee on State Affairs (LRB a1840) 555

12-01. A. Report Assembly Amendment 1 adoption recommended by committee on State Affairs, Ayes 8, Noes 0 556

12-01. A. Report concurrence as amended recommended by committee on State Affairs, Ayes 8, Noes 0 556

12-01. A. Referred to committee on Rules 556

2004

01-20. A. ~~Rules suspended to withdraw from committee on Rules and take up~~ 624

01-20. A. Read a second time 624

01-20. A. Assembly amendment 1 adopted 624

01-20. A. Ordered to a third reading 624

01-20. A. Rules suspended 624

01-20. A. Read a third time and concurred in as amended 624

01-20. A. Ordered immediately messaged 624

01-20. S. Available for scheduling.

01-21. S. Received from Assembly amended and concurred in as amended, Assembly amendment 1 adopted 563

01-27. S. Placed on calendar 1-28-2004 by committee on Senate Organization.

01-28. S. Assembly amendment 1 concurred in 578

01-28. S. Action ordered immediately messaged 579

**2003
ENROLLED BILL**

03en S B-211

ADOPTED DOCUMENTS:

Orig Engr SubAmdt

03 -2341 / 1 / 1

Amendments to above (if none, write "NONE"): AA1

Corrections - show date (if none, write "NONE"): none

Topic relax class

1/29/04
Date [Signature]
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2003 SENATE BILL 211

July 16, 2003 - Introduced by Senators LEIBHAM, SCHULTZ and PLALE, cosponsored by Representatives MCCORMICK, MUSSER, M. LEHMAN, KRAWCZYK, HINES, JESKEWITZ, BIES, VAN ROY, GROTHMAN, GUNDRUM, PETTIS and STASKUNAS. Referred to Committee on Economic Development, Job Creation and Housing.

1 AN ACT to amend 125.51 (7) of the statutes; relating to: advertising by
2 intoxicating liquor retailers.

Analysis by the Legislative Reference Bureau

Current law requires a retailer of intoxicating liquor to purchase, advertise, and sell intoxicating liquor only under the retailer's name. This requirement has the effect of prohibiting cooperative advertising between retailers.

This bill eliminates the requirement that an intoxicating liquor retailer advertise only under its own name.

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

3 SECTION 1. 125.51 (7) of the statutes is amended to read:

4 125.51 (7) SALES IN NAME OF LICENSEE OR PERMITTEE. Every holder of a retail
5 license or permit for the sale of intoxicating liquor shall purchase, advertise and sell
6 intoxicating liquor in the holder's name and under the holder's license or permit only.

7

(END)

plain AA1 ✓

1-6 (AA1) ✓

**ASSEMBLY AMENDMENT 1,
TO 2003 SENATE BILL 211**

November 25, 2003 – Offered by COMMITTEE ON STATE AFFAIRS.

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

2 ✓1. Page 1, line 5: delete “~~, advertise~~” and substitute “, advertise”.

3 2. Page 1, line 6: after “only” insert “except that holders of retail licenses or
4 permits that are franchisees, as defined in s. 553.03 (5), may advertise, separately
5 or together, in the name of the franchisor, as defined in s. 553.03 (6)”.

6 (END)