

## Senate

### Record of Committee Proceedings

#### **Committee on Higher Education and Tourism**

##### **Senate Bill 505**

Relating to: changes to the room tax law and the creation of destination marketing organizations and tourism committees.

By Senators Harsdorf, Roessler, Zien, Kanavas and Breske; cosponsored by Representatives Pettis, Kestell, Kreibich, Hines, Ladwig, Nass, Townsend, M. Lehman, Montgomery, Nischke, McCormick, D. Meyer and Suder.

February 27, 2004 Referred to Committee on Higher Education and Tourism.

March 3, 2004 **PUBLIC HEARING HELD**

Present: (5) Senators Harsdorf, Schultz, Cowles, Breske  
and Chvala.

Absent: (0) None.

##### Appearances For

- Sen. Sheila Harsdorf, Self
- Rep. Mark Pettis, Self
- Trisha Pugal, Wisconsin Tourism Federation, WI Innkeepers Association, Brookfield
- Ed Lump, Wisconsin Tourism Federation, Madison
- Tammy Tritz, WI Association of Convention and Visitor Bureaus, Waukesha
- Dave Blank, Racine County Convention and Visitors Bureau, Racine
- Renee Suscha, Lake View Mansion Bed and Breakfast, Sheboygan

##### Appearances Against

- Curt Witynski, League of Wisconsin Municipalities, Madison
- Ed Huck, Wisconsin Alliance of Cities, Madison
- Steve McLean, City of Sheboygan, Sheboygan
- Joe Schramm, Mayor, City of Sheboygan, Sheboygan
- Kevin Crawford, Mayor, City of Manitowoc, Manitowoc

##### Appearances for Information Only

- Jim Holperin, Self, Eagle River
- Mario Mendoza, City of Madison, Madison

##### Registrations For

- Susan Hundley, English Manor Bed and Breakfast, Sheboygan
- Andy Franken, Wisconsin Association of Convention and Visitors Bureaus, Madison
- Jeff Machut, Wisconsin Innkeepers Association, Monona
- Linda John, Chippewa Valley Convention and Visitors Bureau, Eau Claire
- Glenn Brill, Fond du Lac Convention and Visitors Bureau, Fond du Lac
- Paul Merline, WI Restaurant Association, Madison
- Janet Swandby, Outdoor Advertising Association of Wisconsin, Madison
- Chet Gerlach, WI Tourism Federation, Madison
- Kathi Kilgore, WI Association of Campground Owners / WI Innkeepers Association, Brookfield
- Eric Rottier, Madison Chapter - Wisconsin Innkeepers Association, Madison
- Scott Smith, Wisconsin Hospitality Council, Madison
- Anne Laska, Best Western InnTowner, Madison
- Laura Channing, Best Western InnTowner, Madison
- Barb Bilky, Best Western InnTowner, Madison
- Donna Howell, Best Western InnTowner, Madison
- Lisa Rogers, Best Western InnTowner, Madison

Registrations Against

- None.

March 11, 2004

Failed to pass pursuant to Senate Joint Resolution 1.

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Christian Schneider  
Committee Clerk