

## Assembly

### Record of Committee Proceedings

#### **Committee on Transportation**

##### **Senate Bill 548**

Relating to: multiple or variable messages on off-premises outdoor advertising signs along interstate and federal-aid primary highways and granting rule-making authority.

By Senators Stepp, Grothman, Plale, Leibham, Olsen, Reynolds and Breske; cosponsored by Representatives Gottlieb, Ballweg, Friske, Jensen, LeMahieu, Mursau, Musser, Ott, Richards, Schneider, Sheridan and M. Williams.

March 16, 2006            Referred to Committee on Transportation.

March 23, 2006            **PUBLIC HEARING HELD**

Present:    (14)    Representatives Ainsworth, Petrowski, Hahn, Suder, Friske, Ott, Van Roy, Davis, Steinbrink, Gronemus, Sherman, Vruwink, Molepske and Nelson.

Absent:     (1)     Representative Lamb.

##### Appearances For

- Mark Gottlieb — Rep., 60th Assembly District
- Janet Swandby — Outdoor Advertising Association of Wisconsin
- Brad Yarmark — Lamar Advertising
- Jason Saari — Adams Outdoor Advertising
- Keith Carson — Collins Outdoor Advertising Inc.
- Kurt Weis — Lamar Advertising
- Bill Mitchell — Self

##### Appearances Against

- Chuck Mitchell — Citizens for a Scenic Wisconsin

##### Appearances for Information Only

- David Vieth — WisDOT

##### Registrations For

- Rich Reinart — Lamar Advertising
- Bill Schroeder — Orda Advertising
- Cathy Stepp — Sen., Author

##### Registrations Against

- Lisa MacKinnon — 1000 Friends of Wisconsin

March 23, 2006

**EXECUTIVE SESSION HELD**

Present: (14) Representatives Ainsworth, Petrowski, Hahn, Suder, Friske, Ott, Van Roy, Davis, Steinbrink, Gronemus, Sherman, Vruwink, Molepske and Nelson.

Absent: (1) Representative Lamb.

Moved by Representative Gronemus, seconded by Representative Vruwink that **Senate Bill 548** be recommended for concurrence.

Ayes: (13) Representatives Ainsworth, Petrowski, Hahn, Suder, Friske, Ott, Van Roy, Davis, Steinbrink, Gronemus, Sherman, Vruwink and Nelson.

Noes: (1) Representative Molepske.

Absent: (1) Representative Lamb.

CONCURRENCE RECOMMENDED, Ayes 13, Noes 1

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Carol Redell  
Committee Clerk