Senate

Record of Committee Proceedings

Committee on Natural Resources and 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.

February 02, 2006   Referred to Committee on Natural Resources and Transportation.

February 22, 2006   **PUBLIC HEARING HELD**

Present: (3)   Senators Kedzie, Wirch and Breske.
Absent: (2)   Senators Stepp and Kapanke.

Appearances For
- Janet Swandby — Outdoor Advertising Association of Wisconsin
- Brad Yarmark, Milton — Outdoor Advertising Association of Wisconsin
- Dan Pomeroy, Mukwonago — Clear Channel Outdoor
- Jim Schumacher — Lamar Advertising
- Mark Sherwood — Outdoor Advertising Association of Wisconsin
- Jason Saari, Madison — Adams Outdoor Advertising
- Keith Carson, LaCrosse — Collins Outdoor Advertising
- Kurt Weis, Oak Creek — Lamar Advertising
- Andrew MacMorran, Marshfield — Lamar Advertising
- Mark Gottlieb — State Representative , 60th Assembly District

Appearances Against
- Vernie Smith, Viroqua — Citizens for a Scenic Wisconsin
- Chuck Mitchell, Wauwatosa — Citizens for a Scenic Wisconsin

Appearances for Information Only
- None.

Registrations For
- Cathy Stepp — State Senator, 21st Senate District

- Roger Breske — Senator, 12th Senate District

<u>Registrations Against</u>
- Lisa MacKinnon — 1000 Friends of Wisconsin
- Caryl Terrell, Madison — Sierra Club - John Muir Chapter

March 1, 2006   **EXECUTIVE SESSION HELD**

Present: (5)   Senators Kedzie, Stepp, Kapanke, Wirch and Breske.
Absent: (0)   None.

Moved by Senator Breske, seconded by Senator Wirch that **Senate Bill 548** be recommended for passage.

Ayes: (5)   Senators Kedzie, Stepp, Kapanke, Wirch and Breske.
Noes: (0)   None.

PASSAGE RECOMMENDED, Ayes 5, Noes 0

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Dan Johnson
Committee Clerk