

## 2007 DRAFTING REQUEST

### Bill

Received: 11/10/2006

Received By: **csundber**

Wanted: **As time permits**

Identical to LRB:

For: **Steve Wieckert (608) 266-3070**

By/Representing: **Scott Becher**

This file may be shown to any legislator: **NO**

Drafter: **csundber**

May Contact:

Addl. Drafters:

Subject: **Agriculture - pesticides  
Econ. Development - bus. dev.**

Extra Copies:

Submit via email: **YES**

Requester's email: **Rep.Wieckert@legis.wisconsin.gov**

Carbon copy (CC:) to: **christopher.sundberg@legis.wisconsin.gov**

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### Pre Topic:

No specific pre topic given

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### Topic:

Committee to study branding

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### Instructions:

Redraft 2005 AB 388, AA 1

---

### Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	csundber 11/13/2006	jdyer 12/01/2006		_____			State
/1	csundber 01/11/2007	jdyer 01/11/2007	rschlue 12/01/2006	_____	sbasford 12/01/2006		State
/2			nmatzke 01/11/2007	_____	sbasford 01/11/2007	lparisi 03/28/2007	

FE Sent For: 12/12/2006, 01/11/2007.

<END>

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/2			nmatzke 01/11/2007	_____	sbasford 01/11/2007		

FE Sent For: 12/12/2006.

(1/1")

<END>

01-11-2007  
(1/2")

requested  
by Scott

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For: Steve Wieckert (608) 266-3070

By/Representing: Scott Becher

This file may be shown to any legislator: NO

Drafter: csundber

May Contact:

Addl. Drafters:

Subject: Agriculture - pesticides  
Econ. Development - bus. dev.

Extra Copies:

Submit via email: YES

Requester's email: Rep.Wieckert@legis.wisconsin.gov

Carbon copy (CC:) to: christopher.sundberg@legis.wisconsin.gov

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/?	csundber 11/13/2006	jdyer 12/01/2006		_____			State
/1		1/2 1/11 jld	rschluet 12/01/2006	_____	sbasford 12/01/2006		
			nwn 1/11	nwn 1/11			

<END>

FE Sent For:

→ 12-12-2006  
("1") ←

see  
attached

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Bill

Received: 11/10/2006

Received By: csundber

Wanted: As time permits

Identical to LRB:

For: Steve Wieckert (608) 266-3070

By/Representing: Scott Becher

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Drafter: csundber

May Contact:

Adtl. Drafters:

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Econ. Development - bus. dev.

Extra Copies:

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Carbon copy (CC:) to: christopher.sundberg@legis.wisconsin.gov

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No specific pre topic given

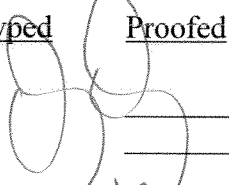
Topic:

Committee to study branding

Instructions:

Redraft 2005 AB 388, AA 1

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?	csundber	1/12 jld					

FE Sent For:

<END>

ln: 11/13/06

7 2  
2005 - 2006 LEGISLATURE

0691/1  
LRB-0903/I  
CTS:kjfrs  
JLD

12/8

# 2005 ASSEMBLY BILL 389

2007 BILL

ID-note

April 27, 2005 - Introduced by Representatives WIECKERT, OWENS, HINES, PRIDEMORE, PETROWSKI, OTT, TOWNSEND, ALBERS, VRAKAS, MURSAU, STONE and JESKEWITZ, cosponsored by Senators ROESSLER and STEPP. Referred to Committee on State Affairs.

Regen

1 AN ACT relating to: requiring the Department of Administration to study the  
2 feasibility of developing a Wisconsin brand.

### *Analysis by the Legislative Reference Bureau*

This bill requires the Department of Administration to conduct a study of the costs and benefits and the feasibility of creating a national brand image for the state.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

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

### SECTION 1. Nonstatutory provisions.

4 (1) The department of administration, in consultation with representatives of  
5 the private and public sector, shall conduct a feasibility study to determine the costs  
6 and benefits to the state of creating a national brand image for the state. The study  
7 shall provide a timeline and a recommended process for the creation, promotion, and  
8 maintenance of a national brand image. The department shall prepare a report that

of administration

**ASSEMBLY BILL 389**

**SECTION 1**

1 includes the results and conclusions of the study and submit the report no later than  
2 December 31, 2005, to the appropriate standing committees of the legislature in the  
3 manner provided under section 13.172 (3)<sup>✓</sup> of the statutes and to the governor.

4 (END)

*d-note*  
↓



**DRAFTER'S NOTE  
FROM THE  
LEGISLATIVE REFERENCE BUREAU**

LRB-0691/1dn

CTS:.....

date

JLd

Rep. Wieckert:

This is a redraft of 2005 AB-389.

Christopher T. Sundberg  
Legislative Attorney  
Phone: (608) 266-9739  
E-mail:  
christopher.sundberg@legis.wisconsin.gov

**DRAFTER'S NOTE  
FROM THE  
LEGISLATIVE REFERENCE BUREAU**

LRB-0691/1dn  
CTS:jld:rs

December 1, 2006

Rep. Wieckert:

This is a redraft of 2005 AB-389.

Christopher T. Sundberg  
Legislative Attorney  
Phone: (608) 266-9739  
E-mail:  
[christopher.sundberg@legis.wisconsin.gov](mailto:christopher.sundberg@legis.wisconsin.gov)

## Barman, Mike

---

**From:** Barman, Mike  
**Sent:** Tuesday, December 12, 2006 8:40 AM  
**To:** Becher, Scott  
**Subject:** RE: I am looking to order fiscal notes for the following LRBs:

Scott,

I submitted your "early" (on un-introduced drafts) FE requests to DOA.

Thanks,  
Mike

---

**From:** Becher, Scott  
**Sent:** Monday, December 04, 2006 2:56 PM  
**To:** Barman, Mike  
**Subject:** RE: I am looking to order fiscal notes for the following LRBs:

I am looking for fiscal notes on:

1. LRB 0694/2
2. LRB 0690
3. LRB 0691
4. LRB 0696

Thanks for your assistance.

Scott Becher  
Rep. Steve Wieckert

1/11/07

① Scott Becker re LRB-0691

P.2 L.2 = change to 2008.





# State of Wisconsin

## LEGISLATIVE REFERENCE BUREAU

1 EAST MAIN, SUITE 200  
P. O. BOX 2037  
MADISON, WI 53701-2037

LEGAL SECTION: (608) 266-3561  
REFERENCE SECTION: (608) 266-0341  
FAX: (608) 264-6948

STEPHEN R. MILLER  
CHIEF

January 3, 2007

## MEMORANDUM

**To:** Representative Wieckert

**From:** Christopher Sundberg, Legislative Attorney, (608) 266-9739

**Subject:** Technical Memorandum to **2007** (un-introduced) by **DOA** (LRB 07-0691/1)

---

We received the attached technical memorandum relating to your bill. This copy is for your information and your file. If you wish to discuss this memorandum or the necessity of revising your bill or preparing an amendment, please contact me.

# Memorandum

**Date:** January 2, 2007

**To:** Christopher T. Sundberg  
Legislative Reference Bureau

**From:** Dawn Soletski  
Dept. of Administration, 608-266-6497

**Subject:** Technical memo, LRB Draft 07-0691/1

---

This bill draft would require the Department of Administration to conduct a feasibility study regarding the creation of a national brand image for the state and prepare a report no later than December 31, 2005. The date of the report submission should be updated to reflect the current legislative session and changed to December 31, 2007.

**Barman, Mike**

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**From:** Barman, Mike  
**Sent:** Wednesday, January 03, 2007 9:41 AM  
**To:** Rep. Wieckert  
**Subject:** LRB 07-0691/1 (un-introduced) (Tech. Memo by DOA - attached - for your review)

**Attachments:** 07-0691feDOAtch.PDF



07-0691feDOAtch  
.PDF (57 KB)

**Mike Barman (Senior Program Assistant)**  
State of Wisconsin - Legislative Reference Bureau  
Legal Section - Front Office  
1 East Main Street, Suite 200, Madison, WI 53703  
(608) 266-3561 / [mike.barman@legis.wisconsin.gov](mailto:mike.barman@legis.wisconsin.gov)

# Memo

To: Senator  Representative  **Wieckert**

(The Draft's Requester)

**Per your request: ... the attached fiscal estimate was prepared for your unIntroduced 2007 draft.**

**LRB Number: LRB -0691**

**Version: "/1"**

**Fiscal Estimate Prepared By: (agency abbr.) DOA**

**If you have questions about the enclosed fiscal estimate, you may contact the state agency representative that prepared the fiscal estimate. If you disagree with the enclosed fiscal estimate, please contact the LRB drafter of your proposal to discuss your options under the fiscal estimate procedure.**

**Entered In Computer And Copy Sent To Requester Via E-Mail: 01 / 03 / 2007**

**\* \* \* \* \***

**To: LRB - Legal Section PA's**

**Subject:** *Fiscal Estimate Received For An Unintroduced Draft*

- > **If redrafted ...** please insert this cover sheet and attached early fiscal estimate into the drafting file ... after the draft's old version (the version that this fiscal estimate was based on), and before the markup of the draft on the updated version.
- > **If introduced ...** and the version of the attached fiscal estimate is for a **previous version ...** please insert this cover sheet and attached early fiscal estimate into the drafting file ... after the draft's old version (the version that this fiscal estimate was based on), and before the markup of the draft on the updated version. Have Mike (or Lynn) get the ball rolling on getting a fiscal estimate prepared for the introduced version.
- > **If introduced ...** and the version of the attached fiscal estimate is for the **current version ...** please write the draft's introduction number below and give to Mike (or Lynn) to process.

**THIS DRAFT WAS INTRODUCED AS: 2007 \_\_\_\_\_**



## Barman, Mike

---

**From:** Barman, Mike  
**Sent:** Wednesday, January 03, 2007 9:44 AM  
**To:** Rep.Wieckert  
**Cc:** Becher, Scott  
**Subject:** LRB 07-0691/1 (un-introduced) (FE by DOA - attached - for your review)

**Attachments:** FE\_Wieckert.PDF



FE\_Wieckert.PDF  
(444 KB)

**Mike Barman (Senior Program Assistant)**  
State of Wisconsin - Legislative Reference Bureau  
Legal Section - Front Office  
1 East Main Street, Suite 200, Madison, WI 53703  
(608) 266-3561 / [mike.barman@legis.wisconsin.gov](mailto:mike.barman@legis.wisconsin.gov)

### Fiscal Estimate - 2007 Session

Original       Updated       Corrected       Supplemental

<b>LRB Number</b> 07-0691/1	<b>Introduction Number</b>	
<b>Description</b> Requiring the Department of Administration to study the feasibility of developing a Wisconsin brand		
<b>Fiscal Effect</b>		
<b>State:</b>		
<input type="checkbox"/> No State Fiscal Effect <input checked="" type="checkbox"/> Indeterminate <input type="checkbox"/> Increase Existing Appropriations <input type="checkbox"/> Increase Existing Revenues <input type="checkbox"/> Increase Costs - May be possible to absorb within agency's budget <input type="checkbox"/> Decrease Existing Appropriations <input type="checkbox"/> Decrease Existing Revenues <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Create New Appropriations <input type="checkbox"/> Decrease Costs		
<b>Local:</b>		
<input type="checkbox"/> No Local Government Costs <input type="checkbox"/> Indeterminate 1. <input type="checkbox"/> Increase Costs      3. <input type="checkbox"/> Increase Revenue <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory 2. <input type="checkbox"/> Decrease Costs      4. <input type="checkbox"/> Decrease Revenue <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory <input type="checkbox"/> Permissive <input type="checkbox"/> Mandatory 5. Types of Local Government Units Affected <input type="checkbox"/> Towns <input type="checkbox"/> Village <input type="checkbox"/> Cities <input type="checkbox"/> Counties <input type="checkbox"/> Others <input type="checkbox"/> School Districts <input type="checkbox"/> WTCS Districts		
<b>Fund Sources Affected</b>	<b>Affected Ch. 20 Appropriations</b>	
<input type="checkbox"/> GPR <input type="checkbox"/> FED <input type="checkbox"/> PRO <input type="checkbox"/> PRS <input type="checkbox"/> SEG <input type="checkbox"/> SEGS		
<b>Agency/Prepared By</b>	<b>Authorized Signature</b>	<b>Date</b>
DOA/ Dawn Soletski (608) 266-6497	Martha Kerner (608) 266-1359	1/2/2007

**Fiscal Estimate Narratives**

**DOA 1/3/2007**

LRB Number <b>07-0691/1</b>	Introduction Number	Estimate Type <b>Original</b>
<b>Description</b> Requiring the Department of Administration to study the feasibility of developing a Wisconsin brand		

**Assumptions Used in Arriving at Fiscal Estimate**

This bill draft would require the Department of Administration to conduct a feasibility study regarding the creation of a national brand image for the state and prepare a report no later than December 31, 2005.

The costs of conducting the feasibility study is indeterminate without more specific information.

**Long-Range Fiscal Implications**

None.

## Fiscal Estimate Worksheet - 2007 Session

Detailed Estimate of Annual Fiscal Effect

Original     
  Updated     
  Corrected     
  Supplemental

<b>LRB Number</b> 07-0691/1		<b>Introduction Number</b>	
<b>Description</b> Requiring the Department of Administration to study the feasibility of developing a Wisconsin brand			
<b>I. One-time Costs or Revenue Impacts for State and/or Local Government (do not include in annualized fiscal effect):</b>  Assuming current DOA staff conducts the study, any additional staff time and/or supplies/services would be one-time costs. It is impossible to estimate this cost without more specific information.			
<b>II. Annualized Costs:</b>		<b>Annualized Fiscal Impact on funds from:</b>	
		Increased Costs	Decreased Costs
<b>A. State Costs by Category</b>			
	State Operations - Salaries and Fringes	\$	\$
	(FTE Position Changes)		
	State Operations - Other Costs		
	Local Assistance		
	Aids to Individuals or Organizations		
	<b>TOTAL State Costs by Category</b>	<b>\$</b>	<b>\$</b>
<b>B. State Costs by Source of Funds</b>			
	GPR		
	FED		
	PRO/PRS		
	SEG/SEG-S		
<b>III. State Revenues - Complete this only when proposal will increase or decrease state revenues (e.g., tax increase, decrease in license fee, etc.)</b>			
		Increased Rev	Decreased Rev
	GPR Taxes	\$	\$
	GPR Earned		
	FED		
	PRO/PRS		
	SEG/SEG-S		
	<b>TOTAL State Revenues</b>	<b>\$</b>	<b>\$</b>
<b>NET ANNUALIZED FISCAL IMPACT</b>			
		<u>State</u>	<u>Local</u>
	NET CHANGE IN COSTS	\$	\$
	NET CHANGE IN REVENUE	\$	\$
<b>Agency/Prepared By</b>		<b>Authorized Signature</b>	<b>Date</b>
DOA/ Dawn Soletski (608) 266-6497		Martha Kerner (608) 266-1359	1/2/2007



in: 1/11/07 wanted soon

State of Wisconsin  
2007 - 2008 LEGISLATURE

2  
LRB-06914  
CTS:jld:rs

RMNR

## 2007 BILL

Regen

1 AN ACT relating to: requiring the Department of Administration to study the  
2 feasibility of developing a Wisconsin brand.

---

*Analysis by the Legislative Reference Bureau*

This bill requires the Department of Administration to conduct a study of the costs and benefits and the feasibility of creating a national brand image for the state.

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5 the private and public sector, shall conduct a feasibility study to determine the costs  
6 and benefits to the state of creating a national brand image for the state. The study  
7 shall provide a timeline and a recommended process for the creation, promotion, and  
8 maintenance of a national brand image. The department of administration shall

**BILL**

1 prepare a report that includes the results and conclusions of the study and submit  
2 the report no later than December 31, 200<sup>5</sup><sub>8</sub>, to the appropriate standing committees  
3 of the legislature in the manner provided under section 13.172 (3) of the statutes and  
4 to the governor.

5

(END)

**Parisi, Lori**

---

**From:** Field, Adam  
**Sent:** Wednesday, March 28, 2007 3:58 PM  
**To:** LRB.Legal  
**Subject:** LRB 0691

**Attachments:** 07-06912.pdf

Please jacket LRB 0691/2 for introduction.



07-06912.pdf (13  
KB)

# Memo

To: Representative **Wieckert**

(The Draft's Requester)

**Per your request: ... the attached fiscal estimate was prepared for your un-introduced 2007 session draft.**

**LRB Number: 2007 LRB-0691**

**Version: " /2 "**

**Fiscal Estimate Prepared By: (agency abbr.) DOA**

If you have questions about the enclosed fiscal estimate, you may contact the state agency representative that prepared the fiscal estimate. If you disagree with the enclosed fiscal estimate, please contact the LRB drafter of your proposal to discuss your options under the fiscal estimate procedure.

**Entered In Computer And Copy Sent To Requester Via E-Mail: 01 / 22 / 2007**

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**THIS DRAFT WAS INTRODUCED AS: 2007** AB 265



## Barman, Mike

---

**From:** Barman, Mike  
**Sent:** Monday, January 22, 2007 1:34 PM  
**To:** Rep. Wieckert  
**Cc:** Becher, Scott  
**Subject:** LRB 07-0691/2 (un-introduced) (FE by DOA - attached - for your review)

**Attachments:** FE\_Wieckert.PDF



FE\_Wieckert.PDF  
(337 KB)

**Mike Barman (Senior Program Assistant)**  
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Legal Section - Front Office  
1 East Main Street, Suite 200, Madison, WI 53703  
(608) 266-3561 / [mike.barman@legis.wisconsin.gov](mailto:mike.barman@legis.wisconsin.gov)