Senate

Record of Committee Proceedings

Committee on Transportation, Tourism and Insurance

Senate Bill 204

Relating to: the removal of nonconforming outdoor advertising signs.

By Senators Breske, Olsen, Hansen, Grothman, Kreitlow, Schultz, Kapanke, Plale and Lassa; cosponsored by Representatives Petrowski, Staskunas, Jeskewitz, Gronemus, Vos, Hahn, LeMahieu, Musser, Ballweg, Gunderson, Albers, Honadel, Sheridan, Friske, Mursau and Van Roy.

June 06, 2007 Referred to Committee on Transportation, Tourism and Insurance.

July 31, 2007 **PUBLIC HEARING HELD**

Present: (7) Senators Breske, Plale, Erpenbach, Hansen,

Kapanke, Schultz and Leibham.

Absent: (0) None.

Appearances For

- Roger Breske, Eland Senator, 12th Senate District
- Janet Swandby, Madison Swandby/Kilgore Associates
- Dan Pomeroy, Mukwonago Clear Channel Outdoor
- Dan Pomeroy, Mukwonago President, Outdoor Advertising Assn of WI
- Jason Saari, Madison Adams Outdoor Advertising
- Jason Saari, Madison Vice President, Outdoor Advertising Assn of WI
- Shawn Murphy, Janesville Babcock Outdoor Advertising
- Keith Carson, LaCrosse Collins Outdoor Advertising
- Brad Yarmark, Milton Lamar Outdoor Advertising

Appearances Against

• David Vieth, Madison — Dept of Transportation

Appearances for Information Only

None.

Registrations For

- Jerry Petrowski, Marathon Representative, 86th Assembly District
- Tim Collins, LaCrosse Collins Outdoor Advertising
- Rich Reinart, Marshfield Lamar Advertising
- Pete Hanson, Madison WI Restaurant Assn

- Bill Smith, Madison Nat'l Federation of Independent Businesses
- Trisha Pugal, Brookfield WI Inkeepers Assn
- Randy Brice, Manitowoc CBS Outdoor Advertising
- Mary Ann Gerrard, Madison WI Auto & Truck Dealers
- Kathi Kilgore, Madison WI Assn of Campground Owners
- David Storey, Madison WI Merchants Federation
- Michelle Kussow, Madison WI Grocers Assn
- Chet Gerlach, Madison Assn of WI Tourism Attractions
- Matt Hauser, Madison WI Petroleum Marketers & Convenience Store Assn
- Peter Kammer, Madison WI Beer Distributors Assn
- Andy Franken, Madison WI Assn Convention & Visitors Bureaus
- Jane Sweasy, Algoma Jag Outdoor Advertising

Registrations Against

• None.

Registrations for Information Only

• None.

July 31, 2007 EXECUTIVE SESSION HELD

Present: Senators Breske, Plale, Erpenbach, Hansen, (7) Kapanke, Schultz and Leibham.

None Absent: (0)

Moved by Senator Plale, seconded by Senator Hansen that Senate Bill 204 be recommended for passage.

> (7) Senators Breske, Plale, Erpenbach, Hansen, Ayes:

> > Kapanke, Schultz and Leibham.

(0) None. Noes:

PASSAGE RECOMMENDED, Ayes 7, Noes 0

Elizabeth Piliouras Committee Clerk