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(FORM UPDATED: 08/11/2010)

**WISCONSIN STATE LEGISLATURE ...
PUBLIC HEARING - COMMITTEE RECORDS**

2009-10

(session year)

Senate

(Assembly, Senate or Joint)

**Committee on ... Transportation, Tourism,
Forestry, and Natural Resources (SC-TTFNR)**

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
(**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
(**sb** = Senate Bill) (**sr** = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

Senate

Record of Committee Proceedings

Committee on Transportation, Tourism, Forestry, and Natural Resources

Senate Bill 387

Relating to: special distinguishing registration plates associated with Marquette University.

By Senators Plale, Coggs, Sullivan, Lehman, Taylor, Kanavas and Hansen; cosponsored by Representatives Colon, Young, Cullen, Molepske Jr., Pridemore, Steinbrink, Pasch, Fields, Stone, Sinicki, Vos and Zepnick.

November 09, 2009 Referred to Committee on Transportation, Tourism, Forestry, and Natural Resources.

January 20, 2010 **PUBLIC HEARING HELD**

Present: (7) Senators Holperin, Sullivan, Plale, Hansen, Leibham, Kedzie and Grothman.

Absent: (0) None.

Appearances For

- Mary Czech-Mronchinski, Milwaukee — Marquette University
- Jeff Plale — 7th Senate District

Appearances Against

- None.

Appearances for Information Only

- None.

Registrations For

- Pedro Colon — 8th Assembly District
- Don Nelson — UW-Madison

Registrations Against

- None.

Registrations for Information Only

- None.

February 4, 2010 **EXECUTIVE SESSION HELD**

Present: (6) Senators Holperin, Sullivan, Hansen, Leibham, Kedzie and Grothman.

Absent: (1) Senator Plale.

Moved by Senator Sullivan, seconded by Senator Hansen that **Senate Bill 387** be recommended for passage.

Ayes: (6) Senators Holperin, Sullivan, Hansen, Leibham, Kedzie and Grothman.

Noes: (0) None.

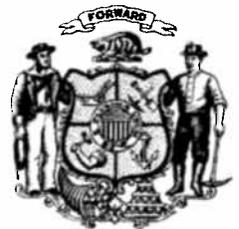
Absent: (1) Senator Plale.

PASSAGE RECOMMENDED, Ayes 6, Noes 0

Elizabeth Novak
Committee Clerk



WISCONSIN STATE LEGISLATURE





SENATOR JEFF PLALE
SEVENTH SENATE DISTRICT

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Testimony of Senator Jeff Plale
Senate Bill 387
Senate Committee on Transportation, Tourism, Forestry, and Natural Resources
Wednesday, January 20, 2010

Thank you, Chairman Holperin and members of the committee for your consideration of this bill.

Marquette University alumni living in Wisconsin are voicing their support for creating a Marquette University license plate in order to express their pride, appreciation, and gratitude for the university. Currently, Wisconsin offers 94 special group license plates including plates honoring numerous University of Wisconsin campuses. SB 387 establishes a special distinguishing license plate for Marquette University.

I would like to reiterate that this is NOT a fundraising plate. Marquette University or other interested parties will cover the DOT's costs of implementation. DOT may commence development work and issuance of the plates only if the DOT receives these contributions. The up-front costs are estimated at \$11,800 for data processing, graphic design, and set-up of the special plates. There will be absolutely **no cost** to the State of Wisconsin.

Again, I thank you for your consideration of SB 387. I would be happy to answer any questions you may have.





**Testimony of Mary Czech-Mrochinski of Marquette University
Before the Senate Committee on Transportation, Tourism, Forestry, and
Natural Resources
Regarding Senate Bill 387 Relating to Special Distinguishing License Plates
for Marquette University
January 20, 2010**

Good morning, Chairman Holperin and Members of the Committee, my name is Mary Czech-Mrochinski, and I am the Director of Governmental and Community Affairs at Marquette University. Thank you for allowing me the opportunity to testify in favor of Senate Bill 387 relating to special distinguishing registration plates for Marquette University.

I am here on behalf of the more than 45,000 alumni in the State of Wisconsin, as well as our many friends and fans throughout this great state.

We are grateful to both Senator Plale and Representative Colón for introducing this proposed legislation which will allow the Wisconsin Department of Transportation to “issue special group plates ... for persons interested in obtaining a plate expressing their support for Marquette University and their appreciation of the many benefits Marquette University and its thousands of alumni confer on this state.”

As you may know, the State of Wisconsin currently has over 90 special group license plates, including collegiate plates for all thirteen UW campuses.

Our alumni have long had a desire for a special distinguishing license plate. Under the proposed legislation, Marquette University, or another entity on our behalf, will pay the up-front costs, estimated at \$11,800, for graphic design and set-up of the special plates. There will be no cost to the State of Wisconsin.

The proposed legislation does not call for a fundraising plate nor is this a fundraising initiative for Marquette University. Alumni and friends of the university wishing to purchase the special plates will pay a \$15 fee, in addition to the normal Wisconsin registration fee, for the issuance of a special license plate, as is this case with other special distinguishing plates of this type. As we understand it, this fee offsets the administrative costs of the Department of Transportation.

Interestingly, under the State of Illinois Public Act 95-0444:

The Secretary of State may, at his or her discretion, issue the plates for any public college or university located in this State [Illinois] or for any degree-granting, not-for-profit private college or university located in this State or a contiguous state. If the college or university is located in a contiguous state, there must be not less than 10,000 alumni of the college or university residing in this State.

In addition, in the State of Illinois, once 1,500 or more persons pay the registration fee to request a plate for their college or university, a plate will be issued. Marquette alumni were surprised to discover that it would be possible to create a State of Illinois collegiate license plate but that we do not have one here in Wisconsin. In fact, the University of Notre Dame is the only college or university from a contiguous state at present to have a State of Illinois license plate. The fact that there is a pathway for a Marquette University license plate in Illinois led some alumni to request a plate in their home state of Wisconsin.

Again, we would respectfully request your support of a Marquette University license plate in the State of Wisconsin as outlined under Senate Bill 387. I thank you in advance for your consideration. I would be happy to answer any questions you may have at this time.