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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)                      (**sfr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

## Senate

### Record of Committee Proceedings

#### **Committee on Transportation, Tourism, Forestry, and Natural Resources**

##### **Senate Bill 510**

Relating to: allowing a village in Waushara County to exceed its retail liquor license quota by issuing one additional retail license.

By Senator Olsen; cosponsored by Representative Ballweg.

February 02, 2010 Referred to Committee on Transportation, Tourism, Forestry, and Natural Resources.

April 1, 2010 **PUBLIC HEARING HELD**

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

Absent: (0) None.

##### Appearances For

- Stephen McDiarmid — Watertown Wines
- Christine McDiarmid — Watertown Wines
- Steve Diercks — Village of Coloma
- Luther Olsen — 14th Senate District
- Joan Ballweg — 41st Assembly District

##### Appearances Against

- None.

##### Appearances for Information Only

- None.

##### Registrations For

- None.

##### Registrations Against

- None.

##### Registrations for Information Only

- None.

April 8, 2010

**EXECUTIVE SESSION HELD**

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

Absent: (0) None.

Moved by Senator Leibham, seconded by Senator Holperin that **Senate Bill 510** be recommended for passage.

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

Noes: (1) Senator Kedzie.

PASSAGE RECOMMENDED, Ayes 6, Noes 1

Elizabeth Novak  
Committee Clerk





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## Luther S. Olsen

State Senator  
14th District

April 1, 2010

Senate Committee on Transportation, Tourism, Forestry, and Natural Resources

Re: Support of Senate Bill 510

Senator Holperin and Committee Members:

Thank you Senator Holperin and Committee members for taking the time to hold a hearing on Senate Bill 510. I apologize for not being able to be here to testify to the merits of this bill, but I hope you will listen to this proposal and give this bill serious consideration for passage.

I introduced Senate Bill 510 at the request of Steve and Christine McDiarmid and the Village Board of Coloma. Since both Steve and his wife are here today along with a representative from the Coloma Village Board, I only want to give you a brief overview of this legislation and let them talk about the details of their request and let them answer any questions that the committee might have.

I introduced Senate Bill 510 in order to grant the Village of Coloma an additional Class B liquor license for Watertower Wines and Edibles. Located just down the road from the historic Coloma water tower, Watertower Wines and Edibles offers fine wines and artisan cheeses to Coloma residents and visitors. While currently holding a Class A liquor license which allows them to sell wine by the bottle for off-premises consumption, Steve and Chris are interested in expanding their business to include wine tastings and service at community events for which they would require a Class B license. The Village of Coloma, however, has already met its Class B liquor license quota.

I am supportive of this proposal because I believe that this expansion would be beneficial to both Watertower Wines and the Village of Coloma. While Mr. and Mrs. McDiarmid's business would benefit from the expansion by being able to offer more services to their customers, the Village of Coloma as a whole would benefit by drawing more visitors and tourists into the area. With the Coloma Village Board being in support of this proposal, this is common sense legislation that would help a small business in central Wisconsin in these tough economic times.

Again, thank you for the opportunity to testify before you today. I will now turn the floor over to Mr. and Mrs. McDiarmid.

<end>