

## Senate

### Record of Committee Proceedings

#### **Committee on Transportation and Information Infrastructure**

##### **Senate Bill 239**

Relating to: the removal of nonconforming outdoor advertising signs.

By Senators Leibham, Roessler, Breske, Reynolds, M. Meyer, Stepp and Zien; cosponsored by Representatives Seratti, Gielow, Huebsch, Gundrum, McCormick, LeMahieu, Ladwig, Freese, Friske and Krawczyk.

September 03, 2003 Referred to Committee on Transportation and Information Infrastructure.

October 15, 2003 **PUBLIC HEARING HELD**

Present: (5) Senators Leibham, Kanavas, Kedzie, Breske and M. Meyer.

Absent: (0) None.

##### Appearances For

- David Babcock, Babcock Outdoor Advertising, Milton
- Tony Hickey, Lamac-Janesville, Milton
- Curt Weis, Lamar Advertising of Milwaukee, Milwaukee,
- Jim Wehausen, Ordle Advertising, Algoma
- James Sweasy, Jag Outdoor Advertising, Algoma
- Jason Saari, Clear Channel Outdoor Advertising, Milwaukee
- Dan Pomeroy, Clear Channel Outdoor & Outdoor Advertising Association of Wisconsin, Mukwonago
- Janet Swandby, Outdoor Advertising Association of Wisconsin, Madison
- Mike Collins, Collins Outdoor Advertising, LaCrosse
- Randy Brice, Viacom Outdoor, Manitowoc

##### Appearances Against

- Barbara Thomas, Menomonie
- Richard Chenowete, Madison
- Michael Krenn, Cedar Grove
- Cornel Hausler, Citizens for Scenic Wisconsin, Merrill
- Chuck Mitchell, Citizens for a Scenic Wisconsin, Wauwatosa
- David Vieth, Wisconsin Department of Transportation, Madison
- Robert Larsen, Monona

##### Appearances for Information Only

- None.

#### Registrations For

- State Representative Lorraine Seratti, Wisconsin State Assembly, District 36
- State Senator Tom Reynolds, Wisconsin State Senate, 5th Senate District
- Chris Eigenberger, Adams Outdoor Advertising, Madison
- James Bonneville, Adams Outdoor Advertising, Madison
- Patrick Heil, Jag Outdoor Advertising, Green Bay
- Nick George, Wisconsin Manufacturers and Commerce, Madison
- Chet Gerlach, Association of Wisconsin Tourism Attractions, Madison
- Paul Merline, Wisconsin Restaurant Association, Madison
- Brandon Scholz, Wisconsin Grocers Association, Madison
- Trisha Pugal, Wisconsin Innkeepers Association, Brookfield
- Mary Ann Gerrard, Wisconsin Auto & Truck Dealers Association, Madison
- Doug Johnson, Wisconsin Merchants Federation, Madison
- Bill Smith, National Federation of Independent Business, Madison
- Matt Hauser, Petroleum Marketers of Wisconsin, Wisconsin Association of Convenience Stores, Madison
- Joyce Slawson, Speeding Sign Company, Osseo
- Alan Ralph, PR Media, Ashland
- Dean Blazek, Northern Outdoor, Antigo
- Jim Schumacher, Hamam Outdoor
- Andy MacMorran, Haman Advertising
- Tim Collins, Collins Outdoor Advertising, LaCrosse
- Charels Collins, Collins Outdoor Advertising, LaCrosse
- John Mortensen, Jones Sign, Green Bay
- Julia Hertel, Wisconsin Association of Convention and Visitors Bureaus, Sun Prairie
- Eric Jensen, Wisconsin Beer Distributors Association, Madison
- Ben Armitage, Adams Outdoor, Verona
- Gary Manke, Midwest Equipment Dealers Association, Madison
- Gary Manke, Wisconsin Automotive Parts Association, Madison
- Gary Manke, Wisconsin Automotive Aftermarket Association, Madison
- Amy Winters, Wisconsin Agribusiness Council, Wisconsin Christmas Tree Production, Madison

#### Registrations Against

- Todd Hanson, Madison

Chris Nehrbass, Stoughton

March 11, 2004

Failed to pass pursuant to Senate Joint Resolution 1.

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Dan Lindstedt  
Committee Clerk