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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 458

Relating to: the local regulation of ticket selling and providing a penalty.

By Senators Sullivan, Taylor, Wirsch, Plale, Holperin, Darling, Lassa, Erpenbach, Olsen, Kanavas and Miller; cosponsored by Representatives Zepnick, Fields, Schneider, Stone, Turner and Honadel.

January 12, 2010 Referred to Committee on Transportation, Tourism, Forestry, and Natural Resources.

January 14, 2010 **PUBLIC HEARING HELD**

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

Absent: (0) None.

Appearances For

- Jim Sullivan — 5th Senate District
- Don Nelson — UW-Madison
- Matt Kenny — Milwaukee Brewers
- Marti Wronski — Milwaukee Brewers

Appearances Against

- None.

Appearances for Information Only

- None.

Registrations For

- Jeff Plale — 7th Senate District
- Josh Zepnick — 9th Assembly District

Registrations Against

- None.

Registrations for Information Only

- None.

January 20, 2010 **EXECUTIVE SESSION HELD**

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

Absent: (0) None.

February 4, 2010

EXECUTIVE SESSION HELD

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

Absent: (1) Senator Plale.

February 11, 2010

EXECUTIVE SESSION HELD

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

Absent: (0) None.

Moved by Senator Sullivan, seconded by Senator Hansen that **Senate Amendment LRB1518 to Senate Substitute Amendment LRB0265** be recommended for introduction and adoption.

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

Noes: (0) None.

INTRODUCTION AND ADOPTION OF SENATE AMENDMENT LRB1518 TO SENATE SUBSTITUTE AMENDMENT LRB0265 RECOMMENDED, Ayes 7, Noes 0

Moved by Senator Sullivan, seconded by Senator Holperin that **Senate Substitute Amendment 1** be recommended for adoption.

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

Noes: (1) Senator Kedzie.

ADOPTION OF SENATE SUBSTITUTE AMENDMENT 1 RECOMMENDED, Ayes 6, Noes 1

Moved by Senator Sullivan, seconded by Senator Hansen that **Senate Bill 458** be recommended for passage as amended.

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

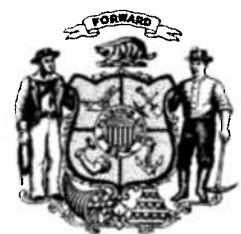
Noes: (1) Senator Grothman.

PASSAGE AS AMENDED RECOMMENDED, Ayes 6, Noes 1

Elizabeth Novak
Committee Clerk



WISCONSIN STATE LEGISLATURE





Wisconsin State Senate

Wisconsin Senate Committee on Transportation, Tourism, Forestry, and Natural Resources
Testimony of Senator Jim Sullivan
January 14, 2010

Good morning and thank you, Chairman Holperin, for scheduling a hearing on SB 458, legislation regarding local regulation of ticket selling.

I am proud to represent a district that includes the home of the Milwaukee Brewers, Miller Park. Since opening in 2001, Miller Park has not only been home to exciting baseball, but also the home to major employment opportunities within the 5th Senate District.

Along with the economic impact of Miller Park, the stadium remains a great spot for families and friends alike. I always enjoy taking my two boys to the stadium, and seeing all the other groups enjoying a night at the ballpark. But recently, Milwaukee Brewer officials contacted me with a concern regarding certain fan behavior that detracts from the club's efforts to create an environment at Miller Park that is family and fan friendly.

In recent years, individuals reselling tickets have become more aggressive with their sales tactics. They have stalked potential buyers as they walk to the stadium and have jumped onto tourist buses as they arrive at the park.

In an effort to curtail this behavior, the Milwaukee Brewers, while working with the City of Milwaukee, established a ticket "resale zone" as the only area at Miller Park (the area owned by the Baseball Park District) where tickets may be resold. Individuals selling outside the zone may be cited for trespassing and escorted off the premises. Unfortunately, state law has been ambiguous as to the enforceability of trespassing restrictions on what has been park property. This bill resolves that ambiguity in favor of protecting the public and the sports club, while maintaining a designated resale area.

SB 458 would permit the creation and enforcement of a ticket resale zone on the Miller Park grounds. In addition, the right to create the zones would extend to Lambeau Field, the Bradley Center, the University of Wisconsin and any municipality. Those observed violating a requirement to resell tickets within a designated zone would be subject to a Class C forfeiture (a civil penalty up to \$500) and immediate removal from the premises. Anyone twice convicted of the offense could be banned from entering the premises in the future.

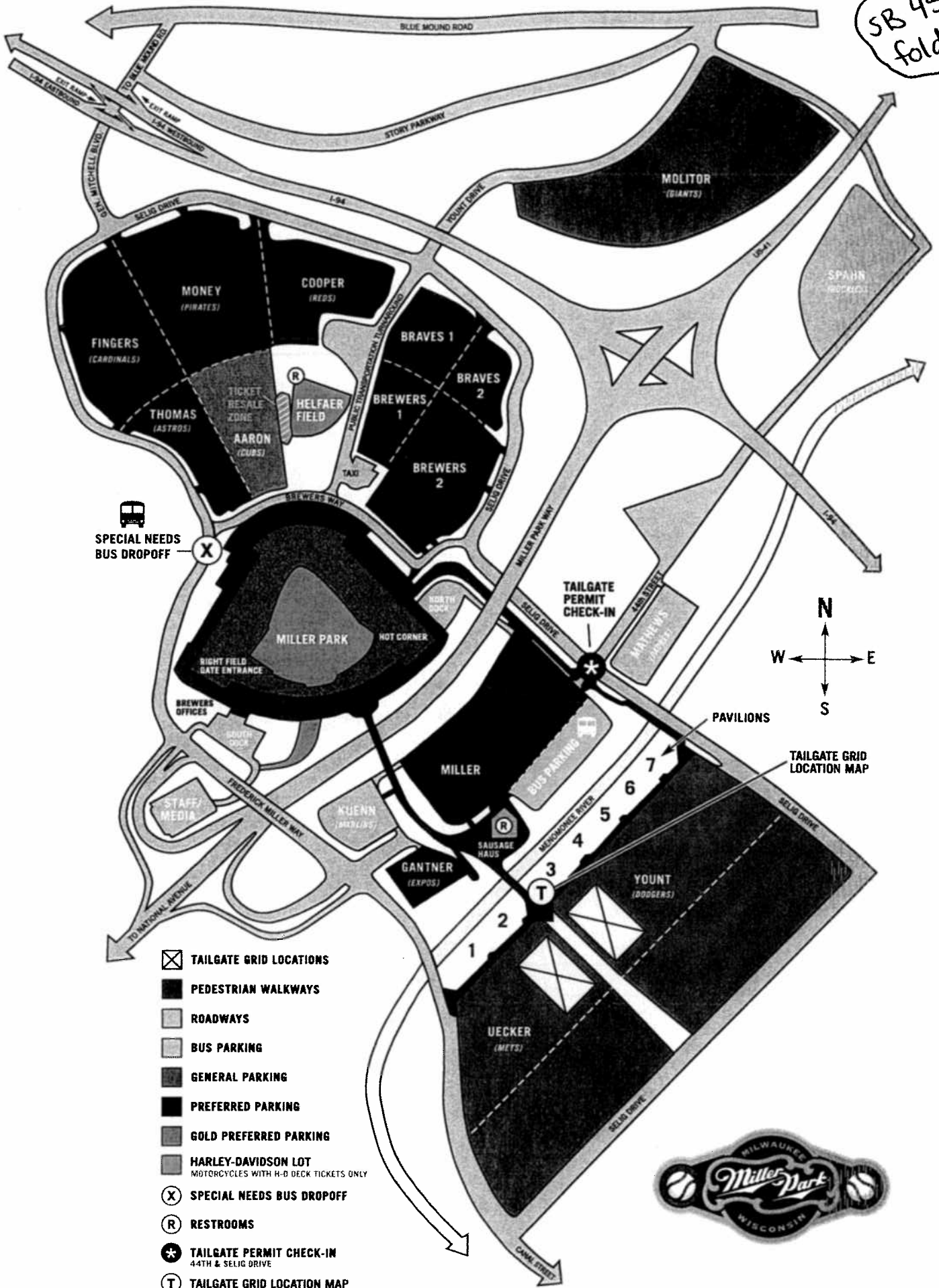
Following my testimony, you will hear in further detail from club officials on why this legislation is necessary to improve fan experiences at major sporting events in Wisconsin.

Thank you for the opportunity to speak today, and I hope you will support this legislation. I'd be happy to answer any questions you have.



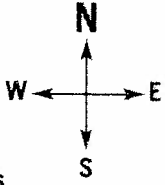


SB 458 folder



SPECIAL NEEDS BUS DROPOFF

TAILGATE PERMIT CHECK-IN



PAVILIONS

TAILGATE GRID LOCATION MAP

- ⊗ TAILGATE GRID LOCATIONS
- PEDESTRIAN WALKWAYS
- ▨ ROADWAYS
- ▩ BUS PARKING
- GENERAL PARKING
- PREFERRED PARKING
- GOLD PREFERRED PARKING
- HARLEY-DAVIDSON LOT
MOTORCYCLES WITH H-D DECK TICKETS ONLY
- ⊗ SPECIAL NEEDS BUS DROPOFF
- Ⓡ RESTROOMS
- ⊛ TAILGATE PERMIT CHECK-IN
44TH & SELIG DRIVE
- Ⓣ TAILGATE GRID LOCATION MAP

