### **Senate**

## **Record of Committee Proceedings**

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

#### Senate Bill 173

Relating to: the removal of nonconforming outdoor advertising signs.

By Senators Kreitlow, Taylor, Grothman, Kapanke, Leibham, Olsen, Plale and Hansen; cosponsored by Representatives Staskunas, Fields, Friske, Gunderson, Honadel, Smith, Soletski, Spanbauer, Van Roy, Vos and Zepnick.

April 23, 2009	Referred to Committee on Transportation, Tourism, Forestry, and
	Natural Resources.

#### May 21, 2009 PUBLIC HEARING HELD

Present:	(7)	Senators Holperin, Sullivan, Plale, Hansen,
		Leibham, Kedzie and Grothman.
Absent:	(0)	None.

#### Appearances For

- Pat Kreitlow 23rd Senate District
- Janet Swandby, Madison Outdoor Advertising Association of Wisconsin
- Dan Poweroy, Pewaukee Outdoor Advertising Association
- Brad Yarmark, Milton Lamar Outdoor Advertising
- Keith Carson, LaCrosse Collins Outdoor Advertising Inc
- Kurt Weis, Oak Creek Lamar Advertising
- Jason Saari, Cottage Grove Adams Outdoor Advertising

#### Appearances Against

- Lowell Klessig, Amherst Junction Citizens for a Scenic Wisconsin
- Dave Veith, Madison Wis DOT
- Vernie Smith, Viroqua Citizens for a Scenic Wisconsin

#### Appearances for Information Only

• None.

#### Registrations For

- Jeff Plale 7th Senate District
- Jeanne Nowinsky, Antigo Northern Advertising Outdoor

- Amy Boyer, Madison Wisconsin Association of Convention & Visitor Bureaus
- Billy Smith, Madison National Federation of Independent Businesses
- Chet Gerlach, Madison Association of Wisconsin Tourism Attractions
- Mary Ann Gerard, Madison Wisconsin Auto & Truck Dealers Association
- Pam Christenson, Madison Wisconsin Petroleum Marketers & Conveinece Stores
- Tony Staskunas 15th Assembly District
- Lukas Nowinsky, Antigo Northern Advertising Outdoor
- Jim Lyke, Milton Lamar Outdoor Advertising
- Scott Petlewski, Delafield Adams Outdoor Advertising
- Eric Koester, Elkhorn Lamar Outdoor Advertising
- Don Snyder, Green Bay Next Media
- Mark Rausch, Mequon Clear Channel Outdoor
- Bill Mitchell, Marshfield Lamar Advertising
- Jane Sweasy, Algoma Jag Outdoor Advertising
- Dave Babcock, Milton Babcock Outdoor Advertising
- Ray Ten Pas, Oostburg Ten Pas Sign Company
- Romy Snyder, Wisconsin Dells Wisconsin Dells Visitor & Convention Bureau
- Trisha Pugal, Brookfield Wisconsin Inn Keepers Association
- David Storey, Madison Wisconsin Retail Council
- Eric Jensen, Madison Wisconsin Beer Distributors Association
- Pete Hanson, Madison Wisconsin Restaurants Association
- Douglas Johnson, Stevens Point Midwest Hardware Association
- Michelle Kussow, Madison Wisconsin Grocers Association

#### **Registrations Against**

- Gary Goyke, Madison Citizens for a Scenic Wisconsin
- Ed Huck Wisconsin Alliance of Cities

Registrations for Information Only

• None.

#### September 17, 2009 EXECUTIVE SESSION HELD

Present:	(0)	None.
Absent:	(0)	None.

Elizabeth Novak Committee Clerk