

Assembly

Record of Committee Proceedings

Committee on Transportation

Assembly Bill 486

Relating to: outdoor advertising signs that do not conform to local ordinances and that are affected by certain transportation-related projects.

By Representatives Goeben, Brandtjen, Brooks, Doyle, Gundrum, Krug, Mursau, O'Connor, Petersen, Plumer, Schmidt, Schutt and Tusler; cosponsored by Senators Feyen, Ballweg and Wanggaard.

October 12, 2023 Referred to Committee on Transportation

January 09, 2024 **Public Hearing Held**

Present: (13) Representative VanderMeer; Representatives Hurd, Plumer, Spiros, Edming, S. Johnson, Schmidt, Maxey, Schutt, Considine, Haywood, Moore Omokunde and Drake.

Absent: (0) None.

Excused: (1) Representative Ortiz-Velez.

Appearances For

- Representative Joy Goeben - 5th Assembly District
- Matt Censky - Office of Senator Dan Feyen
- Kathi Kilgore - Outdoor Advertising Association of WI

Appearances Against

- None.

Appearances for Information Only

- None.

Registrations For

- Devin Renner - Adams Outdoor Advertising
- Eric Hamme - Clear Channel Outdoor
- Matt Hauser - WI Fuel & Retail Association
- Jennifer Wickman - Cooperative Network
- Eric Knight - Association of Wisconsin Tourism Attractions
- Susan Quam - WI Restaurant Association
- Jill Diehl - WI Dells Visitor & Convention Bureau
- Bill Elliot - WI Hotel & Lodging Association
- Michael Semmann - WI Grocers Association

Registrations Against

- Gary Goyke - Scenic Wisconsin
- Nick Zavos - City of Madison

Registrations for Information Only

- None.

April 11, 2024

Failed to pass pursuant to Senate Joint Resolution 1

Jesse Johnson
Committee Clerk