
Wisconsin Legislative Council

AMENDMENT MEMO



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2023 Assembly Bill 98

Assembly Amendment 1

2023 ASSEMBLY BILL 98

2023 Assembly Bill 98 directs the Department of Natural Resources (DNR) to enter into an agreement with an interested snowmobile club that allows the club to erect certain signs along snowmobile trails on land under DNR’s jurisdiction. The bill applies to signs that satisfy certain criteria. Specifically, the bill requires a sign authorized under an agreement with a snowmobile club to meet all of the following requirements:

- The sign advertises only businesses that offer fuel, food, vehicle service, or lodging that are accessible by snowmobile.
- The sign is placed only at a trail intersection.
- The sign contains only specified information, including the business name, the type of service provided, the distance to the business, and a directional arrow.
- The sign is erected and maintained by the snowmobile club. In addition, the bill requires the sign to satisfy all other requirements for “guide signs” along a snowmobile trail.¹

The bill also prohibits DNR from charging a fee to a snowmobile club as a condition of entering into an agreement under the bill. Finally, the bill exempts advertising on signs under the bill from state procurement requirements.

ASSEMBLY AMENDMENT 1

Assembly Amendment 1 provides that, in the agreement described above, DNR and a snowmobile club may negotiate the inclusion of provisions relating to the erection and removal of signs. The amendment also clarifies that both the agreement between DNR and a snowmobile club, as well as advertising on a sign in conformance with the requirements described above, are exempt from state procurement requirements.

BILL HISTORY

Assembly Amendment 1 was offered by Representative Green on April 25, 2023. On June 6, 2023, the Assembly Committee on Forestry, Parks and Outdoor Recreation recommended adoption of the amendment on a vote of Ayes, 15; Noes, 0. The committee then recommended passage of the bill, as amended, on a vote of Ayes, 12; Noes, 3.

For a full history of the bill, visit the Legislature’s [bill history page](#).

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¹ Under DNR’s current administrative rules, in counties that participate in the snowmobile aids program, guide signs must be on a brown background with reflective white letters, with two-inch, uppercase letters. [[s. NR50.09\(4\)\(c\)3. b., Wis. Adm. Code.](#)]