

# Lobbying And Time Expenditures

2025-2026 Legislative Session

January-June 2025

## Scenic Wisconsin (formerly Citizens for a Scenic Wisconsin)

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
<b>Lobbyists</b>	<b>9.50</b>	<b>16.00</b>	<b>\$1,115.00</b>
Self-Employed Lobbyist - Goyke & Associates			\$0.00
Gary R Goyke	9.50	16.00	\$1,115.00
Comments:			
<b>Non-Lobbyist Employees</b>	<b>0.00</b>	<b>0.00</b>	<b>\$0.00</b>
Comments:			
<b>Overhead</b>			<b>\$0.00</b>
<b>Payments to Officials<sup>2</sup></b>			<b>\$0.00</b>
<b>Travel and Living Expenses</b>			
a) Lobbyist Employees			\$0.00
b) Non-Lobbyist Employees			\$0.00
<b>All Other Lobbying Expenses</b>			<b>\$0.00</b>
<b>Total Lobbying Time And Expenditures:</b>	<b>9.50 Hours</b>	<b>16.00 Hours</b>	<b>\$1,115.00</b>

Allocation of Lobbying Effort	Percent
<b>Legislative Proposals</b>	<b>20%</b>
Assembly Bill 322	10 %
Senate Bill 334	10 %
<b>Budget Bill Subjects</b>	<b>40%</b>
Agriculture, Trade, and Consumer Protection: Agriculture Development Services	5 %
Natural Resources: Departmentwide	15 %
Tourism: Departmentwide	20 %
<b>Administrative Rulemaking Proceedings</b>	<b>0%</b>
<b>Topics Not Yet Assigned A Bill Or Rule Number</b>	<b>36%</b>
Coordination, disseminate research and serve as a informational resource on projects with the various pollinator coalitions in Wisconsin.	3 %
Confirmation of Kristina Boardman as Secretary of the WDOT.	2 %
CSW will work with the DATCP to help expand economic opportunities for additional sustainable farming in rural Wisconsin. We also will increase support for programs that promote agricultural tourism.	10 %
Scenic Wisconsin will work with local units of government throughout the state to eventually amend some WDOT rules and procedures dealing with non confirming billboards.	20 %
We will begin to explore the idea of what might be called "Habitat Highways" ...re-purposing some right of ways on the Wisconsin State Highway System. Just a	1 %

concept for now but will begin doing research.	
<b>Minor Efforts</b>	<b>4%</b>
<b>All Other Matters</b>	<b>0%</b>
<b>Total Reported Lobbying Effort:</b>	<b>100%</b>

**Report Certified On: Wednesday, July 30, 2025**

#### **Certification and Electronic Signature**

I certify I am Gary Goyke and certify that the information entered and reported to the Wisconsin Ethics Commission is an accurate record of the lobbying activities of Scenic Wisconsin (formerly Citizens for a Scenic Wisconsin).

I further understand that if I know or believe that the records I submit are not complete or that any part of it is not true, I may be fined \$10,000 or imprisoned for 5 years or both. I understand that Wisconsin Statutes require me to retain until 3 years from the date that the records are filed documents necessary to substantiate these reports.