

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
Lobbyists	9.50	16.00	\$1,115.00
Self-Employed Lobbyist - Goyke & Associates			\$0.00
Gary R Goyke	9.50	16.00	\$1,115.00
Comments:			
Non-Lobbyist Employees	0.00	0.00	\$0.00
Comments:			
Overhead			\$0.00
Payments to Officials²			\$0.00
Travel and Living Expenses			
a) Lobbyist Employees			\$1,115.00
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	9.50 Hours	16.00 Hours	\$1,115.00

Allocation of Lobbying Effort	Percent
Legislative Proposals	20%
Assembly Bill 322	10 %
Senate Bill 334	10 %
Budget Bill Subjects	40%
Agriculture, Trade, and Consumer Protection: Agriculture Development Services	5 %
Natural Resources: Departmentwide	15 %
Tourism: Departmentwide	20 %
Administrative Rulemaking Proceedings	0%
Topics Not Yet Assigned A Bill Or Rule Number	36%
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 concept for now but will begin doing research.	1 %
Minor Efforts	4%
All Other Matters	0%
Total Reported Lobbying Effort:	100%

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.