

Lobbying And Time Expenditures

2025-2026 Legislative Session

July-December 2025

Scenic Wisconsin (formerly Citizens for a Scenic Wisconsin)

Description Of Totals And Expenditures	Hours Communicating	Hours Other	Dollars
Lobbyists	19.25	26.50	\$2,055.00
Self-Employed Lobbyist - Goyke & Associates			\$1,250.00
Gary R Goyke	19.25	26.50	\$805.00
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			\$2,055.00
b) Non-Lobbyist Employees			\$0.00
All Other Lobbying Expenses			\$0.00
Total Lobbying Time And Expenditures:	19.25 Hours	26.50 Hours	\$2,055.00

Allocation of Lobbying Effort	Percent
Legislative Proposals	88%
Assembly Bill 287	2 %
Assembly Bill 288	2 %
Assembly Bill 289	2 %
Assembly Bill 290	2 %
Assembly Bill 291	2 %
Assembly Bill 322	10 %
Assembly Bill 502	10 %
Assembly Bill 520	5 %
Assembly Bill 521	10 %
Assembly Joint Resolution 62	1 %
Senate Bill 292	1 %
Senate Bill 293	1 %
Senate Bill 294	1 %
Senate Bill 297	1 %
Senate Bill 298	1 %
Senate Bill 334	10 %
Senate Bill 497	10 %
Senate Bill 525	15 %
Senate Joint Resolution 61	2 %
Budget Bill Subjects	2%
Tourism: Departmentwide	2 %
Administrative Rulemaking Proceedings	0%
Topics Not Yet Assigned A Bill Or Rule Number	10%
Coordination, disseminate research and serve as a informational resource on projects with the various pollinator coalitions in Wisconsin.	2 %

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.	2%
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.	2%
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.	2%
Minor Efforts	0%
All Other Matters	0%
Total Reported Lobbying Effort:	100%

Report Certified On: Sunday, February 1, 2026

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.