

instance, McDonald's hamburger or Phillip's 66 or any of those very specific kinds of things but they would rather say lodging or gas or food. Am I correct?

SENATOR BYARS: You're absolutely correct where you started. The franchise operations already have those services available in logo signs such as McDonald's, Arby's. The same is available to lodging people at this point. What this does is entice people to tourist attractions. If it's Stevenson's apple orchard or it was brought to our attention by Senator Day, of a small museum in Columbus and this is what this is oriented to. We already have in statute and we already have signing available what we refer to as logo signing which would address the people that you're interested in.

SENATOR SCHIMEK: Okay, that satisfies all my questions then and I think it is very much needed and I'm going to vote to move it forward. Thank you.

PRESIDENT MOUL: Thank you, Senator Schimek. Senator Wesely.

SENATOR WESELY: Thank you, Madam President, members, I am pleased to see this bill as well and have been involved with a similar piece of legislation a few years ago on logo signs on the interstate and I guess I'd ask Senator Byars, at the time we...did you use that as somewhat as a basis on this because we did break ground with that and those logo signs were the idea of having like a McDonald's logo so people, we wouldn't have the big signs out there, but there's more of a commercial focus on it and this looks like it's more to historical and cultural but I also note some commercial. How would anticipate using that, similar to the logo sign concept in the commercial direction or, what's the...

SENATOR BYARS: Yes, absolutely, and you're right. The basis for this was the legislation that had been introduced relative to the logo signing. There will be, if I'm not mistaken, available four or five, four panels in each one of these signs for unique tourist-oriented activities. If challenged, they have to be able to substantiate the majority of their income is derived from a tourist-oriented base and this is one of the things that drives this legislation. In committee as we discussed this there was a question even on my own part of not totally understanding how this work and how it could be monitored. But the tourism people seem to think it's necessary