

## Fields, Debbie

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**From:** Kelly Antonson <kantonson@gigisplayhouse.org>  
**Sent:** Friday, June 2, 2023 12:18 PM  
**To:** All Alders  
**Subject:** June 6th common council agenda - item 98  
**Attachments:** Adams Outdoor Letter of Support .pdf

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Alders,

Attached is a letter of support for item 98 on the June 6<sup>th</sup> Common Council Agenda from GiGi's Playhouse Madison. We also mailed a hard copy.

Best,  
Kelly

Kelly Antonson (she/her)  
Site Director  
GiGi's Playhouse Madison  
4104 Monona Drive  
Madison, WI 53716  
(608) 709-1411  
[www.gigisplayhouse.org/madison](http://www.gigisplayhouse.org/madison)



Down Syndrome Achievement Centers  
educate. inspire. believe.

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Madison, WI



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June 1, 2023

City of Madison

Common Council

210 Martin Luther King Jr. Blvd, RM 201

Madison, WI 53703

RE: Cap and Replace Ordinance for Billboards

To Whom It May Concern:

I am writing this letter to express my support for the proposed cap and replace ordinance for billboards that is sponsored by Mayor Rhodes-Conway and Alders Bennett and Figueroa Cole.

Our organization has found outdoor advertising to be an extremely effective advertising medium, and we support any efforts that will allow this medium to continue to be available in the City of Madison.

We are a small, local non-profit and these billboards have allowed us to connect with new families with Down syndrome, increase our donor base and reach new volunteers.

The proposed ordinance will also streamline the development process, as billboards will be allowed to be relocated in the City of Madison when they interfere with a new development project.

We support Adams efforts to maintain the current number of outdoor advertising displays in the City. We do not want to see that number reduced, as it takes away from the effectiveness of this valuable advertising product.

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Kelly Antonson".

Kelly Antonson

Director, GiGi's Playhouse Madison

608-709-1411

kantonson@gigisplayhouse.org