

**Adams Not for Profit Clients  
\$443,000**

12/05/05  
#5 handout

Greater Madison Chamber of Commerce  
Greater Madison Convention and Visitors Bureau  
Henry Vilas Zoo  
Susan G. Komen Foundation  
Epilepsy Foundation  
Goodman Pools  
March of Dimes  
Amber Alert  
Missing People Alerts  
    Kelly Nolan  
    Francine Tate  
Americas Most Wanted  
Madison Fest Inc  
Freakfest  
YMCA of Dane County  
Dean Foundation  
UW Health  
Midwest Family Broadcasting  
Ad Council  
Adoption Resources of Wisconsin  
American Heart Association  
American Red Cross  
Boat Angel  
Boy Scouts of America  
Boys and Girls Club  
Charles Hamilton Houston Institute  
EMS Association  
Foundation for a Better Life  
Hopes Project  
Jazz at Five  
Keys  
Madison Ad Fed  
March of Dimes  
Olbrich Botanical Gardens  
Special Olympics  
United Way of Dane County  
WI Women's Health Foundation  
Catholic Charities

# AOA Employee Charitable Committees & Activities

## Chris Eigenberger

- Henry Vilas Zoological Society - Board Member
- Greater Madison Convention and Visitors Bureau - Board Member
- Epilepsy Foundation - Board Member
- Madison Advertising Federation
- Allied Drive Food Pantry fundraising dinner
- Salvation Army Bell Ringer

## Gregg Speichinger

- Downtown Rotary Club of Kenosha
- Downtown Madison Incorporated (DMI)
- Kenosha Chamber of Commerce as well

## Monica Launder

- Taught 7<sup>th</sup> grade confirmation
- Room Parent for 3 years
- Little League Parent Coordinator
- Treasurer for Maple Prairie Neighborhood Association
- Maple Grove Bunco League
- Maple Grove Book Club
- Good Shepherd Lutheran Church Women's Retreat Committee

## Michelle Reddington

- Board of Directors- Vice Chair, Rape Crisis Center.
- Sunday School Teacher - Door Creek Church

## Jessica Deutsch

- AD2 - co-chair on the Government Relations Committee (working with DMI, UW Madison, Chris Farley Foundation and Madison Police Department on a Safe Drinking pro bono campaign)
- Breakfast Rotary -- Far East Side Business Association

## Kay Drew

- Ironman Wisconsin
- Syttende Mai
- Executive Women's Golf Association
- Madison Hash House Harriers

## Ed Schulz

- Madison Ad Federation
- St James Church Board Ad ministry

## Todd Turner

- AD2

# AOA Employee Charitable Committees & Activities

## John Rockwell

- AD2

## Brian Unitan

- Greater Madison Chamber of Commerce - Ambassador for 3 1/2 years

## Chad Plageman

- YMCA youth football coach
- Member of Blackhawk Church-Life Group Leader and Worship Leader

## Jules Gonzales

- Middleton Chamber of Commerce
- Middleton Cub scouts Pack 540 parent volunteer
- Ad2 member
- Madison Ad Fed

## Andrea Watruba

- Ad Fed (Addys Decorating Committee)
- Downtown Madison

## Jen Coyle

- Discovery Years Pre-School Board Member
- Kennedy Little League T-Ball Coach
- Volunteer St. Dennis Church School

## Craig Judd

- President and Volunteer of the Mt. Vernon Park Association

## Pat Frawley

- Madison Advertising Federation
- Member of the Government Relations Committee
- Member of the Addy Awards Judging Committee



November 5, 2007

Adams Outdoor  
103 East Badger Road  
Madison, Wisconsin 53713

Attn: Chris Eigenberger

Dear Chris:

I am happy to write in support of the proposal to pass a Cap and Build ordinance governing outdoor advertising in the city of Madison.

I have seen first hand the tremendous good Adam's generosity to the Henry Vilas Zoo has done to boost attendance and awareness of this vital community resource. In particular, your donation over the past 4 years of more than \$250,000 of high-visibility outdoor postings has helped the Zoological Society facilitate the initial phases of a multi-stage fundraising campaign.

Thanks to your assistance to the "Ambassadors of Wildlife" campaign and the enhanced visibility it has caused, the Zoo's new Conservation Carousel, Fair North American Prairie exhibit and the Children's Zoo are now delighting children and parents daily.

Your support on your digital billboard for the special Giraffe fundraising effort raised those necessary funds in record time.

I wholeheartedly applaud your community spirit and realize that if your inventory continues to shrink, this kind of support for worthy causes will dwindle.

I urge the Council to enact this fair ordinance.

Sincerely

A handwritten signature in black ink, appearing to read "Richard A. Zillman", written in a cursive style.

Richard A. Zillman  
President  
Zillman Idea Design

# MICHAEL BEST

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Fax 608 283 2275

William F. White

Direct 608 283 2246

Email [wfwhite@michaelbest.com](mailto:wfwhite@michaelbest.com)

December 19, 2006

Public Official

Dear Public Official:

We have been asked by Union Corners LLC to comment on the proposed changes to MGO Chapter 31-Street Graphics Control Ordinance which would amend Section 31.11(2) of the Ordinances to allow replacement of a non-conforming billboard in the event that it is necessary to relocate that billboard for urban redevelopment. Union Corners supports this change as it is both common sense and removes a deterrent to mixed use redevelopment.

As you may know, Union Corners LLC is currently redeveloping the Rayovac/Kohls site on the corner of Milwaukee Street and East Washington Avenue. Currently located there is a billboard that became nonconforming many years ago and might have been relocated be at that time. This situation has arisen before on other properties, and it will surely come up again in future. Adams' solution, a cap and replace amendment to the ordinance, would provide the quickest, cleanest and least expensive solution to this kind of problem

This "cap and replace" concept is an approach used in other municipalities around the country and we believe is a common sense way of allowing urban re-development without the loss of property interests by the billboard owner. Otherwise, the municipality may have to condemn the billboard for the length of the remaining lease term

For that reason, we would ask that this ordinance be supported. If you have any questions, please do not hesitate to contact me.

Sincerely,

MICHAEL BEST & FRIEDRICH LLP



William F White

WFW:tml

cc: Union Corners, LLC  
Adams Outdoor Advertising

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## **REGENT STREET REDEVELOPMENT**

The Regent Street Steering Committee has recommended that something be done with the existing off-premise signage in this area. It has been stated that the signs along Regent Street are unattractive and promote visual clutter.

ADAMS AGREES WITH THIS OPINION. However, under the current City of Madison ordinances, we are limited to what can be done with our signs via the 50% rule relating to nonconforming structures. They cannot be relocated, reconstructed, or improved more than 50% of their value.

Because of these strict limitations, it is in AOA's best interest to have the longest possible lease term we can negotiate with our land owners. Our leases on Regent Street run as long as twenty-years, which is common for our industry.

This ordinance change is necessary in order to rebuild or relocate our signs along Regent Street so that they will fit with their new surroundings as this street is redeveloped.

Perhaps the signs can be modified in their current form, or perhaps moved to other locations such as a wall, or a monument type sign.

If the ordinance is not passed, the Regent Street signs, along with the balance of AOA's signs in the City of Madison will need to remain as they currently are, which is not in the best interest of either the City of Madison or AOA.



14/04/2007 11:41

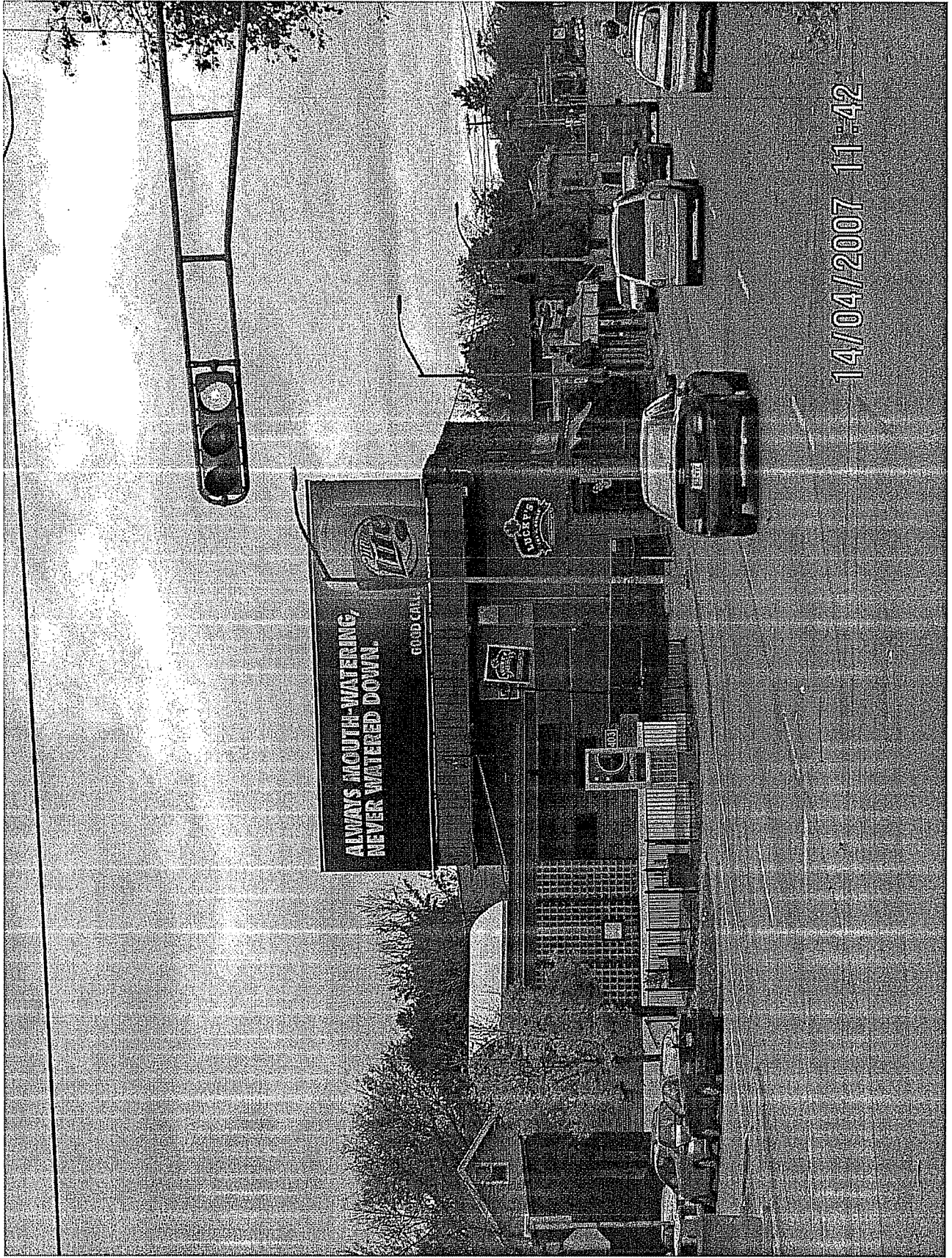


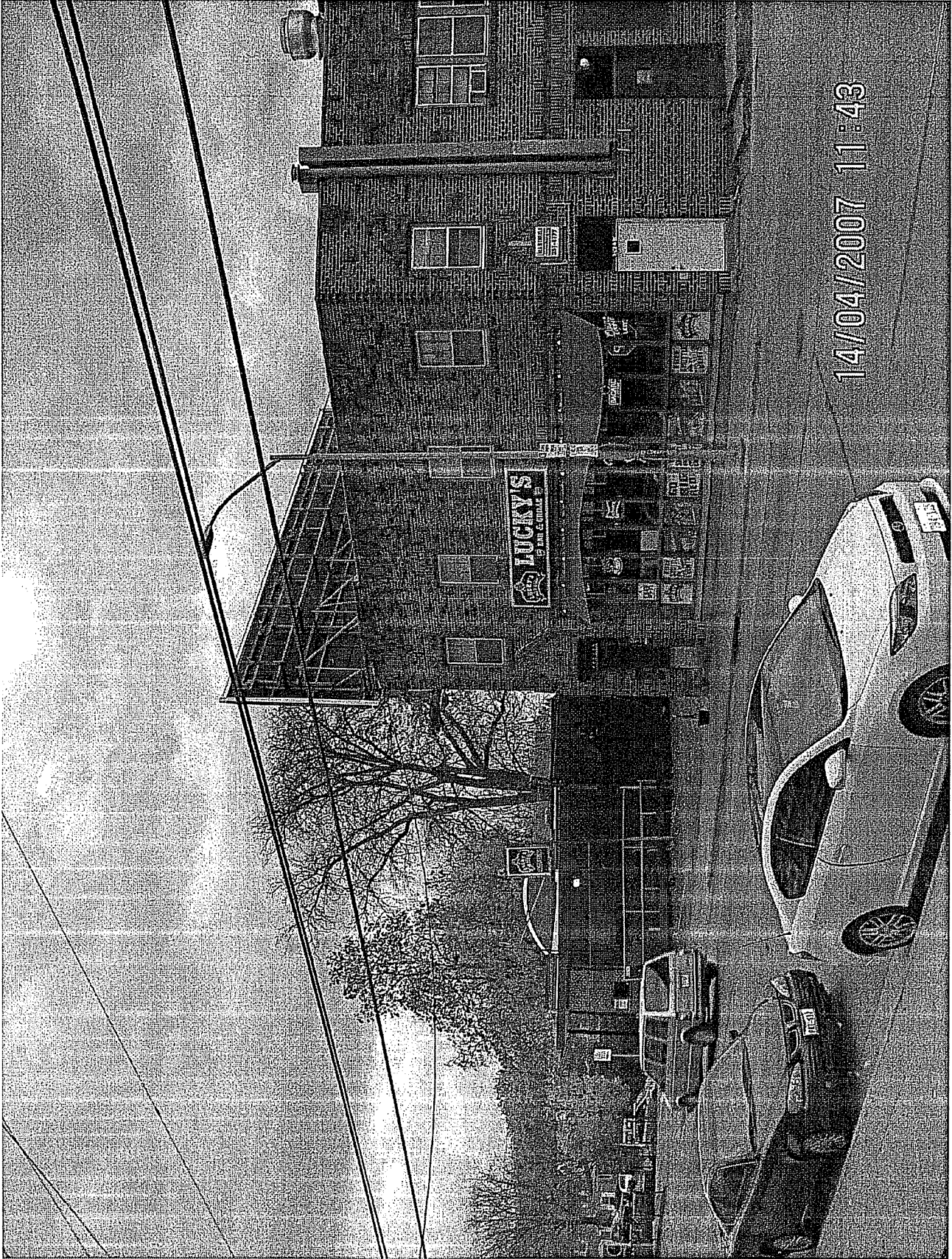
FOREIGN CAR SPE

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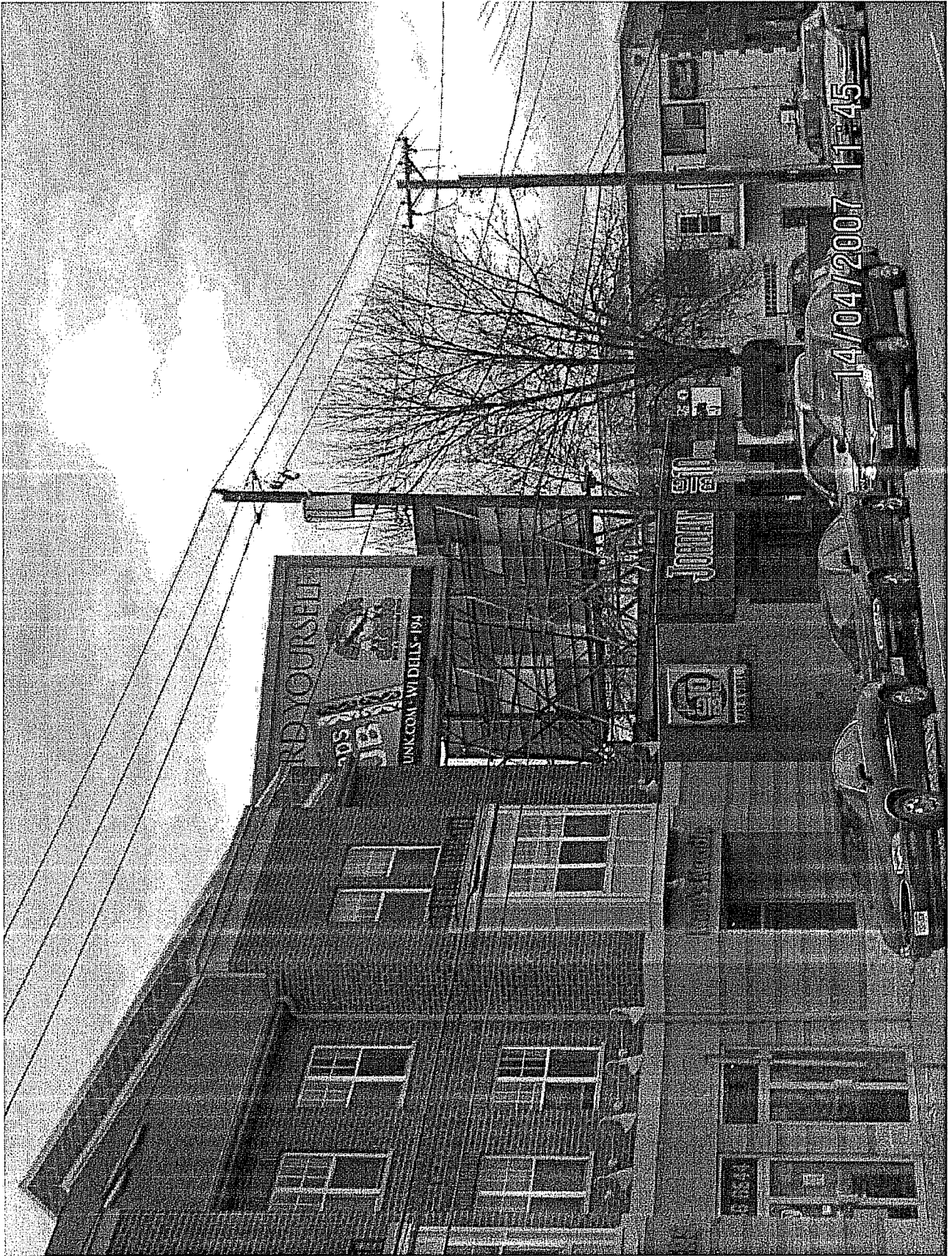


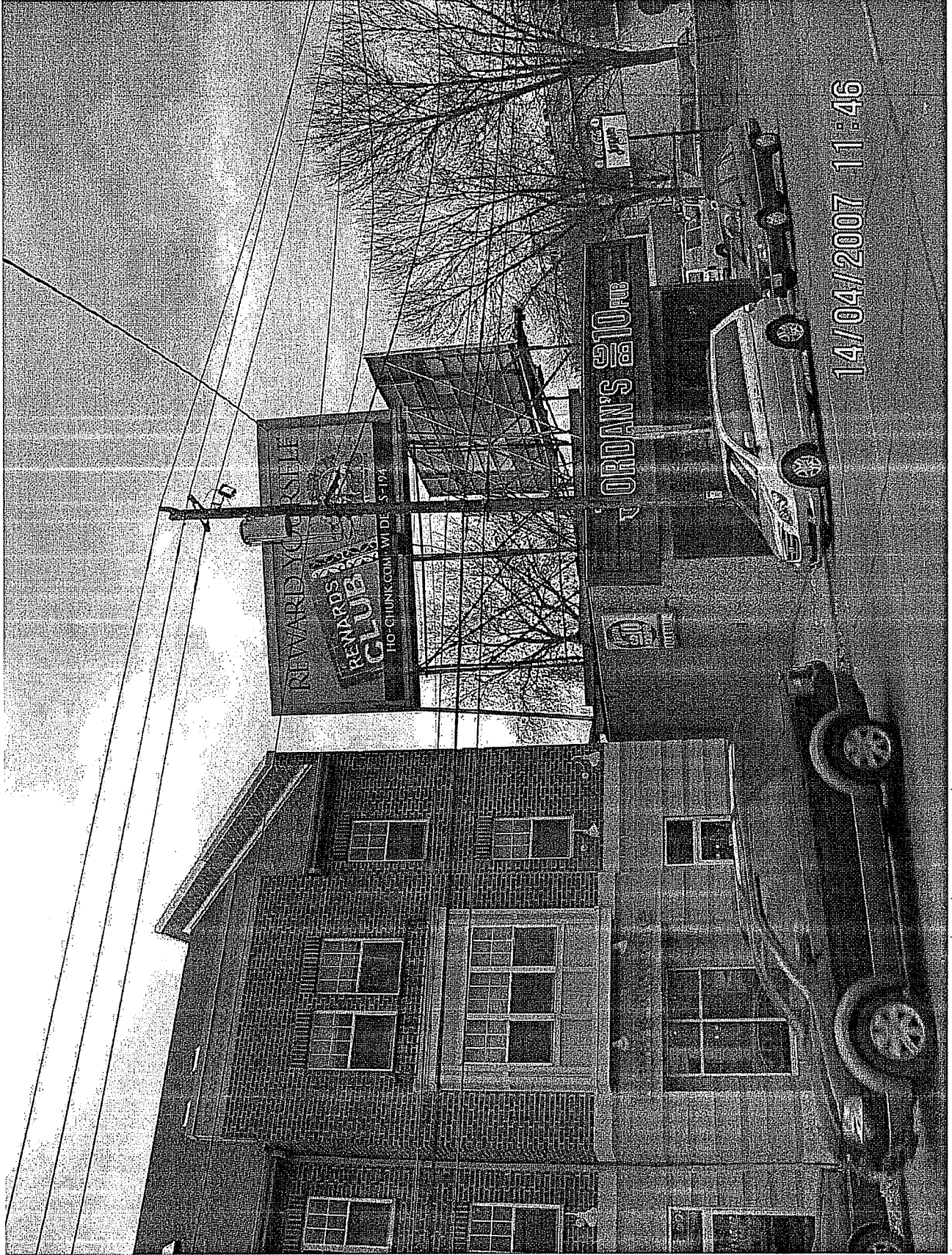




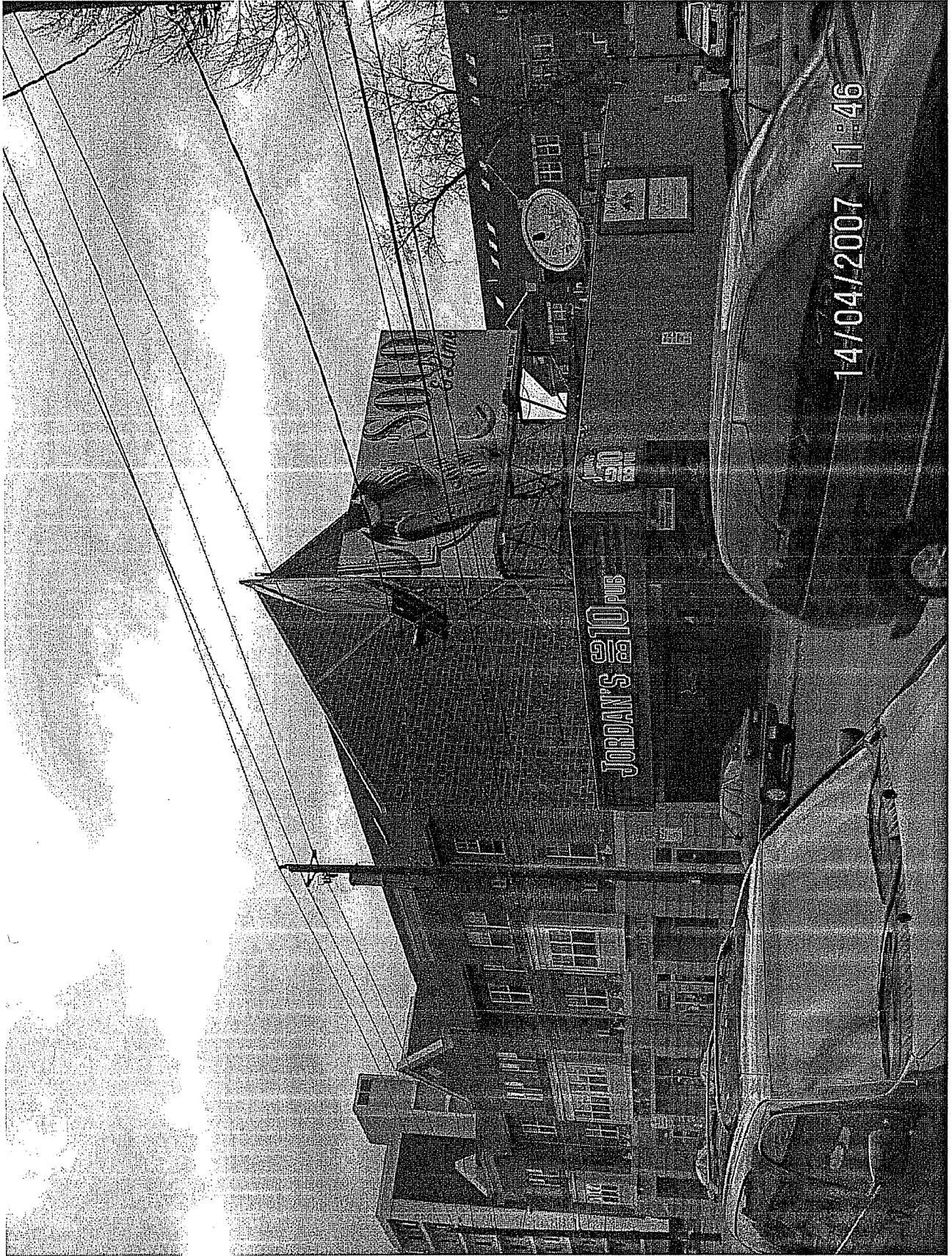


14/04/2007 11:43





14/04/2007 11:46



14/04/2007 11:46

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14/04/2007 11:47