

So maybe there won't be big flashing electronic billboards in the city of La Crosse after all. Last month, Olympus Media--formerly Collins sign in La Crosse--gained approval from the city council to put up some electronic led billboards in exchange for taking down a certain number of conventional billboards. But the council has decided to take another look at that plan and, next month may consider a moratorium on all electronic billboards until, at least, the specifics of how the billboards are used can be studied.