

A group trying to promote the Onalaska downtown may have to rethink one strategy. Centering Onalaska had planned to sell sponsorships for banners to go on light poles on highway 35 and Main street as a way to beautify the corridor and raise money...

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That's Joyce Dively with Centering Onalaska (speaking with Mike Hayes on WIZM). We've learned the banners would violate DOT rules against business advertising if they're placed on the poles next to highway 35. Dively tells us she wasn't aware of the conflict and will investigate the issue further. As of now, the group's website is still offering banner sponsorships.