

Billboard Referendum Possible for Spring in La Crosse

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There could be more than one referendum on the ballot of La Crosse voters in the spring. The city council this week votes on whether to hold an advisory referendum on billboards. The billboard referendum is an idea that comes from the work of the committee that's been tackling sign issues since a moratorium was placed on electronic signs in the city months ago. The advisory referendum would join a referendum to determine whether the city changes its form of government to include a city administrator. Both would be on the same ballot as the presidential primary on April 3rd.