

## Billboard Company Irked at Referendum Move

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La Crosse city council has been tagged anti-business before. This time, the label's getting affixed by Atlanta-based Olympus Media. The outdoor sign company is frustrated that the council has agreed to send two advisory referendums on billboards to the spring ballot

Olympus VP, Mary Niemeyer. One referendum question would ask whether electronic billboards should be prohibited. The other question would ask if billboards in general should be reduced in number.