

Can non-profits live without the promotional utility of little, rolling, electronic billboards in La Crosse? City council members consider that this week as changes to the city's controversial sign rules get a vote. Councilman Chris Olson says a sign recently donated to the Northside La Crosse Business Association for a park event really paid for itself

[\(Click for Audio\)](#)

Also being considered are special sign rules for universities and hospitals as well as gas stations.