

LEGAL SERVICES

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
State Capitol
Juneau, Alaska 99801-1182
Deliveries to: 129 6th St., Rm. 329

MEMORANDUM

April 1, 2011

SUBJECT: HB 222 relating to the Alaska Promotion and Marketing Board, to the Alaska promotion and marketing fund, and to marketing tourism contracts and campaigns (Work Order No. 27-LS0724\B)

TO: Representative Alan Austerman
Attn: Astrid Lievano

FROM:  Theresa Bannister
Legislative Counsel

You have requested a sectional summary of the above-described bill. As a preliminary matter, note that a sectional summary of a bill should not be considered an authoritative interpretation of the bill and the bill itself is the best statement of its contents.

Section 1. Amends AS 39.50.200(b) to add the new Alaska Promotion and Marketing Board to the list of boards and commissions that are subject to the public official financial disclosure chapter.

Section 2. Adds new sections to create the Alaska Promotion and Marketing Fund (fund) and the Alaska Promotion and Marketing Board (board).

Sec. 44.33.950. Creates the fund and directs the Department of Commerce, Community, and Economic Development (DCCED) to administer the fund in consultation with the board.

Sec. 44.33.955. Identifies the money that is to be in the fund. States that the Fund is not a dedicated fund.

Sec. 44.33.960. States the purpose of the fund.

Sec. 44.33.965. States that the fund money shall be used, subject to appropriation, to make grants to private entities for projects that promote the fund purpose and to pay administration costs for the new sections.

Sec. 44.33.970. Establishes certain requirements for grants from the fund. Addresses the type of entity that may be a grant recipient. Addresses matching requirements. Sets a maximum amount per fiscal year for grants to entities in established industries.

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Sec. 44.33.975. Establishes the board, including the number of members, appointment of members, selection of members, qualifications of members, election of a chair, vacancies on the board, compensation of members, and meetings.

Sec. 44.33.990. Lists the board's duties. Includes developing a methodology for prioritizing proposed projects; identifying criteria for evaluating achievement of the fund purpose by proposed projects; determining grant applicant eligibility criteria; making grant selection recommendations to DCCED; and reporting to the legislature.

Sec. 44.33.985. Authorizes the board and DCCED to adopt regulations for the new sections.

Sec. 44.33.990. Defines terms for the new sections.

Section 3. Repeals certain sections relating to marketing tourism contracts and campaigns.

Section 4. Repeals the new sections (the board and the fund) July 1, 2019.

Section 5. Provides for the appointment of the first members of the board within one month of the effective date and with staggered terms.

Section 6. Makes this Act effective January 1, 2012.

If I may be of further assistance, please advise.

TLB:plm
11-208.plm