

LEGAL SERVICES

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MEMORANDUM

April 7, 2011

SUBJECT: Sectional summary of CSHB 160(FIN) relating to state tourism marketing contracts (Work Order No. 27-LS0509\S)

TO: Representative Bob Herron
Attn: Rob Earl

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 Amends AS 44.33.120(d) to remove a reference to AS 44.33.125(d), which is repealed by this bill.

Section 2. Amends AS 44.33.125(a). Changes the date by which a state tourism marketing contract is to be entered into each year. States that the qualified trade association must provide matching funds equal to 50 percent of the state money used for costs of the contract's marketing campaign. Limits the state money used for the costs of the contract's marketing campaign to \$12,000,000.

Section 3. Repeals and reenacts AS 44.33.125(e). Requires that a group within the qualified trade association direct the marketing campaign of a tourism marketing contract awarded under AS 44.33.125(a). Requires the group to have nine individuals and indicates how the individuals are to be selected. Sets the terms of the governor's appointees at three years. Allows the association to determine the terms of their appointees.

Section 4. Prohibits a qualified trade association that contracts with the state under AS 44.33.125(a) from paying a person to lobby the legislature regarding the funding of the contract.

Section 5. Repeals AS 44.33.125(d).

Section 6. Requires that the governor's appointments be made within one month after the Act's effective date and be given staggered terms.

Representative Bob Herron

April 7, 2011

Page 2

Section 7. Makes the Act effective July 1, 2011.

If I may be of further assistance, please advise.

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