

CS FOR SENATE BILL NO. 108(L&C)

IN THE LEGISLATURE OF THE STATE OF ALASKA

NINETEENTH LEGISLATURE - FIRST SESSION

BY THE SENATE LABOR AND COMMERCE COMMITTEE

Offered: 3/22/95
Referred: Finance

Sponsor(s): SENATORS TORGERSON, Miller, Pearce

A BILL

FOR AN ACT ENTITLED

1 "An Act relating to the powers and duties of the commissioner of commerce and
2 economic development concerning the Alaska Tourism Marketing Council; relating
3 to the meetings and per diem and travel expenses of the council's board of
4 directors; relating to the duties of the council; extending the termination date of
5 the council; and providing for an effective date."

6 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

7 * **Section 1.** AS 44.33.705(b) is amended to read:

8 (b) If the commissioner determines that **there is a qualified trade association**
9 **in the state that has an interest in promoting** [IT IS IN THE BEST INTERESTS OF
10 THE STATE TO PROMOTE] the state as a destination through the cooperative
11 marketing program, the commissioner **may** [SHALL] contract with a single qualified
12 trade association to jointly manage the council if the trade association agrees that, before
13 the end of each fiscal year that the contract covers, the association will contribute at least
14 25 percent of the total operating expenses of the council for that fiscal year. The term

1 of a contract under this section may not exceed **four** [TWO] years.

2 * **Sec. 2.** AS 44.33.705(c)(7) is amended to read:

3 (7) the board shall meet at least four times a year at the call of the
4 presiding officer or upon the written request of seven members of the board; **the board**
5 **shall hold all of its meetings in the state;**

6 * **Sec. 3.** AS 44.33.705(c)(10) is amended to read:

7 (10) board members receive no salary for serving in that position, but are
8 entitled to per diem and travel expenses under AS 39.20.180, except **as provided in**
9 **AS 44.33.733** [THAT THEY ARE ENTITLED TO PER DIEM AND TRAVEL
10 EXPENSES FOR TRAVEL ONLY FOR THE PERCENTAGE OF TOTAL TRAVEL
11 THAT OCCURS WITHIN THE STATE]; the contract must provide that the trade
12 association will reimburse the council for per diem and travel expenses paid to those
13 board members appointed by the trade association; reimbursement under this paragraph
14 does not qualify as a part of the association's required contribution under (b) of this
15 section;

16 * **Sec. 4.** AS 44.33.705(d) is amended to read:

17 (d) A contract or grant entered into by the council is not effective until signed
18 by the **commissioner** [DIRECTOR].

19 * **Sec. 5.** AS 44.33.720(a) is amended to read:

20 (a) The council shall

21 (1) conduct a tourism marketing program designed to accomplish the
22 purposes of AS 44.33.700 - 44.33.735; the marketing program must include promotion
23 of the state as a destination and promotion of all forms of travel to the state, including
24 travel by air, highway, and water;

25 (2) prepare and implement plans for the promotion of Alaska tourism,
26 including necessary research;

27 (3) submit an annual report to the governor and the legislature describing
28 the activities of the council;

29 (4) make available to all interested persons, including tourism businesses,
30 a quarterly report of the council's actions and activities;

31 (5) annually submit a proposed operating budget to the **commissioner**
32 [DIRECTOR], to be used by the Department of Commerce and Economic Development

1 to prepare and submit the operating budget of the council under AS 44.33.725;

2 (6) provide advice, on the request of the director [OF TOURISM], on the
3 programs of the division;

4 (7) submit a report to the legislature, by the 10th day of each regular
5 session, describing how the contractual money was spent in the first half of the year and
6 explaining the plan for expenditures during the second half of the year;

7 (8) consider methods to fund tourism marketing using both public and
8 private assets; and

9 (9) consider methods of providing for the financial self-sufficiency of the
10 council.

11 * **Sec. 6.** AS 44.33 is amended by adding a new section to read:

12 Sec. 44.33.733. BOARD TRAVEL EXPENSES. The members of the board
13 are not entitled to per diem and travel expenses for travel outside the state unless the
14 purpose of the travel is to secure contracts for the promotion of tourism in the state or
15 to promote the state as a travel destination, and unless the travel is in the best interests
16 of the state in general. The council shall submit board member's travel and per diem
17 expenses for travel outside the state to the commissioner or the commissioner's designee
18 for review and approval before the travel occurs.

19 * **Sec. 7.** AS 44.66.010(a)(15) is amended to read:

20 (15) Alaska Tourism Marketing Council (AS 44.33.700) - December 30,
21 1999 [1996];

22 * **Sec. 8.** This Act takes effect July 1, 1995.