

SENATE BILL NO. 108

IN THE LEGISLATURE OF THE STATE OF ALASKA

NINETEENTH LEGISLATURE - FIRST SESSION

BY SENATORS TORGERSON, Miller, Pearce

Introduced: 3/3/95

Referred: L&C, FIN

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 per diem and travel expenses of the council's board of directors; relating
 4 to the powers and duties of the council; extending the termination date of the
 5 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 shall contract with a single qualified trade
 12 association to jointly manage the council if the trade association agrees that, before the
 13 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)(10) is amended to read:

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

11 * **Sec. 3.** AS 44.33.705(d) is amended to read:

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

14 * **Sec. 4.** AS 44.33.720(a) is amended to read:

15 (a) The council shall

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

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

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

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

26 (5) annually submit a proposed operating budget to the **commissioner**
27 [DIRECTOR], to be used by the Department of Commerce and Economic Development
28 to prepare and submit the operating budget of the council under AS 44.33.725;

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

31 (7) submit a report to the legislature, by the 10th day of each regular
32 session, describing how the contractual money was spent in the first half of the year and

1 explaining the plan for expenditures during the second half of the year;
2 (8) consider methods to fund tourism marketing using both public and
3 private assets; and

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

6 * **Sec. 5.** AS 44.66.010(a)(15) is amended to read:

7 (15) Alaska Tourism Marketing Council (AS 44.33.700) - December 30,
8 1999 [1996];

9 * **Sec. 6.** This Act takes effect July 1, 1995.