

ALASKA STATE LEGISLATURE
SENATE JUDICIARY COMMITTEE
March 28, 2001

MEMBERS PRESENT

Senator Robin Taylor, Chair
Senator Dave Donley, Vice Chair
Senator John Cowdery
Senator Gene Therriault

MEMBERS ABSENT

Senator Johnny Ellis

COMMITTEE CALENDAR

HOUSE BILL NO. 24

"An Act relating to use of certain borough revenues for a tourism marketing campaign."

MOVED CSHB 34 (EDT) OUT OF COMMITTEE

PREVIOUS COMMITTEE ACTION

HB 24 - See Community and Regional Affairs minutes dated 3/19/01
and Rules minutes dated 3/30/01.

WITNESS REGISTER

Representative Jim Whitaker
Alaska State Capitol
Juneau, Alaska 99801-1182
POSITION STATEMENT: Sponsor of HB 24

Mr. Brett Carlson
Northern Alaska Tour Company
PO Box 82991
Fairbanks, Alaska 99708
POSITION STATEMENT: Supports HB 24

Ms. Deb Hickok
Fairbanks Convention and Visitors Bureau
550 First Avenue
Fairbanks, Alaska 99701
POSITION STATEMENT: Supports HB 24

Mr. Matt Atkinson
Alaska Travel Industry Association
PO Box 85184
Fairbanks, Alaska 99701
POSITION STATEMENT: Supports HB 24

ACTION NARRATIVE

TAPE 01-12, SIDE A
Number 001

CHAIRMAN ROBIN TAYLOR called the Senate Judiciary Committee meeting to order at 1:46 p.m. Senator Donley, Senator Cowdery, and Chairman Taylor were present. Senator Therriault arrived at 1:47 p.m. Chairman Taylor announced the first order of business would be HB 24.

#HB 24

HB 24-BOROUGH REVENUES FOR TOURISM MARKETING

REPRESENTATIVE WHITAKER, sponsor of HB 24, said HB 24 says a local governing body may choose to utilize a bed tax revenue source from a tourism marketing effort.

SENATOR COWDERY asked who would do the marketing.

REPRESENTATIVE WHITAKER said the Convention and Visitor Bureau (CVB) is the marketing entity. Under Title 29 of the Alaska State Municipal Code, contributions to the North Star Borough as well as several other boroughs throughout the state are not lawful. HB 24 changes that and allows the local borough assembly to make a decision as to whether they want to contribute.

SENATOR THERRIAULT said even though the CVB's actions were to market the whole of the Fairbanks area, it was not an area wide entity providing area wide advertising.

REPRESENTATIVE WHITAKER responded correct.

SENATOR DONLEY said he understood that because Anchorage was a unified municipality there was no problem.

REPRESENTATIVE WHITAKER said that was correct.

CHAIRMAN TAYLOR said his community would be able to do that but

Ketchikan would not.

CHAIRMAN TAYLOR noted that there were three people to testify via teleconference - Mr. Brett Carlson, Ms. Deb Hickok, and Matt Atkinson. He said that because each member of the committee had additional assignments that they needed to attend to, it was his intent to move HB 24 out of committee. He asked if each of the three people supported HB 24.

MR. BRETT CARLSON, MS. DEB HICKOK, AND MR. MATT ATKINSON responded that they were all in favor of HB 24 and they did not need to give further testimony.

SENATOR THERRIAULT moved CSHB 24 (EDT) from committee with individual recommendations and a zero fiscal note. There being no objection, the bill moved from committee.

#

There being no further business to come before the committee, CHAIRMAN TAYLOR adjourned the meeting at 1:49 p.m.