

SENATE BILL NO. 194

IN THE LEGISLATURE OF THE STATE OF ALASKA

TWENTY-EIGHTH LEGISLATURE - SECOND SESSION

BY SENATOR MCGUIRE

Introduced: 2/21/14

Referred: Finance

A BILL

FOR AN ACT ENTITLED

1 **"An Act creating the Alaska Tourism Marketing Board and relating to tourism**
2 **marketing."**

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

4 *** Section 1.** AS 44.33.119 is amended to read:

5 **Sec. 44.33.119. Purposes.** The purposes of AS 44.33.119 - 44.33.136
6 [AS 44.33.119 - 44.33.135] are to

7 (1) encourage the expansion and growth of the state's visitor industry
8 for the benefit of the citizens of the state;

9 (2) ensure that the economic benefits to be derived from tourism in the
10 state are retained in the state, to the greatest extent possible;

11 (3) ensure that a maximum number of residents of the state are
12 employed in the tourism industry;

13 (4) ensure that consideration is given in the development and
14 implementation of the tourism program to local community goals and objectives, to

1 impacts on existing private enterprises, and to impacts on recreational and subsistence
2 opportunities for the residents of the state;

3 (5) promote the development of tourism opportunities throughout the
4 state, including along the highway system of the state, the marine highway, and in
5 rural areas of the state.

6 * **Sec. 2.** AS 44.33.120(b) is amended to read:

7 (b) The Department of Commerce, Community, and Economic Development
8 shall

9 (1) cooperate with organizations in the private sector for the promotion
10 and development of tourism into and within the state;

11 (2) coordinate with municipal, state, and federal agencies for the
12 development of tourism resources in the state;

13 (3) promote and develop the state's tourist industry;

14 (4) cooperate with the private sector **and the Alaska Tourism**
15 **Marketing Board** in the planning and execution of a destination tourism marketing
16 campaign [UNDER AS 44.33.125] that is in the public interest;

17 (5) promote the development of visitor industry facilities, both in the
18 public sector and the private sector, through the use of state resources as appropriate;

19 (6) plan and advocate for tourism and tourism development in
20 coordination with the private sector, municipalities, state, and federal agencies;

21 (7) [ADMINISTER AND EVALUATE THE TOURISM
22 MARKETING CONTRACT PROGRAM UNDER AS 44.33.125;

23 (8)] administer a visitor information center located in Tok; and

24 **(8)** [(9)] conduct research related to tourism.

25 * **Sec. 3.** AS 44.33 is amended by adding a new section to article 2 to read:

26 **Sec. 44.33.136. Alaska Tourism Marketing Board.** (a) The Alaska Tourism
27 Marketing Board is created in the Department of Commerce, Community, and
28 Economic Development.

29 (b) The board consists of 21 members as follows:

30 (1) 18 members who are members of the Alaska Travel Industry
31 Association and who represent different regions of the state, segments of the tourism

1 industry, and company sizes;

2 (2) the commissioner of commerce, community, and economic
3 development or the commissioner's designee;

4 (3) one member of the senate appointed by the president of the senate,
5 who shall serve ex officio as a nonvoting member of the board; and

6 (4) one member of the house of representatives appointed by the
7 speaker of the house of representatives, who shall serve ex officio as a nonvoting
8 member of the board.

9 (c) The governor shall appoint the members under (b)(1) of this section from a
10 list of at least three nominees for each seat submitted by the Alaska Travel Industry
11 Association. The governor may reject a list for any seat submitted under this
12 subsection and request that another list be submitted.

13 (d) The term of office of a member of the board appointed under (b)(1) of this
14 section is three years.

15 (e) The board shall annually elect a chair and vice-chair from among its
16 members. A majority of the membership of the full board constitutes a quorum. The
17 board shall meet at least twice a year. The chair shall set the time and place of the
18 meeting, either on the chair's own motion or on written request by three members of
19 the board. The board is encouraged to meet electronically.

20 (f) The members of the board do not receive a salary for service on the board.
21 The members of the board appointed under (b)(2) - (4) of this section are entitled to
22 per diem and travel expenses authorized by law for other boards and commissions
23 under AS 39.20.180.

24 (g) The board shall

25 (1) cooperate with the department to plan and execute a destination
26 tourism marketing campaign that is in the public interest; and

27 (2) make recommendations to the department regarding tourism
28 marketing.

29 (h) In this section,

30 (1) "board" means the Alaska Tourism Marketing Board;

31 (2) "department" means the Department of Commerce, Community,

1 and Economic Development.

2 * **Sec. 4.** AS 36.30.850(b)(38); AS 44.33.120(d), and 44.33.125 are repealed.

3 * **Sec. 5.** The uncodified law of the State of Alaska is amended by adding a new section to
4 read:

5 TRANSITION: TERMS AND INITIAL APPOINTMENTS. Notwithstanding
6 AS 44.33.136, added by sec. 3 of this Act, the initial terms of the members of the Alaska
7 Tourism Marketing Board appointed under AS 44.33.136(b)(1), added by sec. 3 of this Act,
8 are as follows:

- 9 (1) six members serve for three years;
10 (2) six members serve for two years; and
11 (3) six members serve for one year.