

**CS FOR SENATE BILL NO. 85(FIN)****IN THE LEGISLATURE OF THE STATE OF ALASKA****EIGHTEENTH LEGISLATURE - FIRST SESSION****BY THE SENATE FINANCE COMMITTEE****Offered: 4/6/93  
Referred: RULES****Sponsor(s): SENATE LABOR AND COMMERCE COMMITTEE****A BILL****FOR AN ACT ENTITLED**

1 "An Act deleting a requirement that certain members of the board of directors  
 2 of the Alaska Tourism Marketing Council be substantially involved in a visitor  
 3 or recreation industry business; relating to the selection of a presiding officer for  
 4 the Alaska Tourism Marketing Council; requiring that the council's tourism  
 5 marketing program include promotion of the state as a destination and promotion  
 6 of all forms of travel to the state, including travel by air, highway, and water;  
 7 extending the termination date of the Alaska Tourism Marketing Council;  
 8 establishing the Task Force on Tourism; and providing for an effective date."

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

10 \* Section 1. AS 44.33.705(c) is amended to read:

11 (c) If the commissioner contracts with a qualified trade association under (b)  
 12 of this section, the governing body of the council is a board of directors consisting of

1 21 members and subject to the following provisions:

2 (1) a board member shall

3 (A) be [SUBSTANTIALLY] involved in a visitor or recreation  
4 industry business;

5 (B) have training in a field such as marketing;

6 (C) be an officer or a senior staff member of a local  
7 government or nonprofit enterprise established to promote the visitor industry;  
8 or

9 (D) have business or government experience that would  
10 materially enhance the member's ability to contribute to the planning,  
11 execution, or evaluation of a visitor industry promotional marketing campaign;

12 (2) the contract shall provide that the trade association may select up  
13 to 10 board members; the governor may remove a member of the board selected under  
14 this paragraph on the delivery by the governor to the board of a written statement  
15 explaining the reasons for the removal;

16 (3) the director is a member of the board; the governor shall appoint 10  
17 other board members; each board member appointed by the governor serves at the  
18 pleasure of the governor; in making appointments to the board under this paragraph,  
19 the governor shall ensure that the board, including members selected under (2) of this  
20 subsection, is broadly representative of the different regions of the state and the  
21 various sectors of the visitor industry;

22 (4) eleven members of the board constitute a quorum for the transaction  
23 of business and the exercise of the powers and duties of the board, and any action by  
24 the board requires 11 affirmative votes;

25 (5) the governor shall appoint a member of the board to serve  
26 [DIRECTOR SERVES] as presiding officer of the board; the board shall elect other  
27 necessary officers from among its members annually;

28 (6) a board member may not participate or vote by proxy;

29 (7) the board shall meet at least four times a year at the call of the  
30 presiding officer or upon the written request of seven members of the board;

31 (8) the members of the board appointed by the governor serve

1 staggered three-year terms, subject to continuation of the contract, and may be  
2 reappointed;

3 (9) a person appointed to fill a vacancy on the board holds office for  
4 the balance of the term of the person's predecessor;

5 (10) board members receive no salary for serving in that position, but  
6 are entitled to per diem and travel expenses under AS 39.20.180, except that they are  
7 entitled to per diem and travel expenses for travel only for the percentage of total  
8 travel that occurs within the state; the contract must provide that the trade association  
9 will reimburse the council for per diem and travel expenses paid to those board  
10 members appointed by the trade association; reimbursed under this paragraph does not  
11 qualify as a part of the association's required contribution under (b) of this section;

12 (11) notwithstanding AS 39.52, a board member who is a member of  
13 the qualified trade association that has contracted with the department under (b) of this  
14 section may vote or take action on a matter that might benefit the trade association or  
15 members of the trade association, including the issuance of contracts or the granting  
16 of rights to the trade association, but shall disclose the person's membership in the  
17 trade association before the vote or action; this paragraph may not be interpreted to  
18 allow a board member or an immediate family member of a board member to receive,  
19 apply for, be a party to, have a personal or financial interest in, or attempt to acquire  
20 a grant or contract made by the council; in this paragraph, "immediate family member"  
21 has the meaning given in AS 39.52.960.

22 \* Sec. 2. AS 44.33.720(a) is amended to read:

23 (a) The council shall

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

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

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

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

3 (5) annually submit a proposed operating budget to the director, to be  
4 used by the Department of Commerce and Economic Development to prepare and  
5 submit the operating budget of the council under AS 44.33.725;

6 (6) provide advice, on the request of the director of tourism, on the  
7 programs of the division; and

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

11 \* Sec. 3. AS 44.66.010(a)(15) is amended to read:

12 (15) Alaska Tourism Marketing Council (AS 44.33.700) -  
13 December 30, 1994 [JUNE 30, 1993];

14 \* Sec. 4. TASK FORCE ON TOURISM. (a) The Task Force on Tourism is established  
15 in the legislature consisting of two senators appointed by the president of the senate, two  
16 representatives appointed by the speaker of the house of representatives, one member of the  
17 board of directors of the Alaska Tourism Marketing Council appointed by the governor, the  
18 commissioner of commerce and economic development, and the president of the Alaska  
19 Visitors' Association. The task force shall consider methods to fund tourism marketing using  
20 both public and private assets and shall consider methods of providing for the financial self-  
21 sufficiency of the Alaska Tourism Marketing Council.

22 (b) The Task Force on Tourism shall submit a report to the legislature by  
23 January 24, 1994, setting out its recommendations. The task force is terminated on  
24 January 25, 1994.

25 \* Sec. 5. This Act takes effect immediately under AS 01.10.070(c).