

CS FOR SENATE BILL NO. 341(FIN)
IN THE LEGISLATURE OF THE STATE OF ALASKA
EIGHTEENTH LEGISLATURE - SECOND SESSION

BY THE SENATE FINANCE COMMITTEE

Offered: 4/27/94
Referred: Rules

Sponsor(s): SENATE LABOR AND COMMERCE COMMITTEE

A BILL

FOR AN ACT ENTITLED

1 "An Act relating to the Alaska Tourism Marketing Council; and providing for
2 an effective date."

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

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

5 (b) If the commissioner determines that it is in the best interests of the state
6 to promote the state as a destination through the cooperative marketing program, the
7 commissioner shall contract with a single qualified trade association to jointly manage
8 the council if the trade association agrees that, before the end of each fiscal year that
9 the contract covers, the association will contribute at least 25 [15] percent of the total
10 operating expenses of the council for that fiscal year. The term of a contract under
11 this section may not exceed two years.

12 * Sec. 2. AS 44.33.715(a) is amended to read:

13 (a) The board may
14 (1) adopt, alter, and use a corporate seal;

- 1 (2) prescribe, adopt, amend, and repeal bylaws relating to the internal
2 management and operations of the council;
- 3 (3) sue and be sued in the name of the council;
- 4 (4) enter into agreements necessary to perform its functions;
- 5 (5) cooperate with a public or private board, organization, or agency
6 engaged in work or activities similar to the work or activities of the council, including
7 entering into contracts for joint programs of tourism advertising and marketing;
- 8 (6) receive contributions of money;
- 9 (7) establish offices in the state and otherwise incur expenses incidental
10 to the performance of its duties;
- 11 (8) appear on behalf of the council before boards, commissions,
12 departments, or other agencies of municipal, state, or federal government except as
13 provided under (b) of this section;
- 14 (9) acquire, hold, lease, sell, or otherwise dispose of property, but such
15 property is limited to that which is necessary to the administrative functioning of the
16 council;
- 17 (10) appoint committees comprised of board and nonboard members;
18 the presiding officer of each committee shall be a board member;
- 19 (11) prepare and implement plans for the promotion of travel to and
20 inside the state;
- 21 (12) sell, at fair market value, tourism advertising space in publications
22 and promotional materials developed by the council;
- 23 (13) provide space to a qualified trade association in publications and
24 promotional materials developed by the council if the trade association has contracted
25 with the department under AS 44.33.705(b) and pays its pro rata share of the
26 production costs for the publication or promotional material; payment under this
27 paragraph is [NOT] part of the association's required contribution under
28 AS 44.33.705(b); and
- 29 (14) grant exclusive rights to a qualified trade association to sell or
30 lease tourism mailing lists developed by the council if the trade association has
31 contracted with the department under AS 44.33.705(b).

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

2 (15) Alaska Tourism Marketing Council (AS 44.33.700) --
3 December 30, 1996 [1994];

4 * Sec. 4. APPLICABILITY. AS 44.33.705(b) and 44.33.715(a), as amended by this Act,
5 apply to contracts entered into or renewed on or after the effective date of this Act.

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