

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1991

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SENATE BILL 522  
Second Edition Engrossed 5/2/91  
House Committee Substitute Favorable 5/23/91

Short Title: N.C. Travel & Tourism Board.

(Public)

Sponsors:

Referred to:

April 10, 1991

1 A BILL TO BE ENTITLED  
2 AN ACT TO CREATE THE NORTH CAROLINA TRAVEL AND TOURISM  
3 BOARD.

4 The General Assembly of North Carolina enacts:

5 Section 1. Chapter 143B of the General Statutes is amended by adding a new  
6 section to read:

7 "**§ 143B-434.1. The North Carolina Travel and Tourism Board – creation, duties,**  
8 **membership.**

9 (a) There is created within the Department of Economic and Community  
10 Development the North Carolina Travel and Tourism Board. The Secretary of  
11 Economic and Community Development and the Director of the Division of Travel and  
12 Tourism will work with the Board to fulfill the duties and requirements set forth in this  
13 section, and to promote the sound development of the travel and tourism industry in  
14 North Carolina.

15 (b) The function and duties of the Board shall be:

16 (1) To assist and advise the Secretary of Economic and Community  
17 Development in the formulation of policy and priorities for the  
18 promotion and development of travel and tourism in the State.

19 (2) To assist and advise the Secretary of Economic and Community  
20 Development in the development of a budget for the Division of  
21 Travel and Tourism.

- 1           (3)    To recommend programs to the General Assembly and the Secretary  
2           of Economic and Community Development that will promote the State  
3           as a travel and tourism destination and that will develop travel and  
4           tourism opportunities throughout the State.
- 5           (4)    Upon the expiration of the current and subsequent State advertising  
6           contracts, to have two members of the Board named by the Board to  
7           serve on a committee, the other members of which will be named by  
8           the Secretary of Economic and Community Development, to review  
9           bids from advertising agencies for this contract. The committee will  
10          consult with the Secretary regarding the selection by the Secretary of  
11          an advertising agency that will assist the Department in the promotion  
12          of the State as a travel and tourism destination.
- 13          (5)    To name a three-member subcommittee, with one member from each  
14          of the eastern, central, and western regions of the State, to review with  
15          and make recommendations to the Secretary of Economic and  
16          Community Development regarding any revisions in the matching  
17          funds tourism grants program, project applications, and criteria for  
18          projects that qualify for participation in the program.
- 19          (6)    When vacancies in the position of Director of the Division of Travel  
20          and Tourism occur, to have two members of the Board named by the  
21          Board to serve on a committee, the other members of which will be  
22          named by the Secretary of Economic and Community Development, to  
23          review applicants for the position and to consult with the Secretary and  
24          other members of the committee regarding the selection by the  
25          Secretary of the person to fill this position.
- 26          (7)    To promote the exchange of ideas and information on travel and  
27          tourism between State and local governmental agencies, and private  
28          organizations and individuals.
- 29          (8)    To advise the Secretary of Economic and Community Development  
30          upon any matter that the Secretary, Governor, or Director of the  
31          Division of Travel and Tourism may refer to it.
- 32          (c)    The Board shall consist of 25 members as follows:
- 33               (1)    The Secretary of Economic and Community Development, who shall  
34               not be a voting member.
- 35               (2)    The Director of the Division of Travel and Tourism, who shall not be a  
36               voting member.
- 37               (3)    Two members designated by the Board of Directors of the North  
38               Carolina Hotel and Motel Association.
- 39               (4)    Two members designated by the Board of Directors of the North  
40               Carolina Restaurant Association.
- 41               (5)    Three Directors of Convention and Visitor Bureaus designated by the  
42               Board of Directors of the North Carolina Association of Convention  
43               and Visitor Bureaus.
- 44               (6)    The Chairperson of the Travel and Tourism Coalition.

- 1           (7)    The President of the Travel Council of North Carolina.  
2           (8)    A member designated by the Board of Directors of the Travel Council  
3           of North Carolina.  
4           (9)    The President of North Carolina Citizens for Business and Industry.  
5           (10)   One member designated by the North Carolina Petroleum Marketers  
6           Association.  
7           (11)   One person associated with tourism attractions in North Carolina,  
8           appointed by the General Assembly, upon recommendation of the  
9           Speaker of the House of Representatives.  
10          (12)   One person associated with the tourism-related transportation industry,  
11          appointed by the General Assembly upon recommendation of the  
12          President Pro Tempore of the Senate.  
13          (13)   Four public members each interested in matters relating to travel and  
14          tourism, two appointed by the Governor (one from a rural area and one  
15          from an urban area), one appointed by the General Assembly upon  
16          recommendation of the Speaker of the House, and one appointed by  
17          the General Assembly upon recommendation of the President Pro  
18          Tempore of the Senate.  
19          (14)   One member associated with the major cultural resources and activities  
20          of the State in North Carolina, appointed by the Governor.  
21          (15)   Two members of the House of Representatives, appointed by the  
22          General Assembly upon recommendation of the Speaker of the House  
23          of Representatives.  
24          (16)   Two members of the Senate, appointed by the General Assembly upon  
25          recommendation of the President Pro Tempore of the Senate.  
26          (d)    The members of the Board shall serve the following terms: the Secretary of  
27          Economic and Community Development, the Director of the Division of Travel and  
28          Tourism, the Chairperson of the Travel and Tourism Coalition, the President of the  
29          Travel Council of North Carolina, and the President of North Carolina Citizens for  
30          Business and Industry shall serve on the Board while they hold their respective offices.  
31          Each member of the Board appointed by the Governor shall serve during his or her term  
32          of office. The members of the Board appointed by the General Assembly shall serve  
33          two-year terms beginning on January 1 of odd-numbered years and ending on December  
34          31 of the following year. The first such term shall begin on January 1, 1991, or as soon  
35          thereafter as the member is appointed to the Board, and end on December 31, 1992. All  
36          other members of the Board shall serve a term which consists of the portion of calendar  
37          year 1991 that remains following their appointment or designation and, thereafter, two-  
38          year terms which shall begin on January 1 of an even-numbered year and end on  
39          December 31 of the following year. The first such two-year term shall begin on January  
40          1, 1992, and end on December 31, 1994.  
41          (e)    No member of the Board, except a member serving by virtue of his or her  
42          office, shall serve during more than five consecutive calendar years, except that a  
43          member shall continue to serve until his or her successor is appointed.

1       (f) Appointments to fill vacancies in the membership of the Board that occur due  
2 to resignation, dismissal, death, or disability of a member shall be for the balance of the  
3 unexpired term and shall be made by the same appointing authority that made the initial  
4 appointment.

5       (g) Board members who are employees of the State shall receive travel  
6 allowances at the rate set forth in G.S. 138-6. Board members who are legislators shall  
7 be reimbursed for travel and subsistence in accordance with G.S. 120-3.1. All other  
8 Board members shall receive per diem, subsistence, and travel expenses at the rate set  
9 forth in G.S. 138-5. The expenses set forth in this section shall be paid by the Division  
10 of Travel and Tourism of the Department of Economic and Community Development.

11       (h) At its first meeting in 1991, the Board shall elect one of its voting members to  
12 serve as Chairperson during calendar year 1991. At its last regularly scheduled meeting  
13 in 1991, and at its last regularly scheduled meeting in each year thereafter, the Board  
14 shall elect one of its voting members to serve as Chairperson for the coming calendar  
15 year. No person shall serve as Chairperson during more than three consecutive calendar  
16 years. The Chairperson shall continue to serve until his or her successor is elected.

17       (i) A majority of the current voting membership shall constitute a quorum.

18       (j) The Secretary of Economic and Community Development shall provide  
19 clerical and other services as required by the Board."

20               Sec. 2. This act is effective upon ratification.