

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1991

S

4

SENATE BILL 522
Second Edition Engrossed 5/2/91
House Committee Substitute Favorable 5/23/91
Fourth Edition Engrossed 6/20/91

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

(Public)

Sponsors:

Referred to:

April 10, 1991

A BILL TO BE ENTITLED

AN ACT TO CREATE THE NORTH CAROLINA TRAVEL AND TOURISM BOARD.

The General Assembly of North Carolina enacts:

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

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

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

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

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

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

- 1 (3) To recommend programs to the Secretary of Economic and
2 Community Development that will promote the State as a travel and
3 tourism destination and that will develop travel and tourism
4 opportunities throughout the State.
- 5 (4) To advise the Secretary of Economic and Community Development
6 every three months as to the effectiveness of agencies with which the
7 Department has contracted for advertising and regarding the selection
8 of an advertising agency that will assist the Department in the
9 promotion of the State as a travel and tourism destination.
- 10 (5) To name a three-member subcommittee, with one member from each
11 of the eastern, central, and western regions of the State, to make
12 recommendations to the Secretary of Economic and Community
13 Development regarding any revisions in the matching funds tourism
14 grants program, project applications, and criteria for projects that
15 qualify for participation in the program.
- 16 (6) To advise the Secretary of Economic and Community Development
17 from time to time as to the effectiveness of the overall operations of
18 the Division of Travel and Tourism.
- 19 (7) To promote the exchange of ideas and information on travel and
20 tourism between State and local governmental agencies, and private
21 organizations and individuals.
- 22 (8) To advise the Secretary of Economic and Community Development
23 upon any matter that the Secretary, Governor, or Director of the
24 Division of Travel and Tourism may refer to it.
- 25 (c) The Board shall consist of 25 members as follows:
- 26 (1) The Secretary of Economic and Community Development, who shall
27 not be a voting member.
- 28 (2) The Director of the Division of Travel and Tourism, who shall not be a
29 voting member.
- 30 (3) Two members designated by the Board of Directors of the North
31 Carolina Hotel and Motel Association.
- 32 (4) Two members designated by the Board of Directors of the North
33 Carolina Restaurant Association.
- 34 (5) Three Directors of Convention and Visitor Bureaus designated by the
35 Board of Directors of the North Carolina Association of Convention
36 and Visitor Bureaus.
- 37 (6) The Chairperson of the Travel and Tourism Coalition.
- 38 (7) The President of the Travel Council of North Carolina.
- 39 (8) A member designated by the Board of Directors of the Travel Council
40 of North Carolina.
- 41 (9) The President of North Carolina Citizens for Business and Industry.
- 42 (10) One member designated by the North Carolina Petroleum Marketers
43 Association.

- 1 (11) One person associated with tourism attractions in North Carolina,
2 appointed by the General Assembly, upon recommendation of the
3 Speaker of the House of Representatives.
- 4 (12) One person associated with the tourism-related transportation industry,
5 appointed by the General Assembly upon recommendation of the
6 President Pro Tempore of the Senate.
- 7 (13) Four public members each interested in matters relating to travel and
8 tourism, two appointed by the Governor (one from a rural area and one
9 from an urban area), one appointed by the General Assembly upon
10 recommendation of the Speaker of the House, and one appointed by
11 the General Assembly upon recommendation of the President Pro
12 Tempore of the Senate.
- 13 (14) One member associated with the major cultural resources and activities
14 of the State in North Carolina, appointed by the Governor.
- 15 (15) Two members of the House of Representatives, appointed by the
16 General Assembly upon recommendation of the Speaker of the House
17 of Representatives.
- 18 (16) Two members of the Senate, appointed by the General Assembly upon
19 recommendation of the President Pro Tempore of the Senate.
- 20 (d) The members of the Board shall serve the following terms: the Secretary of
21 Economic and Community Development, the Director of the Division of Travel and
22 Tourism, the Chairperson of the Travel and Tourism Coalition, the President of the
23 Travel Council of North Carolina, and the President of North Carolina Citizens for
24 Business and Industry shall serve on the Board while they hold their respective offices.
25 Each member of the Board appointed by the Governor shall serve during his or her term
26 of office. The members of the Board appointed by the General Assembly shall serve
27 two-year terms beginning on January 1 of odd-numbered years and ending on December
28 31 of the following year. The first such term shall begin on January 1, 1991, or as soon
29 thereafter as the member is appointed to the Board, and end on December 31, 1992. All
30 other members of the Board shall serve a term which consists of the portion of calendar
31 year 1991 that remains following their appointment or designation and, thereafter, two-
32 year terms which shall begin on January 1 of an even-numbered year and end on
33 December 31 of the following year. The first such two-year term shall begin on January
34 1, 1992, and end on December 31, 1994.
- 35 (e) No member of the Board, except a member serving by virtue of his or her
36 office, shall serve during more than five consecutive calendar years, except that a
37 member shall continue to serve until his or her successor is appointed.
- 38 (f) Appointments to fill vacancies in the membership of the Board that occur due
39 to resignation, dismissal, death, or disability of a member shall be for the balance of the
40 unexpired term and shall be made by the same appointing authority that made the initial
41 appointment.
- 42 (g) Board members who are employees of the State shall receive travel
43 allowances at the rate set forth in G.S. 138-6. Board members who are legislators shall
44 be reimbursed for travel and subsistence in accordance with G.S. 120-3.1. All other

1 Board members, except those serving pursuant to subdivisions (3) through (10) of
2 subsection (c) of this section, shall receive per diem, subsistence, and travel expenses at
3 the rate set forth in G.S. 138-5. Board members serving pursuant to subdivisions (3)
4 through (10) of subsection (c) of this section shall not receive per diem, subsistence, or
5 travel expenses. The expenses set forth in this section shall be paid by the Division of
6 Travel and Tourism of the Department of Economic and Community Development.

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

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

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

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