

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1989

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HOUSE BILL 378*
Committee Substitute Favorable 5/29/89

Short Title: Travel and Tourism Commission.

(Public)

Sponsors:

Referred to:

February 27, 1989

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

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 Commission - creation;**
8 **duties; membership.**

9 (a) There is created within the Department of Commerce the North Carolina
10 Travel and Tourism Commission.

11 (b) The duties of the Commission shall be:

12 (1) To assist and advise the Secretary of Commerce in the planning and
13 implementation of policy and priorities for the promotion and
14 development of travel and tourism in the State;

15 (2) To assist and advise the Secretary of Commerce in the development of
16 a budget for the Division of Travel and Tourism;

17 (3) To recommend programs to the Governor, the General Assembly, and
18 the Secretary of Commerce that will promote the State as a travel and
19 tourism destination and that will develop travel and tourism
20 opportunities throughout the State;

21 (4) To assist and advise the Secretary of Commerce by setting criteria for
22 selection of an advertising agency, which will assist the Department in

1 promotion of the State as a travel and tourism destination within the
2 context of the normal advertising agency review cycle. These criteria
3 shall be utilized by a selection committee appointed by the Secretary
4 of Commerce, which shall include at least two representatives of the
5 travel and tourism industry;

6 (5) To recommend to the Secretary of Commerce and the General
7 Assembly rules, regulations, or standards that may be necessary to
8 administer a matching funds tourism grant program;

9 (6) To promote the exchange of ideas and information on travel and
10 tourism between State and local governmental agencies, and private
11 organizations and individuals; and

12 (7) To advise the Secretary of Commerce upon any matter that the
13 Secretary, Governor, or Director of the Division of Travel and
14 Tourism may refer to it.

15 (c) The Commission shall consist of 16 members:

16 (1) The Director of the Division of Travel and Tourism, serving ex officio;

17 (2) Two Senators having interest in and knowledge of matters related to
18 travel and tourism appointed by the President Pro Tempore of the
19 Senate;

20 (3) Two Representatives having an interest in and knowledge of matters
21 related to travel and tourism appointed by the Speaker of the House of
22 Representatives;

23 (4) One member associated with the transportation industry appointed by
24 the Governor;

25 (5) One member associated with a local chamber of commerce, tourism
26 development authority, or convention and visitors bureau appointed by
27 the General Assembly upon recommendation of the President Pro
28 Tempore of the Senate in accordance with G.S. 120-121;

29 (6) One member associated with parks and recreation or cultural resources
30 appointed by the General Assembly upon recommendation of the
31 Speaker of the House of Representatives in accordance with G.S. 120-
32 121;

33 (7) One member associated with the food service industry appointed by
34 the Governor;

35 (8) One member associated with municipal government appointed by the
36 General Assembly upon recommendation of the President Pro
37 Tempore of the Senate in accordance with G.S. 120-121;

38 (9) One member with interest in and knowledge of the environmental
39 impact of travel and tourism appointed by the General Assembly upon
40 recommendation of the Speaker of the House of Representatives in
41 accordance with G.S 120-121;

42 (10) One member associated with the lodging industry appointed by the
43 Governor;

1 (11) One member associated with The Travel Council of North Carolina,
2 Inc. (or its successors) appointed by the General Assembly upon
3 recommendation of the President Pro Tempore of the Senate in
4 accordance with G.S. 120-121;

5 (12) One member associated with county government appointed by the
6 General Assembly upon recommendation of the Speaker of the House
7 of Representatives in accordance with G.S. 120-121; and

8 (13) Two at-large members with an interest in matters relating to travel and
9 tourism appointed by the Governor.

10 (d) The terms of the initial appointments to the Commission shall commence August
11 1, 1989.

12 (e) The initial terms of the members appointed pursuant to subdivisions (c)(4),
13 (c)(5), (c)(6), and (c)(7) of this section shall expire July 31, 1991; the initial terms of
14 members appointed pursuant to subdivisions (c)(8), (c)(9), and (c)(10) of this section
15 shall expire July 31, 1992; and the initial terms of members appointed pursuant to
16 subdivisions (c)(11), (c)(12), and (c)(13) of this section shall expire July 31, 1993.
17 Their successors shall serve terms of four years and until their successors are appointed
18 and qualify.

19 (f) The initial terms of the legislative members appointed pursuant to
20 subdivisions (c)(2) and (c)(3) of this section shall expire on the same date General
21 Assembly members' terms expire. Their successors shall serve terms of two years.

22 (g) No member of the Commission, except a member serving ex officio, shall
23 serve more than two consecutive terms. Members serving ex officio shall serve so long
24 as they hold that office.

25 (h) Appointments to fill vacancies in the membership of the Commission that occur
26 due to resignation, dismissal, death, or disability of a member shall be for the balance of
27 the unexpired term and shall be made by the same appointing authority that made the
28 initial appointment.

29 (i) In accordance with the provisions of G.S. 143B-16 of the Executive
30 Organization Act of 1973, the Governor may remove from the Commission any
31 member appointed by him. Members appointed by the General Assembly may be
32 removed from the Commission by the General Assembly.

33 (j) Commission members who are legislators shall receive subsistence and travel
34 allowances at the rates set forth in G.S. 120-3.1. Commission members who are
35 employees of the State shall receive travel allowances at the rate set forth in G.S. 138-6.
36 All other Commission members shall receive per diem, subsistence, and travel expenses
37 at the rates set forth in G.S. 138-5.

38 (k) The first meeting of the Commission shall be called by the Director of the
39 Division of Travel and Tourism.

40 (l) The Commission shall elect a chairperson from its membership.

41 (m) A majority of the membership shall constitute a quorum.

42 (n) The Secretary of Commerce shall provide clerical and other services as
43 required by the Commission."

1 Sec. 2. There is appropriated from the General Fund to the Department of
2 Commerce for fiscal year 1989-90 the sum of \$25,000 for the purpose of funding the
3 creation and operation of the North Carolina Travel and Tourism Commission.

4 Sec. 3. This act shall become effective July 1, 1989.