

STATE OF OKLAHOMA

2nd Session of the 46th Legislature (1998)

COMMITTEE SUBSTITUTE
FOR
SENATE BILL NO. 852

By: Herbert

COMMITTEE SUBSTITUTE

An Act relating to state government; amending 74 O.S. 1991, Sections 1813, as last amended by Section 1, Chapter 194, O.S.L. 1997 and 1816, as amended by Section 6, Chapter 368, O.S.L. 1992 (74 O.S. Supp. 1997, Sections 1813 and 1816), which relate to the Oklahoma Tourism and Recreation Department; deleting obsolete language; clarifying statutory reference; unclassifying certain positions within the Travel and Tourism and Oklahoma Today Magazine Divisions; specifying that certain positions within the Oklahoma Today Magazine Division may be placed in the unclassified service under certain conditions; clarifying statutory reference; and declaring an emergency.

BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

SECTION 1. AMENDATORY 74 O.S. 1991, Section 1813, as last amended by Section 1, Chapter 194, O.S.L. 1997 (74 O.S. Supp. 1997, Section 1813), is amended to read as follows:

Section 1813. A. The Division of Travel and Tourism shall:

1. Encourage the orderly growth and development of tourism to and within the state by preparing and maintaining a comprehensive five-year travel development master plan and supporting marketing plan jointly with the private sector;

2. Organize, coordinate and conduct state, regional, national and international marketing programs to create and perpetuate a responsible and accurate image of the state and its natural, cultural, historical, recreational attractions and events in order to increase the number of domestic and international travelers to Oklahoma;

3. Advise and provide technical assistance to the planning, development and execution of promotional programs for Oklahoma's city, county and regional tourism promotion organizations with the purpose of coordinating those programs with the Division's promotional programs;

4. Create, develop, produce, distribute, implement and evaluate public information programs, including publicity, brochures, public relations activities, film and slide production, still and audio visual photography, public service programs, advertising and other informational aids for the promotion of tourism to the general public and the media;

5. Cooperate and participate with neighboring states and the federal government to promote travel to the regional states from domestic and international markets;

6. Coordinate, advise and provide technical assistance to cities, counties and regional organizations in the promotion and solicitation of group meetings, conferences and conventions to be held within the state;

7. Develop timely research data to measure traveler volume and economic impact, determine traveler profiles, evaluate and analyze market and advertising effectiveness;

8. Plan, coordinate and conduct statewide conferences, seminars and workshops to inform and educate representatives from the state's public and private sector regarding programs and travel trends which affect the tourism industry;

9. Plan, construct, lease, operate and maintain state-of-the-art welcome centers and a central fulfillment warehouse for the purpose of distributing information on the state's tourism facilities, services and opportunities. The state-of-the-art welcome centers shall include, when feasible and necessary to effectuate the provisions of subsection C of Section 1863 of this title, restaurant or concession areas, recreational vehicle utility hook-ups and overnight parking areas, multimedia information displays, telecommunications centers, and such other technological accoutrements necessary to aid the traveler in obtaining up-to-date hotel and motel reservation information, weather and road conditions, route information, and community and state, public or private tourist attraction and event information;

10. Provide organization and coordination assistance to public and private tourism promotion organizations for participation in cooperative advertising and promotion opportunities with the Division, including travel trade marketplaces, consumer sport, travel and recreation shows within and outside the state;

11. Administer matching grant programs to multicounty organizations which promote travel and tourism to their area of the state that are in concert and coordinated with the statewide travel Marketing Plan;

~~12. Develop, produce and publish the Oklahoma Today magazine for the purpose of promoting the state's image in order to stimulate travel; promote the sale of the magazine and its services; and to develop, produce, promote and sell ancillary products;~~

~~13.~~ Assist other Divisions within the Department and, where possible, assist other state agencies with special tourism promotion

projects, development of professional training opportunities and other projects which provide services to travelers; and

~~14.~~ 13. Issue tour bus permits in this state as provided in Section 1171 of Title 47 of the Oklahoma Statutes.

B. The Division may facilitate travel to and within the state by encouraging development of a tourism industry infrastructure which provides investment incentives to tourism businesses and tourism product development.

C. The Division may contract with professionally qualified companies and/or individuals for services to assist in the development and production of advertising, promotion, publicity and public relations programs, primary and secondary research data collection including analysis of state travel marketing programs and economic impact information.

D. The Division may obligate and expend funds for marketing, advertising, promotion, research and information disseminating activities in accordance with the laws of this state governing such activities.

E. The Division may, upon approval of the Oklahoma Tourism and Recreation Commission, lease for a reasonable rate, retail and advertising space in state-operated welcome centers. A performance bond, certificate of deposit, letter of credit, or cash equivalent, may be required by the Commission on any such lease. The Commission shall promulgate rules to implement this subsection.

SECTION 2. AMENDATORY 74 O.S. 1991, Section 1816, as amended by Section 6, Chapter 368, O.S.L. 1992 (74 O.S. Supp. 1997, Section 1816), is amended to read as follows:

Section 1816. A. The offices and positions of Director, the Directors or heads of the Divisions of the Oklahoma Tourism and Recreation Department herein created and the assistant director of each division and secretary of each shall be in the unclassified service and shall not be subject to any of the provisions of the

Oklahoma Personnel Act, or to any of the rules and regulations promulgated by the Office of Personnel Management except leave regulations. Each division shall have one assistant director, except for the Parks Division which shall have two assistants, one for interpretative services and one for park operations.

B. Any position in the Traveler Response Information Program within the Division of Travel and Tourism of the Oklahoma Tourism and Recreation Department shall be placed in the unclassified service.

C. Any position in the Division of Oklahoma Today Magazine of the Oklahoma Tourism and Recreation Department which is filled after the effective date of this act shall be placed in the unclassified service. No employee in the Division who is currently in the classified service shall be placed in the unclassified service without his or her consent.

SECTION 3. It being immediately necessary for the preservation of the public peace, health and safety, an emergency is hereby declared to exist, by reason whereof this act shall take effect and be in full force from and after its passage and approval.

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