

COMMITTEE AMENDMENT
HOUSE OF REPRESENTATIVES
State of Oklahoma

SPEAKER:

CHAIR:

I move to amend SB1347
Page _____ Section _____ Lines _____
Of the printed Bill
Of the Engrossed Bill

By striking the Title, the Enacting Clause, the entire bill, and by inserting in lieu thereof the following language:

AMEND TITLE TO CONFORM TO AMENDMENTS

Adopted: _____

Amendment submitted by: Skye McNiel

Reading Clerk

1 STATE OF OKLAHOMA

2 2nd Session of the 52nd Legislature (2010)

3 PROPOSED COMMITTEE

4 SUBSTITUTE

5 FOR ENGROSSED

6 SENATE BILL NO. 1347

By: Schulz of the Senate

and

McNiel of the House

7
8
9 PROPOSED COMMITTEE SUBSTITUTE

10 An Act relating to state government; amending 68 O.S.
11 2001, Section 50015, which relates to the Oklahoma
12 Tourism Promotion Advisory Committee; modifying name
13 of certain division; amending Sections 12 and 44,
14 Chapter 363, O.S.L. 2005, and Section 31, Chapter
15 363, O.S.L. 2005, as amended by Section 2, Chapter
16 90, O.S.L. 2006 (74 O.S. Supp. 2009, Sections 2211,
17 2230 and 2243), which relate to the Oklahoma Tourism,
18 Parks and Recreation Enhancement Act; modifying name
19 of certain division; modifying approval amount for
20 expenditures; amending 74 O.S. 2001, Section 3105,
21 which relates to information to be included in
22 certain state reports; modifying name of certain
23 division; providing an effective date; and declaring
24 an emergency.

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

SECTION 1. AMENDATORY 68 O.S. 2001, Section 50015, is
amended to read as follows:

Section 50015. A. There is hereby created an Oklahoma Tourism
Promotion Advisory Committee which shall advise the Oklahoma Tourism

1 and Recreation Department on matters of statewide tourism promotion.

2 The Committee shall consist of thirteen (13) members and one ex

3 officio nonvoting member as follows:

4 1. Chair of the Senate Tourism Committee, or designee;

5 2. Chair of the House of Representatives Tourism and Recreation

6 Committee, or designee;

7 3. President of the Oklahoma Travel Industry Association, or

8 designee;

9 4. President of the Oklahoma Lakes and Countries Association,

10 or designee;

11 5. Member of the Oklahoma Tourism and Recreation Commission,

12 selected by the Oklahoma Tourism and Recreation Commission, whose

13 occupation shall be in the tourism industry;

14 6. President of the Oklahoma Hotel/Motel Association, or

15 designee;

16 7. President of the Oklahoma Restaurant Association, or

17 designee;

18 8. Representative of the City Convention and Tourism Bureau or

19 a representative of a municipal chamber of commerce, appointed by

20 the Oklahoma Tourism and Recreation Commission;

21 9. Director of the Oklahoma Arts Council, or designee;

22 10. Representative of the tour operator or travel agent sector,

23 appointed by the Oklahoma Tourism and Recreation Commission;

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1 11. Representative of the transportation sector, including but
2 not limited to, airlines, bus companies, car rental business,
3 appointed by the Oklahoma Tourism and Recreation Commission;

4 12. Executive Director of the Oklahoma Historical Society, or
5 designee; and

6 13. Director of the Native American Cultural and Educational
7 Authority, or designee.

8 The Director of the ~~Division of Travel and Tourism~~ Promotion
9 Division of the Oklahoma Tourism and Recreation Department, or
10 designee, shall serve as the ex officio nonvoting member.

11 B. The initial appointed members shall be appointed on or
12 before January 1, 1988. The term of office of each appointed member
13 shall be for one (1) year and end on December 31 of each year, but
14 all members shall hold office until their successors are appointed.

15 C. The membership shall annually elect a chair and vice-chair
16 of the Committee, each of whom shall serve for a term of one (1)
17 fiscal year and until their successor is elected, and who shall
18 perform such duties as the Committee directs.

19 D. The members of the Committee shall receive no compensation
20 for their services or reimbursements for any expenses incurred.

21 E. The Committee shall hold at least four regular meetings each
22 calendar year at a place and time to be fixed by the Oklahoma
23 Tourism and Recreation Commission.

1 SECTION 2. AMENDATORY Section 12, Chapter 363, O.S.L.
2 2005 (74 O.S. Supp. 2009, Section 2211), is amended to read as
3 follows:

4 Section 2211. There are hereby created within the Oklahoma
5 Tourism and Recreation Department the Division of State Parks, the
6 ~~Division of Travel and Tourism~~ Promotion Division, "Oklahoma Today
7 Magazine", and the Division of Administrative Services; provided,
8 however, the Commission shall have authority, by resolution, to
9 create other divisions and may, by resolution, combine or abolish
10 any or all such divisions, as deemed to be necessary to carry out
11 its duties under the Oklahoma Tourism, Parks and Recreation
12 Enhancement Act.

13 SECTION 3. AMENDATORY Section 44, Chapter 363, O.S.L.
14 2005 (74 O.S. Supp. 2009, Section 2243), is amended to read as
15 follows:

16 Section 2243. Expenditure of funds for all purchases in excess
17 of ~~Twenty-five Thousand Dollars (\$25,000.00)~~ Fifty Thousand Dollars
18 (\$50,000.00) shall not be contracted except upon approval of a
19 majority of the Oklahoma Tourism and Recreation Commission. The
20 amount exempted by paragraph 1 of subsection A of Section 85.7 of
21 Title 74 of the Oklahoma Statutes shall apply to each separate
22 department facility as identified by the annual budget submitted to
23 the Office of State Finance pursuant to Section ~~41.7~~ 34.42 of Title
24 62 of the Oklahoma Statutes.

1 SECTION 4. AMENDATORY Section 31, Chapter 363, O.S.L.
2 2005, as amended by Section 2, Chapter 90, O.S.L. 2006 (74 O.S.
3 Supp. 2009, Section 2230), is amended to read as follows:

4 Section 2230. A. ~~The Division of Travel and Tourism Promotion~~
5 Division shall:

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

10 2. Create and convey an accurate, responsible, and elevated
11 image of the state and its natural, cultural, historical, and
12 recreational attractions and events;

13 3. Organize, coordinate, and conduct state, regional, national,
14 and international marketing programs to increase the number of
15 domestic and international travelers to Oklahoma;

16 4. Create, develop, produce, distribute, implement, and
17 evaluate the effectiveness of public information programs, including
18 publicity, brochures, public relations activities, film and slide
19 production, still and audio visual photography, digital and
20 electronic media, public service programs, advertising, and other
21 informational aids for the promotion of tourism to the general
22 public and the media;

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1 5. Coordinate, advise and provide technical assistance to
2 cities, counties, and regional tourism organizations in the state in
3 the planning, development, and execution of tourism programs;

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

7 7. Develop and partner with other entities of government and
8 private entities to obtain timely research data to measure traveler
9 volume and economic impact, determine traveler profiles, evaluate,
10 and analyze market and advertising effectiveness;

11 8. Plan, coordinate, and conduct statewide conferences,
12 seminars, and workshops to inform and educate representatives from
13 the public and private sector in the state about programs and travel
14 trends which affect the tourism industry;

15 9. Provide organization and coordination assistance to public
16 and private tourism promotion organizations for participation in
17 cooperative advertising and promotion opportunities with the
18 Department, including travel trade marketplaces, consumer sport,
19 travel, and recreation shows within and outside the state;

20 10. Administer matching grant programs to multicounty
21 organizations which promote travel and tourism to their areas of the
22 state that are consistent and coordinated with the statewide travel
23 marketing plan; and
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1 11. Assist other state agencies with special tourism promotion
2 projects, development of professional training opportunities and
3 other projects which provide services to travelers.

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

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

14 D. The Division may plan, construct, lease, operate, and
15 maintain state-of-the-art tourism information centers and a central
16 fulfillment warehouse. The centers shall be utilized for the
17 purpose of providing services, selling merchandise, and distributing
18 information to travelers on the tourism facilities and opportunities
19 in the state.

20 E. The Division may, upon approval of the Commission, lease for
21 a reasonable rate, retail and advertising space in state-operated
22 tourism information centers. A performance bond, certificate of
23 deposit, letter of credit, or cash equivalent, may be required by
24 the Commission on any such lease.

1 F. Photographs, film recordings, video recordings, digital
2 records and like recordings or records produced by or for the
3 Division shall be available for public inspection during Division
4 business hours; however, the Division shall not be required to
5 provide copies or allow copying of the materials.

6 SECTION 5. AMENDATORY 74 O.S. 2001, Section 3105, is
7 amended to read as follows:

8 Section 3105. A. Unless otherwise provided by law, every
9 agency, department, board, commission or institution of the State of
10 Oklahoma shall list the following information at a prominent place
11 near the beginning of each publication issued by them:

12 1. Name of the issuing agency, department, board, commission or
13 institution;

14 2. Authorization for publication. If such publication is not
15 specifically authorized by statute the name of the person or persons
16 so authorizing shall be stated;

17 3. The number of copies printed;

18 4. Name of printing firm doing printing; and

19 5. Assurance of compliance with Section 3-114 of Title 65 of
20 the Oklahoma Statutes.

21 B. The information shall be set forth in a separate paragraph
22 and shall conform as nearly as practical to the following format:

23 "This publication, printed by (name of printing firm) is
24 issued by (here list the agency, department, board,

1 commission or institution) as authorized by _____.
2 _____ copies have been prepared and distributed at a cost
3 of \$_____. Copies have been deposited with the
4 Publications Clearinghouse of the Oklahoma Department of
5 Libraries."

6 C. State promotion and informational publications produced by
7 the Oklahoma Tourism and Recreation Department, ~~Division of Travel~~
8 ~~and Tourism~~ Promotion Division, and the Oklahoma Department of
9 Commerce shall be exempt from the provisions of this section.

10 SECTION 6. This act shall become effective July 1, 2010.

11 SECTION 7. It being immediately necessary for the preservation
12 of the public peace, health and safety, an emergency is hereby
13 declared to exist, by reason whereof this act shall take effect and
14 be in full force from and after its passage and approval.

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