

1 ENGROSSED SENATE
2 BILL NO. 1827

By: Jolley of the Senate

and

Martin (Scott) of the House

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6 An Act relating to commerce; creating certain task
7 force to study potential of universal brand for
8 certain purposes; naming task force the Universal
9 Brand Study; providing duration of task force;
10 stating legislative findings; providing for
11 membership; naming the Director of the Department of
12 Commerce chair; authorizing meetings at call of
13 chair; requiring compliance with the Open Meeting
14 Act; providing staff assistance; providing for
15 election of certain officers, quorum, travel
16 reimbursements, and certain report; directing
17 distribution of report to certain persons by certain
18 date; providing for noncodification; providing an
19 effective date; and declaring an emergency.

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

21 SECTION 1. NEW LAW A new section of law not to be
22 codified in the Oklahoma Statutes reads as follows:

23 A. There is hereby created a task force to study whether
24 Oklahoma should have a consistent brand with a recognizable image or
25 icon for products made in this state. The task force is named the
26 "Universal Brand Study" and shall terminate consistent with Section
27 3921 of Title 74 of the Oklahoma Statutes. The Legislature finds
28 that while Oklahoma aspires to be a technology innovator and center
29 for creativity, it is important that a brand study determine if

1 there is a position this state may claim that is differentiated
2 against competitive sets, relevant to targeted audiences, and may be
3 experienced across all brand touch points.

4 B. Members of the task force shall be appointed as follows:

5 1. The Director of the Department of Commerce shall be chair;

6 2. The President Pro Tempore of the Senate shall appoint three
7 (3) members, who shall serve at the pleasure of the President Pro
8 Tempore of the Senate; and

9 3. The Speaker of the House of Representatives shall appoint
10 three (3) members who shall serve at the pleasure of the Speaker of
11 the House of Representatives.

12 C. The task force shall meet at the call of the chair. The
13 chair shall set the time, date, location and agenda for each
14 meeting. All meetings shall be held in compliance with the Open
15 Meetings Act. The Department of Commerce shall provide staff
16 assistance for all meetings and prepare the final report.

17 D. Members shall receive travel reimbursements from their
18 appointing authority as provided in the State Travel and
19 Reimbursement Act.

20 E. The task force may elect officers, other than the chair, as
21 necessary to carry out the duties of the task force. For purposes
22 of conducting task force business a quorum shall be four (4)
23 members.

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1 F. The task force shall report its recommendations in a report
2 to the President Pro Tempore of the Senate and the Speaker of the
3 House of Representatives not later than January 4, 2013.

4 SECTION 2. This act shall become effective July 1, 2012.

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

9 Passed the Senate the 12th day of March, 2012.

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11 _____
12 Presiding Officer of the Senate

13 Passed the House of Representatives the ____ day of _____,
14 2012.

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16 _____
17 Presiding Officer of the House
18 of Representatives