SENATE FLOOR VERSION
February 22, 2012

SENATE BILL NO. 1827 By: Jolley of the Senate

and

Martin (Scott) of the House

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

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

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

A. There is hereby created a task force to study whether Oklahoma should have a consistent brand with a recognizable image or icon for products made in this state. The task force is named the "Universal Brand Study" and shall terminate consistent with Section 3921 of Title 74 of the Oklahoma Statutes. The Legislature finds

that while Oklahoma aspires to be a technology innovator and center for creativity, it is important that a brand study determine if there is a position this state may claim that is differentiated against competitive sets, relevant to targeted audiences, and may be experienced across all brand touch points.

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

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

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

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

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

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

E. The task force may elect officers, other than the chair, as necessary to carry out the duties of the task force. For purposes

of conducting task force business a quorum shall be four (4) members.

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

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

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.

COMMITTEE REPORT BY: COMMITTEE ON BUSINESS & COMMERCE, dated 2-16-12 - DO PASS, As Coauthored.