

1 STATE OF OKLAHOMA

2 2nd Session of the 53rd Legislature (2012)

3 SENATE BILL 1827

By: Jolley

4
5
6 AS INTRODUCED

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

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

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

24 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

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

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

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

8 2. The President Pro Tempore of the Senate shall appoint three

9 (3) members, who shall serve at the pleasure of the President Pro

10 Tempore of the Senate; and

11 3. The Speaker of the House of Representatives shall appoint

12 three (3) members who shall serve at the pleasure of the Speaker of

13 the House of Representatives.

14 C. The task force shall meet at the call of the chair. The

15 chair shall set the time, date, location and agenda for each

16 meeting. All meetings shall be held in compliance with the Open

17 Meetings Act. The Department of Commerce shall provide staff

18 assistance for all meetings and prepare the final report.

19 D. Members shall receive travel reimbursements from their

20 appointing authority as provided in the State Travel and

21 Reimbursement Act.

22 E. The task force may elect officers, other than the chair, as

23 necessary to carry out the duties of the task force. For purposes

24

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

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

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

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

11

12 53-2-2993 NP 1/19/2012 7:00:58 PM

13

14

15

16

17

18

19

20

21

22

23

24