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HOUSE BILL 1335

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State of Washington

55th Legislature

1997 Regular Session

By Representatives Van Luven, Voloria, Dunn, D. Sommers, D. Schmidt, Blalock, Ogden, O'Brien, Hatfield, Morris, Doumit, Kenney, Linville, Cooke, Costa, Ballasiotes, Lantz, McMorris, Mason, Schoesler and Kessler

Read first time 01/22/97. Referred to Committee on Trade & Economic Development.

1 AN ACT Relating to the creation of a task force on tourism  
2 promotion and development; creating new sections; and providing an  
3 expiration date.

4 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

5 NEW SECTION. **Sec. 1.** The legislature finds that:

6 (1) The attraction of visitors to this state can enhance the  
7 economic well-being of our citizens by increasing the jobs and income  
8 derived from commerce with tourists traveling in the state.

9 (2) The state has valuable natural beauty and scenic attractions,  
10 and the promotion of these attractions by cooperative efforts between  
11 the public and private sectors can significantly contribute to economic  
12 growth and employment opportunities. Cooperation between the public  
13 and private sectors requires a mechanism to coordinate the variety of  
14 efforts aimed at promoting and developing tourism in our state.

15 NEW SECTION. **Sec. 2.** A task force to the legislature on tourism  
16 promotion and marketing is hereby created. The task force shall  
17 consist of nine members from the private sector, four members from the  
18 public sector, and three ex officio members. The private sector

1 members shall represent the Washington state hotel/motel association,  
2 the Washington state restaurant association, the Washington association  
3 of convention & visitor bureaus, the association of Washington  
4 business, the Washington retail council, the Washington public ports  
5 association, and the Washington chamber of commerce executives. The  
6 governor shall appoint the private sector members from recommendations  
7 made by each of the associations to be represented. Consideration  
8 shall be given so as to maintain a state-wide balance of  
9 representatives appointed. The public members must include two members  
10 from the house of representatives and two members from the senate. The  
11 public members must be chosen respectively by the lieutenant governor  
12 and the speaker of the house of representatives. The director of the  
13 tourism development division, or the director's designee, the director  
14 of the state parks and recreation commission, or the director's  
15 designee, and a representative of the attorney general's office shall  
16 sit as ex officio members of the task force.

17 NEW SECTION. **Sec. 3.** (1) The task force may by majority vote  
18 establish working groups to focus on specific issues in the tourism  
19 industry.

20 (2) The task force shall by majority vote prescribe rules of  
21 procedure for itself and its working groups that are consistent with  
22 this act.

23 NEW SECTION. **Sec. 4.** The task force or its working groups are  
24 authorized to study tourism promotion and related issues and prepare,  
25 for legislative and executive consideration, a comprehensive proposal  
26 for the establishment of a private commission to market Washington  
27 state and its tourism advantages. The proposal must include, but is  
28 not limited to:

29 (1) An evaluation of existing state laws, policies, and programs  
30 that promote or affect state tourism marketing;

31 (2) The level of state interdepartmental cooperation needed to  
32 ensure an effective and coordinated continuing tourism program within  
33 the state agencies;

34 (3) A clear determination of the economic impact to the state of an  
35 aggressive, continuous state-wide tourism marketing program;

36 (4) The development of a legislatively established private state-  
37 wide tourism commission, its membership, and its objectives;

1 (5) A specific proposal and plan for the funding from private  
2 sources of an acceptable working budget for the commission;

3 (6) The procedure for the established commission to develop a  
4 state-wide marketing plan that addresses all areas of the state and the  
5 state's relationship to the commission, to other states, and to other  
6 nations.

7 The task force shall study the roles and responsibilities of the  
8 public and private sector and make recommendations for the roles,  
9 responsibilities, and interrelationship between the tourism division  
10 and the private commission.

11 NEW SECTION. **Sec. 5.** The department of community, trade, and  
12 economic development shall provide the task force with the necessary  
13 staff support.

14 NEW SECTION. **Sec. 6.** Members of the task force shall serve  
15 without additional compensation, but must be reimbursed for their  
16 travel expenses, in accordance with RCW 43.03.050 and 44.04.120,  
17 incurred while attending sessions of the task force or meetings of  
18 working groups, engaged on other task force business authorized by the  
19 task force, or going to and coming from task force meetings.

20 NEW SECTION. **Sec. 7.** All expenses of the task force, including  
21 salaries and expenses of employees, must be paid upon voucher forms as  
22 provided by the auditor and signed by the chairperson or vice-  
23 chairperson of the task force and attested by the secretary of the task  
24 force. The authority of the chairperson and secretary to sign vouchers  
25 continues until their successors are selected after each ensuing  
26 session of the legislature. Vouchers may be drawn on funds  
27 appropriated generally by the legislature or upon any special  
28 appropriation that is provided by the legislature for the expenses of  
29 the task force, or both.

30 NEW SECTION. **Sec. 8.** The task force shall cooperate, act, and  
31 function with legislative committees, executive agencies, and private  
32 organizations within the tourism industry.

33 The task force shall report to the legislature by January 31, 1998,  
34 outlining its findings and recommendations.

1        NEW SECTION.    **Sec. 9.**    If any provision of this act or its  
2 application to any person or circumstance is held invalid, the  
3 remainder of the act or the application of the provision to other  
4 persons or circumstances is not affected.

5        NEW SECTION.    **Sec. 10.**    This act expires June 30, 1998.

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