FROV5C-1 : 6/1/2023 : SSAMENDMENT TO THE SUBSTITUTE FOR HB445 1ST ORR AMENDMENT TO HB445 OFFERED BY SENATOR ORR



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Replace line 23 on page 1 with the following:

This bill would include the Chairs of the Senate Finance and Taxation Education Committee and Ways and Means Education Committee and the ranking minority member of each committee, or their designees, to the Tourism Advisory Board.

This bill would also make technical edits to the

Replace line 43 on page 2 with the following:

after the effective date of this act; to amend Section 41-7-3, Code of Alabama 1975 to include the Chairs of the Senate Finance and Taxation Education Committee and Ways and Means Education Committee and the ranking minority member of each committee, or their designees, to the Tourism Advisory Board; and to amend Sections

Replace line 154 on page 6 with the following:

tourism destination projects located in targeted or jumpstart

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27 Replace line 222 on page 8 with the following:

Section 3. Section 41-7-3, Code of Alabama 1975, is

29 amended as follows:

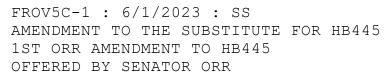
**"**\$41-7-3

- (a) There is established the Advisory Board to the Alabama Tourism Department to advise and assist the director. The board shall be composed of 2125 members who shall be appointed as follows:
- (1) Two members who shall be appointed by the Governor from a list of three persons for each board position which shall be submitted to the Governor by the Alabama Travel Council, or its successor organization.
- (2) Two members who shall be appointed by the Governor from a list of three persons for each board position which shall be submitted to the Governor by the Alabama Hospitality Association, or its successor organization.
- (3) Two members who shall be appointed by the Governor from a list of three persons for each board position which shall be submitted to the Governor by the Alabama Association of Convention and Visitor Bureaus, or its successor organization.
- (4) Two members who shall be appointed by the Governor from a list of three persons for each board position which shall be submitted to the Governor from the Alabama Restaurant Association, or its successor



organization.

- (5) Two members who shall be appointed by the Governor from a list of three persons for each board position which shall be submitted to the Governor from the Alabama Cooperative Extension System who shall be representatives of the private sector rural tourism industry.
- (6) Two members who shall be appointed by the Governor from a list of three persons for each board position which shall be submitted to the Governor from the Economic Development Association of Alabama, or its successor organization.
- (7) Three members appointed by the Governor who are not current full-time public officials or public employees, but who are representatives of the private sector of the tourism industry in Alabama.
- (8) The Director of the Alabama State Parks who shall serve as an ex officio member.
- (9) The Director of the Alabama Historical Commission who shall serve as an ex officio member.
- (10) The Director of the Alabama State Council on the Arts who shall serve as an ex officio member.
- (11) The Director of the Alabama Cooperative Extension Service who shall serve as an ex officio member.
- 77 (12) The Director of the Alabama Department of Public 78 Safety who shall serve as an ex officio member.





(13) The Director of the Alabama Department of Transportation who shall serve as an ex officio member.

(14) The Chair of the Senate Finance and Taxation

Education Committee, the Chair of the House Ways and

Means Education Committee, and the ranking minority

member of each committee, or their designees.

(b) Ex officio members of the board shall be voting members, but shall serve as a member of the board only as long as the ex officio member holds his or her respective office. Each member not serving in an ex officio capacity shall be appointed to a six-year term except for the initial appointments of one of the members for each of the positions designated in subsection (a), subdivisions (1) to (5), inclusive, which shall be appointed to initial three-year terms. Members shall serve until their successors are appointed and qualified. Vacancies which occur other than by expiration of the term shall be filled for the unexpired term only.

- (c) The members of the board shall serve without compensation but shall be entitled to reimbursement for actual and necessary expenses incurred in the performance of their duties as members.
- (d) The director shall be a nonvoting member of the board.

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(e) Members of the board shall be residents of the 105 State of Alabama, and to the extent possible, 106 appointments to the board shall be made from all 107 geographic regions of the State of Alabama in order to 108 promote economic diversity from throughout the state. 109 110 Appointments to the board shall include Black and 111 other minority representation, and to the extent 112 possible, the appointments shall reflect the percentage of minority population of the state and the 113 114 gender and urban and rural diversity of the state. Those members of the board not serving in an ex 115 officio capacity shall be actively employed in the 116 tourism industry throughout the term of their 117 appointment, and if the member ceases to be so 118 employed, that person shall immediately cease to be a 119 120 member of the board, and the appointing authority shall promptly appoint a new member in the manner 121 122 consistent with the initial appointment procedure to 123 fill the remainder of the term. 124 (f) All members shall be notified in writing of the time and place of any regular or special meeting. Any 125 member who misses four consecutive regularly scheduled 126 meetings shall immediately cease to be a member of the 127 board, and the appointing authority shall promptly 128 appoint a new member in the manner consistent with the 129 initial appointment procedure to fill the remainder of 130

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- the term. Such meeting requirements shall not apply to the director nor to ex officio members.
- 133 (g) The board shall meet at least quarterly, and shall perform the following duties:
  - (1) Serve as a body to advise the director and private persons on the development and implementation of state policies and programs relating to tourism and recreation and to assist in the coordination of these activities.
    - (2) Adopt bylaws, elect officers, including a chairperson, and establish procedures for its operation.
    - (3) Advise and review marketing and annual advertising plans developed by the department. The comprehensive marketing plan shall be directed toward the accomplishment of at least the following purposes:
    - a. Maximizing the return on public and private investment and tourism.
- b. Encouraging longer stays by visitors to Alabama.
- 150 c. Assisting local entities in attracting conferences
  151 and conventions.
- d. Reducing season fluctuations in travel and tourist related industries.
- e. Encouraging visitors to be destination oriented in this state.
- f. Encouraging visitors from foreign countries to

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157	VISIT	Alabama.

- g. Encouraging Alabamians to vacation in Alabama.
- (h) Seek and review the views of all levels of
  government and the private sector with respect to
  state programs and policies for the promotion and
  assistance of tourism.
  - (i) Cooperate and provide expertise for communities and tourism marketing associations in the development and promotion of their tourism attractions and businesses.
- (j) Establish working committees to advise the

  department with specific areas of operation including

  marketing, advertising, regional issues,

  administration of grant and co-op programs, and

  product and service development."

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173 Replace on line 222, page 8

174 Section 4. Sections 41-10-47.03 and

175 41-10-47.04, Code

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177 Replace on line 296, page 11

178 Section 5. This act shall become effective

179 immediately

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