
SUBSTITUTE SENATE BILL 5303

State of Washington

55th Legislature

1997 Regular Session

By Senate Committee on Commerce & Labor (originally sponsored by Senators Sellar, Snyder, Anderson, Wojahn, McAuliffe, Kohl, Deccio and Schow)

Read first time 02/20/97.

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, man-made, and scenic
10 attractions, and the promotion of these attractions by cooperative
11 efforts between the public and private sectors can significantly
12 contribute to economic growth and employment opportunities.
13 Cooperation between the public and private sectors requires a mechanism
14 to coordinate the variety of efforts aimed at promoting and developing
15 tourism in our state.

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

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

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

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

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

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

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

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

1 (4) Recommendations from public and private sector organizations
2 concerning the establishing of a legislatively established state-wide
3 tourism commission, its structure, its membership, and its objectives;

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

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

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

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

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

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

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

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

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

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

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