

GENERAL ASSEMBLY OF NORTH CAROLINA

SESSION 1991

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SENATE BILL 522  
Second Edition Engrossed 5/2/91

Short Title: N.C. Travel & Tourism Board.

(Public)

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Sponsors: Senators Perdue and Warren.

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Referred to: Travel, Tourism, and Cultural Resources.

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April 10, 1991

1 A BILL TO BE ENTITLED  
2 AN ACT TO CREATE THE NORTH CAROLINA TRAVEL AND TOURISM  
3 BOARD.

4 The General Assembly of North Carolina enacts:

5 Section 1. Chapter 143B of the General Statutes is amended by adding a new  
6 section to read:

7 "**§ 143B-434.1. The North Carolina Travel and Tourism Board – creation, duties,**  
8 **membership.**

9 (a) There is created within the Department of Economic and Community  
10 Development the North Carolina Travel and Tourism Board. The Secretary of  
11 Economic and Community Development and the Director of the Division of Travel and  
12 Tourism will work with the Board to fulfill the duties and requirements set forth in this  
13 section, and to promote the sound development of the travel and tourism industry in  
14 North Carolina.

15 (b) The function and duties of the Board shall be:

16 (1) To assist and advise the Secretary of Economic and Community  
17 Development in the formulation of policy and priorities for the  
18 promotion and development of travel and tourism in the State.

19 (2) To assist and advise the Secretary of Economic and Community  
20 Development in the development of a budget for the Division of  
21 Travel and Tourism.

22 (3) To recommend programs to the Governor, the General Assembly, and  
23 the Secretary of Economic and Community Development that will

- 1                   promote the State as a travel and tourism destination and that will  
2                   develop travel and tourism opportunities throughout the State.
- 3           (4)       Upon the expiration of the current and subsequent State advertising  
4                   agency contracts, to serve as a search committee to seek out and  
5                   interview, and make recommendations to the Secretary of the  
6                   Department of Economic and Community Development regarding the  
7                   selection of an advertising agency that will assist the Department in the  
8                   promotion of the State as a travel and tourism destination.
- 9           (5)       To review the matching funds tourism grants program and make  
10                   recommendations to the Secretary of Economic and Community  
11                   Development of any revisions in the program that may improve the  
12                   administration of the program; and to recommend to the Secretary of  
13                   Economic and Community Development projects that qualify for  
14                   participation in the program.
- 15           (6)       When vacancies in the position of Director of the Division of Travel  
16                   and Tourism occur, to serve as a search committee to seek out,  
17                   interview, and recommend to the Secretary of Economic and  
18                   Community Development, one or more qualified candidates for the  
19                   position.
- 20           (7)       To promote the exchange of ideas and information on travel and  
21                   tourism between State and local governmental agencies, and private  
22                   organizations and individuals.
- 23           (8)       To advise the Secretary of Economic and Community Development  
24                   upon any matter that the Secretary, Governor, or Director of the  
25                   Division of Travel and Tourism may refer to it.
- 26   (c)       The Board shall consist of 24 members as follows:
- 27           (1)       The Secretary of Economic and Community Development, who shall  
28                   not be a voting member.
- 29           (2)       The Director of the Division of Travel and Tourism, who shall not be a  
30                   voting member.
- 31           (3)       Two members designated by the Board of Directors of the North  
32                   Carolina Hotel and Motel Association.
- 33           (4)       Two members designated by the Board of Directors of the North  
34                   Carolina Restaurant Association.
- 35           (5)       Three Directors of Convention and Visitor Bureaus designated by the  
36                   Board of Directors of the North Carolina Association of Convention  
37                   and Visitor Bureaus.
- 38           (6)       The Chairperson of the Travel and Tourism Coalition.
- 39           (7)       The President of the Travel Council of North Carolina.
- 40           (8)       A member designated by the Board of Directors of the Travel Council  
41                   of North Carolina.
- 42           (9)       The President of North Carolina Citizens for Business and Industry.

- 1           (10) One person associated with tourism attractions in North Carolina,  
2           appointed by the General Assembly, upon recommendation of the  
3           Speaker of the House of Representatives.
- 4           (11) One person associated with the tourism-related transportation industry,  
5           appointed by the General Assembly upon recommendation of the  
6           President Pro Tempore of the Senate.
- 7           (12) Four public members each interested in matters relating to travel and  
8           tourism, two appointed by the Governor (one from a rural area and one  
9           from an urban area), one appointed by the General Assembly upon  
10          recommendation of the Speaker of the House, and one appointed by  
11          the General Assembly upon recommendation of the President Pro  
12          Tempore of the Senate.
- 13          (13) One member associated with the major cultural resources and activities  
14          of the State in North Carolina, appointed by the Governor.
- 15          (14) Two members of the House of Representatives, appointed by the  
16          General Assembly upon recommendation of the Speaker of the House  
17          of Representatives.
- 18          (15) Two members of the Senate, appointed by the General Assembly upon  
19          recommendation of the President Pro Tempore of the Senate.

20          (d) The members of the Board shall serve the following terms: The Secretary of  
21          Economic and Community Development, the Director of the Division of Travel and  
22          Tourism, the Chairperson of the Travel and Tourism Coalition, the President of the  
23          Travel Council of North Carolina, and the President of North Carolina Citizens for  
24          Business and Industry shall serve on the Board while they hold their respective offices.  
25          Each member of the Board appointed by the Governor shall serve during his or her term  
26          of office. The members of the Board appointed by the General Assembly shall serve  
27          two-year terms beginning on January 1 of odd-numbered years and ending on December  
28          31 of the following year. The first such term shall begin on January 1, 1991, or as soon  
29          thereafter as the member is appointed to the Board, and end on December 31, 1992. All  
30          other members of the Board shall serve a term which consists of the portion of calendar  
31          year 1991 that remains following their appointment or designation and, thereafter, two-  
32          year terms which shall begin on January 1 of an even-numbered year and end on  
33          December 31 of the following year. The first such two-year term shall begin on January  
34          1, 1992, and end on December 31, 1994.

35          (e) No member of the Board, except a member serving by virtue of his or her  
36          office, shall serve during more than five consecutive calendar years, except that a  
37          member shall continue to serve until his or her successor is appointed.

38          (f) Appointments to fill vacancies in the membership of the Board that occur due  
39          to resignation, dismissal, death, or disability of a member shall be for the balance of the  
40          unexpired term and shall be made by the same appointing authority that made the initial  
41          appointment.

42          (g) Board members who are employees of the State shall receive travel  
43          allowances at the rate set forth in G.S. 138-6. Board members who are legislators shall  
44          be reimbursed for travel and subsistence in accordance with G.S. 120-3.1. All other

1 Board members shall receive per diem, subsistence, and travel expenses at the rate set  
2 forth in G.S. 138-5. The expenses set forth in this section shall be paid by the Division  
3 of Travel and Tourism of the Department of Economic and Community Development.

4 (h) At its first meeting in 1991, the Board shall elect one of its voting members to  
5 serve as Chairperson during calendar year 1991. At its last regularly scheduled meeting  
6 in 1991, and at its last regularly scheduled meeting in each year thereafter, the Board  
7 shall elect one of its voting members to serve as Chairperson for the coming calendar  
8 year. No person shall serve as Chairperson during more than three consecutive calendar  
9 years. The Chairperson shall continue to serve until his or her successor is elected.

10 (i) A majority of the current voting membership shall constitute a quorum.

11 (j) The Secretary of Economic and Community Development shall provide  
12 clerical and other services as required by the Board."

13 Sec. 2. This act is effective upon ratification.