

34:1A-47

LEGISLATIVE HISTORY CHECKLIST
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NJSA: 34:1A-47

(Tourism Advisory
Council--increase
& revise
membership)

LAWS OF: 1991

CHAPTER: 280

Bill No: S3376

Sponsor(s): Van Wagner

Date Introduced: April 25, 1991

Committee: Assembly: -----

Senate: State Government

Amended during passage: Yes Amendments during passage
denoted by asterisks.

Date of Passage: Assembly: August 22, 1991

Senate: July 15, 1991

Date of Approval: September 17, 1991

Following statements are attached if available:

Sponsor statement: Yes

Committee Statement: Assembly: No

Senate: Yes

Fiscal Note: No

Veto Message: No

Message on signing: Yes

Following were printed:

Reports: No

Hearings: No

See newspaper clippings--attached:
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[FIRST REPRINT]

SENATE, No. 3376

STATE OF NEW JERSEY

INTRODUCED APRIL 25, 1991

By Senators VAN WAGNER and CAFIERO

1 AN ACT concerning the Tourism Advisory Council in the Division
2 of Travel and Tourism and amending P.L.1977, c.225.

3

4 BE IT ENACTED *by the Senate and General Assembly of the*
5 *State of New Jersey:*

6 1. Section 3 of P.L.1977, c.225 (C.34:1A-47) is amended to
7 read as follows:

8 3. As used in this act, unless a different meaning appears from
9 the context:

10 a. "Council" means the ¹[Governor's] New Jersey¹ Tourism
11 Advisory Council.

12 b. "Director" means the Director of the Division of Travel and
13 Tourism.

14 c. "Division" means the Division of Travel and Tourism.

15 d. "Tourism" means activities involved in providing and
16 marketing services and products, including accommodations, for
17 nonresidents and residents who travel to and in New Jersey for
18 recreation and pleasure.

19 e. "Tourist industry" means the industry consisting of private
20 and public organizations which directly or indirectly provide
21 services and products to nonresidents and residents who travel to
22 and in New Jersey for recreation and pleasure.

23 (cf: P.L.1977, c.225, s.3)

24 2. Section 7 of P.L.1977, c.225 (C.34:1A-51) is amended to
25 read as follows:

26 7. a. There is [hereby] created in the division the
27 ¹[Governor's] New Jersey¹ Tourism Advisory Council [consisting
28 of 12] which shall consist of ¹[15] ¹⁷¹ members ¹[to be appointed
29 as follows]¹ [by the Governor, with the advice and consent of the
30 Senate:

31 (1) Three representatives of the tourist industry;

32 (2) Three representatives from among the elected officials in
33 those municipalities that expend funds for the advertising of their
34 recreational, travel, and tourism attractions;

35 (3) Three representatives from among the county boards of
36 freeholders of the State; and

37 (4) Three representatives of the public, one of whom the
38 Governor shall designate as chairman for the term of his

EXPLANATION—Matter enclosed in bold-faced brackets [thus] in the
above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

¹ Senate SSG committee amendments adopted June 17, 1991.

1 appointment.];

2 (1) ¹[One member] Two members¹ of the Senate, to be
3 appointed by the President thereof, ¹not more than one of whom
4 shall be of the same political party,¹ and ¹[one member] two
5 members¹ of the General Assembly, to be appointed by the
6 Speaker thereof ¹, not more than one of whom shall be of the
7 same political party¹ ; ¹[and]¹

8 (2) Twelve public members ¹, not more than seven of whom
9 shall be of the same political party,¹ who shall be appointed by
10 the Governor with the advice and consent of the Senate, one of
11 whom shall be ¹[a member of the public who shall be]¹ designated
12 as chairman by the Governor for the term of the member's
13 appointment, and 11 ¹[public members who] of whom¹ shall be
14 chosen from persons who by experience or training represent the
15 areas of the tourist industry cited in subparagraphs (a) through (k)
16 of this paragraph:

17 (a) One representative of the lodging sector;

18 (b) One representative of the food service sector;

19 (c) One representative of the transportation sector;

20 (d) One representative of a regional tourism council;

21 (e) One representative of the convention and visitor bureaus
22 sector;

23 (f) One representative of the tour/receptive services sector;

24 (g) One representative of the outdoor recreation sector;

25 (h) One representative of historical and cultural arts sector;

26 (i) One representative of the entertainment or amusement
27 sector;

28 (j) One representative of the financial community; and

29 (k) One representative of the marketing/research sector; ¹and¹

30 (3) The director ¹, who¹ shall be a nonvoting member of the
31 council.

32 b. [Each member shall be appointed to a 3-year term, except
33 that of the initial appointments, one member in each of the four
34 groups specified above shall be appointed to a 3-year term, one
35 to a 2-year term, and one to a 1-year term.] The members of the
36 council shall be appointed to three year terms, except that of the
37 initial appointments, the chairman and each representative of the
38 transportation, tour/receptive services, the financial community,
39 and marketing and research interests shall be appointed to a
40 three year term, each representative of the lodging, food service,
41 convention and visitors bureaus, and entertainment interests shall
42 be appointed to a two year term, and each representative of the
43 regional tourism councils, outdoor recreation, and historical and
44 cultural arts interests shall be appointed to a one year term.
45 Members shall serve until their successors are appointed and
46 qualified. Vacancies occurring other than by expiration of term
47 shall be filled for the unexpired term only.

48 c. [No more than two representatives from each group shall be

1 members of the same political party, and no more than six
2 members of the council shall be of the same political party.]
3 (Deleted by amendment, P.L. 1991, c.)(now before the
4 Legislature as this bill)

5 d. [No county shall have more than two residents serving on
6 the council.] (Deleted by amendment, P.L.1991, c.)(now before
7 the Legislature as this bill)

8 e. The members of the council shall serve without
9 compensation but shall be entitled to reimbursement for actual
10 and necessary expenses incurred in the performance of their
11 duties as members.

12 f. [The director shall be a nonvoting member of the council.]
13 (Deleted by amendment, P.L.1991, c.)(now before the
14 Legislature as this bill)

15 g. The council shall meet at the call of the chairman and not
16 less than four times a year.
17 (cf: P.L.1977, c.225, s.7)

18 3. (New section) The provisions of subsection b. of section 7
19 of P.L.1977, c.225 (C.34:1A-51) notwithstanding, the term of any
20 member of the Tourism Advisory Council appointed pursuant to
21 the provisions of that act shall cease and terminate upon the
22 effective date of this 1991 amendatory and supplementary act.

23 4. This act shall take effect immediately.

24

25

26 STATE GOVERNMENT

27

28 Increases and revises membership of the Tourism Advisory
29 Council.

1 and necessary expenses incurred in the performance of their
2 duties as members.

3 f. [The director shall be a nonvoting member of the council.]
4 (Deleted by amendment, P.L.1991, c.)(now before the
5 Legislature as this bill)

6 g. The council shall meet at the call of the chairman and not
7 less than four times a year.

8 (cf: P.L.1977, c.225, s.7)

9 3. (New section) The provisions of subsection b. of section 7
10 of P.L.1977, c.225 (C.34:1A-51) notwithstanding, the term of any
11 member of the Tourism Advisory Council appointed pursuant to
12 the provisions of that act shall cease and terminate upon the
13 effective date of this 1991 amendatory and supplementary act.

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STATEMENT

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19 This bill restructures the Tourism Advisory Council established
20 pursuant to the "Division of Travel and Tourism Act," P.L.1977,
21 c.225 (C.34:1A-45 et seq.) and changes the name of the council to
22 the Governor's Tourism Advisory Council.

23 As originally established, the council's purpose was to help the
24 Division of Travel and Tourism develop a 10 year tourism master
25 plan for the State. However, of the 12 members of the
26 committee, only 3 were representatives of the tourism industry.
27 This bill would increase the membership of the council from 12 to
28 15 and provide that members be chosen from lodging, food
29 service, transportation, convention and visitor bureaus, tour
30 services, outdoor recreation, historical and cultural arts,
31 entertainment/amusement, the financial community and
32 marketing sectors of the tourism industry. The Director of
33 Travel and Tourism would remain a nonvoting member of the
34 newly organized council.

35 The tourism industry and State tourism programs have changed
36 dramatically over the past several years. To remain competitive
37 with other states that employ increasingly sophisticated methods
38 to attract tourists, New Jersey needs to utilize equally creative
39 ideas. By restructuring the council to include representation
40 from the various sectors of the tourism industry, the council will
41 have the expertise needed to advise the Division of Travel and
42 Tourism on domestic and international tourism initiatives.

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STATE GOVERNMENT

46

47 Increases and revises membership of the Tourism Advisory
48 Council.

SENATE STATE GOVERNMENT AND FEDERAL
AND INTERSTATE RELATIONS COMMITTEE

STATEMENT TO

SENATE, No. 3376

with Senate committee amendments

STATE OF NEW JERSEY

DATED: JUNE 17, 1991

The Senate State Government and Federal and Interstate Relations Committee reports favorably and with committee amendments Senate, No. 3376.

This bill increases and revises the membership of the Tourism Advisory Council and renames it the New Jersey Tourism Advisory Council. It increases the membership from 12 to 17 and removes the requirement that the council shall consist of representatives from the tourist industry, certain municipalities, the county boards of freeholders, and the public. It provides instead that the council shall consist of two members of the Senate, not more than one of whom shall be of the same political party, two members of the General Assembly, not more than one of whom shall be of the same political party, 12 public members, not more than seven of whom shall be of the same political party, and the Director of the Division of Travel and Tourism. The public members shall be appointed by the Governor, with the advice and consent of the Senate, and shall be chosen from various sectors of the tourist industry, such as lodging, food service, transportation, convention and visitor bureaus, tour services, outdoor recreation, historical and cultural arts, entertainment or amusement, finance, and marketing. The director shall be a nonvoting member of the council.

The bill also provides that the term of existing council members shall cease and terminate upon the effective date of this act.

COMMITTEE AMENDMENTS

The committee amended the bill to: increase the council's membership from 15 to 17 by requiring the appointment of four, rather than two, legislators to be appointed on a bipartisan basis; provide that not more than seven of the public members shall be of the same political party; and to rename the council as the New Jersey Tourism Advisory Council rather than the Governor's Tourism Advisory Council.

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CN-001
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GOVERNOR SIGNS BILL BOOSTING TOURISM COUNCIL

WILDWOOD -- The state's Tourism Advisory Council will be revamped to include more members and "new voices with new ideas" under legislation signed today by Governor Jim Florio, aimed at giving another boost to the state's \$13 billion tourism industry.

"People come from all over the world come to New Jersey. In all, more than 50 million people visited our state last year and this year promises to be even better," said Governor Florio, at the Wildwood Tourism Center. "Some people come for the ocean and beautiful shoreline. Others come for the rich historical legacy we have in America. And still others come to see nature at its very best. That's why tourism is the third largest industry in our state."

"Today we're taking another important step to make sure that our tourism industry remains strong and prosperous. New Jersey's people are our ambassadors to the world. And in the competitive world of tourism, our people are our best assets," he said. "Their innovative ideas and hard work helped us weather tough times and reclaim our position as a leader in tourism in the region. The new council will contain not just more voices, but new voices with new ideas about how to make New Jersey an even better place to visit and live."

The Tourism Advisory Council works alongside the state Division of Travel and Tourism, making recommendations on developing tourism plans in New Jersey.

The bill, S 3376/A 4853/A 4895, sponsored by Senator Richard Van Wagner and Assemblymen Ray Batten and Fred Scerni, renames the council as the "New Jersey Tourism Advisory Council" and increases the council's membership from 12 to 17. The members will include two from the Senate, two from the Assembly, the Director of the Division of Travel and Tourism and 12 public members.

The public members are to be representatives of various sectors of the travel and tourism industry including: food service, lodging, transportation, the regional

tourism council, convention bureau, tour services, outdoor recreation, historical and cultural arts, entertainment, the financial community and marketing research.

The restructure of the council will allow it to be more effective to the Division of Travel and Tourism, and enable New Jersey's methods of attracting tourists to remain competitive with other states. By including public members from various sectors of the tourism industry, the council will have the diverse and in-depth expertise needed to advise the Division on tourism initiatives.

Earlier this month, Governor Florio visited the Point Pleasant Beach to wrap up a banner summer season at the shore. According to the state Department of Commerce, approximately 7 million people visited the Jersey shore this summer, spending \$8 billion.

"1991 marked one of the best seasons for the shore in years. It was a season of clean water and clean beaches. We can celebrate because we took some important steps over the last couple of years. We put an end to ocean dumping. We got more money to control storm-sewer overflows. We've provided millions of dollars in bond money for new sewage treatment plants," Governor Florio said. "We passed the Clean Water Enforcement Act which is the toughest in the nation. And we're going after polluters. We're taking these steps because we take seriously our responsibility to protect our environment and preserve it for our children and their children. But the ocean is only one of the treasures that makes New Jersey such a great place to visit."

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