

By: Representative Currie

To: Tourism

HOUSE BILL NO. 1133

1 AN ACT TO CREATE THE MISSISSIPPI TRAVEL AND TOURISM COUNCIL;
2 TO PROVIDE FOR THE MEMBERSHIP AND DUTIES OF THE COUNCIL; AND FOR
3 RELATED PURPOSES.

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

5 **SECTION 1.** (1) There is created the Mississippi Travel and
6 Tourism Council to develop a sustained, integrated, collaborative,
7 and long-term plan, that will realize the potential of the state's
8 opportunities for growth in the travel and tourism sector, by
9 establishing a strategic vision with an economic development
10 orientation, in a public and private partnership.

11 (2) The council shall consist of the following members:

12 (a) Three (3) members who are directors of local
13 convention and visitors bureaus and members of the Mississippi
14 Tourism Association, two (2) of whom shall be appointed by the
15 Governor and one (1) of whom shall be appointed by the Lieutenant
16 Governor for initial terms of three (3) years. The Governor's
17 appointments shall be residents of the Second and Third Supreme



18 Court Districts and the Lieutenant Governor's appointment shall be
19 a resident of the First Supreme Court District.

20 (b) Three (3) members who are owners of restaurants and
21 members of the Mississippi Restaurant Association, one (1) of whom
22 shall be appointed by the Governor and two (2) of whom shall be
23 appointed by the Lieutenant Governor for initial terms of two (2)
24 years. The Governor's appointment shall be a resident of the
25 First Supreme Court District and the Lieutenant Governor's
26 appointments shall be residents of the Second and Third Supreme
27 Court Districts.

28 (c) Three (3) members who are hoteliers and members of
29 the Mississippi Hotel and Lodging Association and/or members of
30 the Mississippi Gaming Association, two (2) of whom shall be
31 appointed by the Governor and one (1) of whom shall be appointed
32 by the Lieutenant Governor for initial terms of one (1) year. The
33 Governor's appointments shall be residents of the Second and Third
34 Supreme Court Districts and the Lieutenant Governor's appointment
35 shall be a resident of the First Supreme Court District.

36 (d) Two (2) members from the state at large who
37 represent tourism attractions or museums that are not operated by
38 the State of Mississippi, one (1) of whom shall be appointed by
39 the Governor and one (1) of whom shall be appointed by the
40 Lieutenant Governor for initial terms of one (1) year.

41 (3) All appointments shall be with the advice and consent of
42 the Senate and after the expiration of the initial terms,



43 successor members shall be appointed by the Governor or Lieutenant
44 Governor, as appropriate, for terms of three (3) years.

45 (4) The Director of Visit Mississippi, the Executive
46 Director of the Mississippi Tourism Association, the Executive
47 Director of the Mississippi Restaurant Association and the
48 Executive Director of the Mississippi Gaming Association shall
49 serve as nonvoting advisory members of the council.

50 (5) The council shall hold its first meeting not later than
51 thirty (30) days after the effective date of this act with the
52 date, time and location of the meeting to be designated by the
53 Governor. At the first meeting, the council shall elect from
54 among its membership a chair, vice chair, and any other officers
55 determined to be necessary, and it shall set the date, time and
56 location of its subsequent meetings. A majority of the voting
57 members shall constitute a quorum for the transaction of business.

58 (6) All meetings of the council shall be open to the public,
59 with opportunities for public comment provided on a regular basis.
60 Notice of all meetings shall be given as provided in the Open
61 Meetings Act in Section 25-41-1 et seq., and appropriate notice
62 also shall be given to all persons requesting the date, time and
63 place of each meeting.

64 (7) Members of the council shall serve without compensation
65 for their services. The council is authorized to accept and
66 expend funds that may be donated or provided in the form of
67 legislative appropriations or financial grants from public or



68 private sources. Any department, division, board, bureau,
69 commission or agency of the state, or of any political subdivision
70 thereof, shall provide, at the request of the chair of the
71 council, such facilities, assistance and data as will enable the
72 council to carry out its duties.

73 (8) The duties of the council include, but are not limited
74 to, the following:

75 (a) Formulation of a ten-year strategy for the
76 development of travel and tourism in this state that attracts
77 diverse stakeholders.

78 (b) Review of the state's existing laws, policies, and
79 regulations that promote or pertain to the tourism industry in the
80 state.

81 (c) Identifying potential growth areas for travel and
82 tourism in Mississippi.

83 (d) Identifying public and private partnership
84 opportunities, including a dedicated funding model to provide
85 advertising and marketing funds to market the many positive
86 attributes and advantages of the state to the rest of the nation
87 and the world.

88 (e) Identifying any organizational or other governance
89 obstacles that have the potential to inhibit the expansion of
90 tourism in Mississippi.

91 (f) Reviewing current public and private funding
92 opportunities and incentives.



93 (g) Developing an econometrical system (using math and
94 statistics to verify economic theories) that periodically measure
95 the impact of tourism in the state.

96 **SECTION 2.** This act shall take effect and be in force from
97 and after July 1, 2018.

