

By: Representatives Currie, Haney

To: Tourism

COMMITTEE SUBSTITUTE  
FOR  
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 five-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 (9) The council shall prepare and file a report with the  
97 House of Representatives and the Senate on or before December 1,  
98 2018, and on or before December 1 of each succeeding year  
99 thereafter. The report shall include at least the following: (a)  
100 state tourism information for the previous state fiscal year  
101 regarding the number of tourism related visitors and expenditures  
102 by such visitors by regions of the state as well as a five-year  
103 longitudinal comparison of such information, (b) total state funds  
104 invested in marketing and advertising for the previous state  
105 fiscal year, including the types of advertising and the geographic  
106 placement of advertising, (c) state tourism information for the  
107 previous state fiscal year regarding the number of tourism related  
108 domestic and international visitors and expenditures by such  
109 visitors. The report also shall include the council's  
110 recommendation for the state tourism marketing and advertising  
111 budget for the next state fiscal year and an annual comparison of  
112 marketing and advertising budgets for the southeast regional  
113 states that Mississippi competes with for tourism related business  
114 and related activity.

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

