

## REPORT OF CONFERENCE COMMITTEE

**MADAM PRESIDENT AND MR. SPEAKER:**

We, the undersigned conferees, have had under consideration the amendments to the following entitled BILL:

S. B. No. 3030: Appropriation; Egg Marketing Bd.

We, therefore, respectfully submit the following report and recommendation:

1. That the House recede from its Amendment No. 1.
2. That the Senate and House adopt the following amendment:

Amend by striking all after the enacting clause and inserting in lieu thereof the following:

5           **SECTION 1.** The following sum of money, or so much thereof as  
6 may be necessary, is hereby appropriated, out of any money in the  
7 Special Fund in the State Treasury to the credit of the  
8 Mississippi Egg Marketing Board, to defray the expenses of said  
9 board for the fiscal year beginning July 1, 2006, and ending  
10 June 30, 2007..... \$           74,805.00.

11           **SECTION 2.** It is the intention of the Legislature that  
12 whenever two (2) or more bids are received by this agency for the  
13 purchase of commodities or equipment, and whenever all things  
14 stated in such received bids are equal with respect to price,  
15 quality and service, the Mississippi Industries for the Blind  
16 shall be given preference. A similar preference shall be given to  
17 the Mississippi Industries for the Blind whenever purchases are  
18 made without competitive bids.

19           **SECTION 3.** It is legislative intent to ensure beneficial  
20 information reaches as many Mississippians as possible. Further,  
21 it is legislative intent that the expenditure of public funds for  
22 this purpose be accomplished in an efficient and effective manner.

23           Therefore, state agencies as standard procedure, will observe  
24 the following criteria:

- 25           (1) Develop goals and desired result for a campaign.

26 (2) Evaluate effectiveness through respected advertising  
27 standards, including market reach and cost effectiveness.

28 (3) Seek public service announcements, which would be aired  
29 by media without cost.

30 (4) Itemize and justify professional assistance and related  
31 expenses for creative and production costs outside of the actual  
32 media expenditures.

33 (5) Utilize Mississippi owned media companies when feasible.

34 **SECTION 4.** The money herein appropriated shall be paid by  
35 the State Treasurer out of any money in the State Treasury to the  
36 credit of the proper fund or funds as set forth in this act, upon  
37 warrants issued by the State Fiscal Officer; and the State Fiscal  
38 Officer shall issue his warrants upon requisitions signed by the  
39 proper person, officer or officers in the manner provided by law.

40 **SECTION 5.** This act shall take effect and be in force from  
41 and after July 1, 2006.

CONFEREES FOR THE SENATE

X (SIGNED)  
Gordon

X (SIGNED)  
Jackson (32nd)

X (SIGNED)  
Hyde-Smith

CONFEREES FOR THE HOUSE

X (SIGNED)  
Stringer

X (SIGNED)  
Eaton

X (SIGNED)  
Hamilton (109th)