MISSISSIPPI LEGISLATURE REGULAR SESSION 2007

By: Senator(s) Gordon, Little, Jackson (32nd), Harden, Hyde-Smith, Posey, Walls

To: Appropriations

SENATE BILL NO. 3138

AN ACT MAKING AN APPROPRIATION OF SPECIAL FUNDS IN THE STATE TREASURY FOR THE SUPPORT AND MAINTENANCE OF THE MISSISSIPPI EGG MARKETING BOARD, FOR FISCAL YEAR 2008.

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

SECTION 1. The following sum of money, or so much thereof as may be necessary, is hereby appropriated, out of any money in the Special Fund in the State Treasury to the credit of the Mississippi Egg Marketing Board, to defray the expenses of said board for the fiscal year beginning July 1, 2007, and ending June 30, 2008..... $ 74,805.00.

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

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

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

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

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

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

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

(5) Utilize Mississippi owned media companies when feasible.

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

SECTION 5. This act shall take effect and be in force from and after July 1, 2007.