

WEST VIRGINIA LEGISLATURE

REGULAR SESSION, 1986



ENROLLED

Committee Substitute for
SENATE BILL NO. 341

(By Senator *Tenkovich, Mr. President, et al.*)



PASSED March 8, 1986

In Effect 90 days from Passage



ENROLLED

COMMITTEE SUBSTITUTE

FOR

Senate Bill No. 341

(SENATORS TONKOVICH, MR. PRESIDENT (BY REQUEST) AND
HARMAN, *original* sponsors)

[Passed March 8, 1986; in effect ninety days from passage.]

AN ACT to amend and reenact section seven, article one, chapter five-b of the code of West Virginia, one thousand nine hundred thirty-one, as amended, relating to the division of tourism; purpose, powers and duties generally.

Be it enacted by the Legislature of West Virginia:

That section seven, article one, chapter five-b of the code of West Virginia, one thousand nine hundred thirty-one, as amended, be amended and reenacted, all to read as follows:

ARTICLE 1. DEPARTMENT OF COMMERCE.

§5B-1-7. Division of tourism; purpose; powers and duties generally.

- 1 It shall be the duty of the division of tourism:
- 2 (a) To promote and enhance the tourist industry and
- 3 improve tourist facilities and attractions;
- 4 (b) To compile a listing of all tourist facilities in this
- 5 state, whether public or private, including, but not limited
- 6 to, state parks and forests, camping grounds, backpacking
- 7 and hiking trails, public and private hunting areas (includ-

8 ing the game or fowl indigenous thereto), fishing lakes,
9 ponds, rivers and streams (including the type of fish in-
10 digenous thereto; and the dates of the stocking thereof),
11 ski resorts and areas, ice skating rinks or facilities, rifle
12 and pistol target practice areas, skeet and other shooting
13 facilities, archery ranges, swimming pools, lakes, ponds,
14 rivers and streams, hotels, motels, resorts and lodges (in-
15 cluding any attendant restaurant, banquet, meeting or
16 convention facilities or services), health spas or mineral
17 water or spring water health facilities, museums, cultural
18 centers, live performance theaters, colleges, schools, uni-
19 versities, technical centers, airports, railroad stations, bus
20 stations, river docks, boating areas, government or mili-
21 tary installations (which are not restricted to public
22 access), historical places, markers or places of events,
23 birthplaces of famous West Virginians, or any other thing
24 of like kind and nature, and to develop relative thereto a
25 series of films, videotapes, pamphlets, brochures and other
26 advertising or promotional media, and to distribute the
27 same in such a manner as to enhance the public's knowl-
28 edge about West Virginia and its many attractions;

29 (c) Develop a plan for tourist facility expansion and
30 new development, including financing;

31 (d) To develop a system, means and mechanism to
32 distribute the promotional media described in subdivision
33 (b) of this section, both nationally and internationally;
34 and to make the same available to travel agents, tour
35 groups, senior citizen organizations, airlines, railroads,
36 bus companies, newspapers, magazines, radio and televi-
37 sion stations, and the travel editors thereof; to develop, in
38 cooperation with the department of highways, a series of
39 information stations along interstate and other major
40 highways of this state, utilizing existing rest stop areas
41 and other areas at or near the main points of egress and
42 ingress of this state for the purpose of making said infor-
43 mation available to the public at large;

44 (e) To develop and implement a marketing strategy,
45 employing radio, television, magazine and newspaper
46 advertising, or any combination thereof, in those major
47 metropolitan areas of the nation, in order to attract the

48 residents thereof to visit and enjoy the tourist facilities
49 of this state;

50 (f) To encourage, cooperate with and participate in,
51 any group or organization, including regional travel
52 councils, the purpose of which is to promote and advertise,
53 or encourage the use of, tourist facilities in West Vir-
54 ginia;

55 (g) To provide professional assistance, technical advice
56 or marketing strategies to any privately owned facility or
57 attraction, as described in subdivision (b) of this section,
58 which is open and available to the general public, which
59 has developed or is attempting to develop its own adver-
60 tising program;

61 (h) To employ, train and supervise a corps of informa-
62 tion specialists or tour guides in state parks and facilities
63 only who possess, or through their employment and train-
64 ing will possess, specific knowledge and information
65 about the historic, scenic, cultural, industrial, educational,
66 governmental, recreational and geographical significance
67 of the state and the various facilities or attractions de-
68 scribed in subdivision (b) of this section. In hiring the
69 information specialists herein provided, special preference
70 shall be given to senior citizens (those over sixty-two
71 years of age) and college students who are bona fide resi-
72 dents of the state and enrolled in any college or university
73 of this state, whether public or private, all of whom shall
74 be hired on a part-time basis and whose periods of em-
75 ployment may be seasonable;

76 (i) To assist tour groups, travel agencies, public car-
77 riers or other entities of like kind or nature in developing
78 a program of preplanned tours, visits or vacations in West
79 Virginia; and, in conjunction therewith, to coordinate the
80 activities of said tour groups, travel agencies, public
81 carriers or other entities with the services offered by any
82 of the facilities set forth in subdivision (b) of this section;
83 and to encourage said facilities to offer special or discount
84 rates to any party traveling with said tour groups, travel
85 agencies, public carriers or other entities of like kind or
86 nature; and

87 (j) To cooperate with the department of highways, in
88 developing a system of informational highway signing
89 relating to the recreational, scenic, historic and transpor-
90 tational facilities and attractions of the state that comply
91 with the current federal and state regulations as related
92 to outdoor advertising and signing as required by the
93 Manual of Uniform Traffic Control Devices.

The Joint Committee on Enrolled Bills hereby certifies that the foregoing bill is correctly enrolled.

Bruce O. Williams
Chairman Senate Committee

Floyd Fulker
Chairman House Committee

Originated in the Senate.

In effect ninety days from passage.

Ed O. Willis
Clerk of the Senate

Donald G. Kopp
Clerk of the House of Delegates

Don Tenhaaf
President of the Senate

Joseph P. Albright
Speaker House of Delegates

The within approved this the 26th
day of March, 1986.

Richard R. Ruff
Governor

PRESENTED TO THE

GOVERNOR

Date

3/20/86

Time

3:54 p.m.

RECEIVED

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OFFICE OF THE
SECRETARY OF STATE

FILED IN THE OFFICE OF
SECRETARY OF STATE OF
WEST VIRGINIA

THIS DATE 3/26/86