WEST VIRGINIA LEGISLATURE
REGULAR SESSION, 1986

ENROLLED
Committee Substitute for
SENATE BILL NO. 341

(By Senator [Signature]

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 improve tourist facilities and attractions;
3 (b) To compile a listing of all tourist facilities in this state, whether public or private, including, but not limited to, state parks and forests, camping grounds, backpacking and hiking trails, public and private hunting areas (includ-
(b) To develop and maintain a system of state parks, ski resorts and areas, ice skating rinks or facilities, rifle and pistol target practice areas, skeet and other shooting facilities, archery ranges, swimming pools, lakes, ponds, rivers and streams, hotels, motels, resorts and lodges (excluding any attendant restaurant, banquet, meeting or convention facilities or services), health spas or mineral water or spring water health facilities, museums, cultural centers, live performance theaters, colleges, schools, universities, technical centers, airports, railroad stations, bus stations, river docks, boating areas, government or military installations (which are not restricted to public access), historical places, markers or places of events, birthplaces of famous West Virginians, or any other thing of like kind and nature, and to develop relative thereto a series of films, videotapes, pamphlets, brochures and other advertising or promotional media, and to distribute the same in such a manner as to enhance the public's knowledge about West Virginia and its many attractions;

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

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

e) To develop and implement a marketing strategy, employing radio, television, magazine and newspaper advertising, or any combination thereof, in those major metropolitan areas of the nation, in order to attract the
(f) To encourage, cooperate with and participate in, any group or organization, including regional travel councils, the purpose of which is to promote and advertise, or encourage the use of, tourist facilities in West Virginia;

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

(h) To employ, train and supervise a corps of information specialists or tour guides in state parks and facilities only who possess, or through their employment and training will possess, specific knowledge and information about the historic, scenic, cultural, industrial, educational, governmental, recreational and geographical significance of the state and the various facilities or attractions described in subdivision (b) of this section. In hiring the information specialists herein provided, special preference shall be given to senior citizens (those over sixty-two years of age) and college students who are bona fide residents of the state and enrolled in any college or university of this state, whether public or private, all of whom shall be hired on a part-time basis and whose periods of employment may be seasonable;

(i) To assist tour groups, travel agencies, public carriers or other entities of like kind or nature in developing a program of preplanned tours, visits or vacations in West Virginia; and, in conjunction therewith, to coordinate the activities of said tour groups, travel agencies, public carriers or other entities with the services offered by any of the facilities set forth in subdivision (b) of this section; and to encourage said facilities to offer special or discount rates to any party traveling with said tour groups, travel agencies, public carriers or other entities of like kind or nature; and
(j) To cooperate with the department of highways, in developing a system of informational highway signing relating to the recreational, scenic, historic and transportation facilities and attractions of the state that comply with the current federal and state regulations as related to outdoor advertising and signing as required by the Manual of Uniform Traffic Control Devices.
The Joint Committee on Enrolled Bills hereby certifies that
the foregoing bill is correctly enrolled.

Bruce A. William
Chairman Senate Committee

Floyd Fuller
Chairman House Committee

Originated in the Senate.

In effect ninety days from passage.

Ted A. Williams
Clerk of the Senate

Donald J. Kopp
Clerk of the House of Delegates

Joseph P. Albrecht
President of the Senate

Speaker House of Delegates

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

Auch A. Pawley
Governor