

# MICROFILM DIVIDER

OMB/RECORDS MANAGEMENT DIVISION

SFN 2053 (2/85) 5M



ROLL NUMBER

DESCRIPTION

10222

2001 HOUSE APPROPRIATIONS

HB 1022

2001 HOUSE STANDING COMMITTEE MINUTES

BILL/RESOLUTION NO. HB1022

House Appropriations Committee  
Education and Environment Division

Conference Committee

Hearing Date January 15, 2001

Tape Number	Side A	Side B	Meter #
1 of 2		Starts at 4090	
2 of 2	x		3,500
Committee Clerk Signature <i>Judith Schrock</i>			

Minutes:

Representatives Aursvold, Boehm, Gulleeson, Martinson, Monson, Wald, Wentz.

Allen Stenehjem: (4190) State Tourism Director. See attached.

Joanne Burke: (5413) State Tourism Deputy Director. See attached.

David Borlaus: (110) President of the ND Foundation. This is truly the opportunity of our life time. You can not appropriate enough money to do the job as we would like. History is our press agent. Public relations is much more valuable than paid advertising. That is very limiting, we also need paid advertising.

Representative Gulleeson: (300) I think you are right. We are selling history. What are you doing for horse enthusiasts, trail riders etc.

David Borlaus: Nothing in particular. The private sector has seen to that, and counting on the tourism to be the marketing arm.

Tracy Potter: (530) Executive Director of the Fort Abraham Lincoln Foundation. I recommend that you do extend more than the Governor has budgeted. The costs per media have sky rocketed. Advertising works to boost out image. In the year 2000, there was no out of state television advertising for ND. There just wasn't the resources. We are ready to host tourists. We need the State to do the out of state marketing. Advertising works. It will come back to the State.

Randy Hatzenbuehler: President of the Theodore Roosevelt Medora Foundation. Tourism is much larger than Medora. If it takes 900,000 to reach the market to Minneapolis, I strongly encourage that that is what we should be doing. We in Medora want to go from 100 motor coaches to 300 motor coaches. It takes money to do that. Within 2 years we have grown 40 percent. 60-65 Percent of their visitors are from ND, the rest are from out of state. We think in 5 years we need to flip flop that. Once again we need to do the television marketing. Tourism is much larger than just Medora.

Representative Wald: (1490) Governor Hoeven had a new proposal to create a new Department of Commerce, which includes tourism as I understand it. Do you have any feelings you would like to express to this committee? Would you not loose some of your identity becoming a part of a larger umbrella organization?

Randy Hatzenbuehler: I have addressed this with Governor Hoeven. Tourism needs a strong voice at the table. Tourism can be an important part of economic development. I believe there is that risk of loosing identity. I believe the Governor and Lee Peterson when they say we won't.

Sara Coleman: (1645) Director of Bismarck-Mandan Convention and Visitors Bureau. See Attached.

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Jeff Altizer: Williston's Convention and Visitors Bureau. Our State has a unique opportunity in bird watching, canoeing, and mountain biking. We need increased funding for all of these areas in tourism. Our competition is Disney Land and the attractions in Canada. People in other states have never heard about the Lewis and Clark bicentennial. We need the 2 million dollars to compete.

Jeff Evenson: (2400) President of Western Waters. We have developed the Lewis and Clark cook book. We are private business men. I support the additional funding. Lewis and Clark is part of North Dakota's future. Since September 15th, we have sold 3,000 copies, at 19.95 a book. That is 60,000 dollars that has been infused along the Lewis and Clark Trail. The dollars spent will come back to ND.

Kristie Frieze: Executive Director of the Lewis and Clark Interpreter Center. This summer our visitation increased. Over 70 percent of our visitors are from out of state at this time. Our ND Tourism Department is our marketing agent we need their support.

Terri Thiel: Executive Director for the Convention Bureau of Dickinson. We have top 5 needs to increase out of state marketing funding for tourism budget. So we are also asking for the 2 million dollars. We need ND ads in magazines.

Marsha Dupre: (2995) Executive Director of the Minot Convention Bureau. See attached.

Representative Wentz: Does anyone else wish to appear in opposition of HB1022? Seeing none we will close the hearing on HB1022.

2001 HOUSE STANDING COMMITTEE MINUTES

BILL/RESOLUTION NO. HB1022

House Appropriations Committee  
Education and Environment Division

Conference Committee

Hearing Date February 06, 2001

Tape Number	Side A	Side B	Meter #
1 of 1	Starting at 400		1,185
Committee Clerk Signature			

Minutes:

Representatives Boehm, Martinson, Monson, Wald, Wentz.

Representative Martinson: See amendment of an extra 750,000 for Lewis and Clark marketing.

This will be a one time deal. If we don't properly market this it will be gone after biennium.

Representative Wald: What triggers liquor on Thanksgiving Day.

Representative Martinson: That came from some of the hospitality people who thought that would be beneficial to restaurants etc. that are open and I think that would be all day.

Representative Wentz: I am opposed to it all day long and it is not just restaurants every thing is open. I would rather that it would not be included, and that it was a separate amendment.

Representative Martinson: That being the case, I would at this time move that all the amendments except the Thanksgiving, section 2.

Representative Boehm: I second the motion.

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Education and Environment Division

Bill/Resolution Number HB1022

Hearing Date February 06, 2001

Representative Martinson: We could include language drafted that not to carry to the next biennium. I will talk to Legislative Council and this will be a part of my motion.

Five yes, 0 no, and 2 absent.

Representative Martinson: I make a motion on do pass as amended.

Representative Boehm: I second the motion.

Five yew, 0 no, and 2 absent. Representative Martinson to carry to the full committee.

2001 HOUSE STANDING COMMITTEE MINUTES

BILL/RESOLUTION NO. HB 1022

House Appropriations Committee  
Education and Environment Division

Conference Committee

Hearing Date February 8, 2001

Tape Number	Side A	Side B	Meter #
02-08-01 tape #2	3017-3654		
Committee Clerk Signature <i>Arlene Hall</i>			

Minutes:

The committee was called to order, and opened committee work on HB 1022, the Tourism budget.

Rep. Martinson: Handed out the amendments - 18022.0103 - already voted upon. The committee wanted to view the amendments before the final voting.

Chairman Wentz: The intent clause is the only addition to the other amendment that we had passed out when we adopted them.

Rep. Martinson: He would like to add the emergency clause to Section #4, just on that section.

Moves to reconsider the action in adopting the amendments on a previous date, seconded by Rep. Wald.

Rep. Monson: Asks why the emergency clause on just section 4, why not section 3 also?

Rep. Martinson: Could do that too, but it is not as critical. (It is decided that adding in Section 4 would have a fiscal impact).



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Rep. Aarsvold: Believes this amendment, as well as most of the budget, will be very controversial, and to loose the emergency clause would be counter to what the subcommittee would like to do. Can we do this so we can insure the emergency clause being passed on the floor of the house.

Rep. Martinson: Moves to adopt the amendment, and add the emergency clause to section 4.

Seconded.

Voice vote adopted the amendment.

Rep. Martinson: Moves DO PASS AS AMENDED. Seconded by Rep. Wald.

Vote on Do Pass as Amended : 7 yes, 0 no. Motion carries.

Rep. Martinson is assigned to carry this to the full committee.

2001 HOUSE STANDING COMMITTEE MINUTES

BILL/RESOLUTION NO. **HB1022**

House Appropriations Committee

Conference Committee

Hearing Date **February 9, 2001**

Tape Number	Side A	Side B	Meter #
1		x	4504 - 5730
Committee Clerk Signature <i>L. J. Dauter</i>			

Minutes:

**HOUSE APPROPRIATIONS COMMITTEE ACTION ON HB1022.**

**Rep. Martinson:** Introduced the bill and outlined the amendments to the bill and compared the executive budget to the proposed amendments. He also outlined some of the new functions of the Tourism Department. With that Rep. Martinson moved a DO PASS on the amendments.

Seconded Rep. Boehm. Amendment (.0104)

**Rep. Timm:** Any discussion on the amendments? Where did you come up with the \$750,000, how did you determine that particular amount of money?

**Rep. Martinson:** In all honesty, it wasn't scientific, I don't mean to be flippant about it, but I thought it was a figure that we might be able to pass. I seems like a lot of money, but if you look through some of the documentation that's handed out, \$325,000 extra to market North Dakota is just such a small amount, Montana Tourism spends \$9 million dollars a year, compared to our \$2 million and we can't even afford to advertise in the MPLs market because Television

commercials are so expensive, and what the Dept. Has done has concentrated on is bringing writers in and if you would like to see some of the stuff or articles that we have received in international and in national magazines relative to the Lewis & Clark celebration, the Tourism Department and the Historical Society hosted a camp out a couple of weeks ago and actually charged people to go to it, and among that group were 4 reporters, one from local North Dakota, the Mpls Tribune, St. Louis Dispatch, and the Los Angeles Times, so far the Mpls. Tribune generated a full page in the travel section and two full pages on the inside, and the Los Angeles Times generated a full page story , and you have to figure that those types of things are worth several thousands of dollars so that's the area they are looking toward to generate more publicity.

**Rep. Wentz:** I think it might be worth mentioning that last session we significantly cut the dollars that the governor had in the budget for the Lewis & Clark celebration, because we said that we intended to put those dollars in this session, when it was closer to the actual dates of the event.

**Rep. Timm:** My only comment is that, we are looking for money and yet were adding \$750,000.

**Rep. Martinson:** I absolutely agree with you, but I've never really viewed the session to start until after crossover and I rather doubt that the senate will just go along with it right off the bat, so we will have it in conference committee and if push comes to shove we can talk about it another day.

**Rep. Kerzman:** I guess I'm going to resist the amendments, I think it is to much of an increase.

**Rep. Glasshelm:** Just to offer support for this, I view some things as expenditures and some things as investments, and the point of this is the hope that we will get much more than \$750,000

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back, we want to bring people here, we want to bring money, which all has economic impact to the state and for the cost, its quite reasonable.

**Rep. Warner:** I to would like to lend my support to this bill.

**Rep. Timm:** Any other discussion? We have a motion on the amendments. All those in favor of adopting the amendments say AYE. Voice vote. Motion carried. Amendments are adopted. Rep. Martinson moved a DO PASS as amended. Seconded by Rep. Boehm. Any further discussion? Roll Call vote will be taken for DO PASS as amended. (20) YES (1) NO. Motion Passes. Rep. Martinson will carry the bill to the floor.

**End of committee action on HB1022.**

PROPOSED AMENDMENTS TO HOUSE BILL NO. 1022

Page 1, line 2, after "department" insert "; to create and enact a new section to chapter 54-34.4 of the North Dakota Century Code, relating to copyright and trademark; and to amend and reenact sections 5-02-05 and 54-34.4-04 of the North Dakota Century Code, relating to celebrations and the motion picture advisory board"

Page 1, line 10, replace "3,220,437" with "3,250,437"

Page 1, remove line 12

Page 1, line 13, replace "655,863" with "1,405,863"

Page 1, line 14, replace "4,960,778" with "5,710,778"

Page 1, line 16, replace "4,597,778" with "5,347,778"

Page 1, after line 16, insert:

**"SECTION 2. AMENDMENT.** Section 5-02-05 of the 1999 Supplement to the North Dakota Century code is amended and reenacted as follows:

**5-02-05. Dispensing prohibited on certain days - Penalty.** Any person who dispenses or permits the consumption of alcoholic beverages on licensed premises after one a.m. on Sundays, before twelve noon on Sundays, or between the hours of one a.m. and eight a.m. on all other days of the week, or who dispenses alcoholic beverages or permits consumption of alcoholic beverages on licensed premises on Christmas Day, ~~after one a.m. on Thanksgiving Day,~~ or after six p.m. on Christmas Eve is guilty of a class A misdemeanor.

**SECTION 3. AMENDMENT.** Section 54-34.4-04 of the 1999 Supplement to the North Dakota Century Code is amended and reenacted as follows:

**54-34.4-04. North Dakota motion picture development office - Advisory board.** The North Dakota motion picture development office is a part of the tourism department. The office shall promote North Dakota as a location for shooting films, television shows, documentaries, and commercials, and shall provide technical expertise to persons desiring to use the state as a filming location. The director of the tourism department shall appoint staff necessary to fulfill the functions and duties of the office and ~~shall~~ may appoint an advisory board of no more than ten members to assist in advising the office and to provide technical expertise to offer prospective film companies seeking locations and advice. The board shall serve without compensation, except reimbursement for actual and necessary expenses at the same rate as allowed other state officers to be paid from funds available to the office within the limits of legislative appropriations.

**SECTION 4.** A new section to chapter 54-34.4 of the North Dakota Century Code is created and enacted as follows:

Copyright and trademark. The director of the tourism department may obtain copyright or trademark protection for anything that may be used to promote the policies listed in section 54-34.4-03. The director may license and charge a fee for photographs and logos and anything with copyright or trademark protection.

