

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2013

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HOUSE BILL 1100\*  
PROPOSED COMMITTEE SUBSTITUTE H1100-PCS40264-TA-46

Short Title: Boost State Nature/Heritage Tourism Industry.

(Public)

Sponsors:

Referred to:

May 19, 2014

1 A BILL TO BE ENTITLED  
2 AN ACT TO CREATE THE NATURE AND HERITAGE TOURISM ADVISORY BOARD  
3 AND TO DIRECT THE DEPARTMENT OF COMMERCE TO HIRE A CONSULTANT  
4 TO MAKE RECOMMENDATIONS REGARDING THE OPERATION OF STATE  
5 HISTORIC AND CULTURAL SITES.

6 The General Assembly of North Carolina enacts:

7 **SECTION 1.** Article 10 of Chapter 143B of the General Statutes is amended by  
8 adding a new Part to read:

9 "Part 2L. Nature and Heritage Tourism Advisory Board.

10 **"§ 143B-437.110. Nature and Heritage Tourism Advisory Board.**

11 (a) Creation. – There is created the Nature and Heritage Tourism Advisory Board,  
12 hereinafter referred to in this Part as the Advisory Board. The Advisory Board shall be located  
13 administratively within the Division of Tourism, Film, and Sports Development of the  
14 Department of Commerce but shall exercise its authority independently of that Department.

15 (b) Membership. – The Advisory Board shall consist of nine members who have  
16 knowledge and experience of the nature and heritage tourism industry, appointed as follows:

17 (1) Three members shall be appointed by the Governor.

18 (2) Three members shall be appointed by the Speaker of the House of  
19 Representatives.

20 (3) Three members shall be appointed by the President Pro Tempore of the  
21 Senate.

22 (c) Terms of Office and Vacancies. – Appointed members shall serve four-year terms  
23 of office beginning on September 1. Vacancy appointments shall be made by the appointing  
24 authority for the remainder of the term of office.

25 (d) Chair and Quorum. – The Advisory Board shall annually elect a chair from among  
26 its membership. The chair shall preside over the Advisory Board's meetings. A majority of the  
27 Advisory Board constitutes a quorum.

28 (e) Staffing and Expenses. – Staff to the Advisory Board shall be provided by the  
29 Department of Commerce. Members of the Advisory Board shall be reimbursed for travel and  
30 subsistence expenses at the rates allowed to State officers and employees by G.S. 138-6(a).

31 (f) Meetings. – The Advisory Board shall meet upon the call of the chair.

32 (g) Powers. – The Advisory Board shall have the power to make recommendations to  
33 the Secretary of Commerce and to the General Assembly with respect to the following:

34 (1) Methods for increasing nature and heritage tourism to and within the State.

35 (2) Methods for increasing the level of private investment in the State's nature  
36 and heritage tourism industry.



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- 1           (3)    Identification of the nature and heritage tourism potential of State-owned  
2                    facilities and assets.  
3           (4)    Methods of advertising the State's nature and heritage tourism industry.  
4           (5)    Improvement of interagency cooperation with respect to enhancing and  
5                    marketing the State's nature and heritage tourism industry."

6           **SECTION 2.** There is appropriated from the General Fund to the Department of  
7 Commerce the sum of one hundred thousand dollars (\$100,000) for the 2014-2015 fiscal year  
8 to hire a consultant to review the operation of State historic and cultural sites and to make  
9 recommendations for maximizing their value to the citizens of this State while simultaneously  
10 reducing the cost to the State for their operation. State agencies and employees shall fully  
11 cooperate with the consultant by providing requested information about the operation of State  
12 historic and cultural sites. The consultant shall report its findings to the Department of  
13 Commerce, to the Department of Cultural Resources, to the Department of Environment and  
14 Natural Resources, to the Department of Agriculture and Consumer Services, to the Wildlife  
15 Resources Commission, to the Legislative Research Commission, and to the Fiscal Research  
16 Division no later than October 1, 2015. The recommendations shall not include  
17 recommendations to sell State properties or to change the present use and character of State  
18 historic and cultural sites. The recommendations shall address at least the following:

- 19           (1)    Whether cost-savings could be realized by allowing private entities to  
20                    operate certain State sites.  
21           (2)    Whether limiting operating hours, mothballing, or imposing other  
22                    cost-savings measures should be adopted at certain historic and cultural  
23                    sites.

24           **SECTION 3.** This act becomes effective July 1, 2014.