

MAINE STATE LEGISLATURE

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OFFICE OF
THE GOVERNOR

NO. 13, FY 77/78
DATE February 22, 1978

PROVIDING FOR IMPROVED COORDINATION AND EFFECTIVENESS OF STATE AGENCY MARKETING AND INFORMATION EFFORTS FOR MAINE INDUSTRY...

WHEREAS, Several State agencies are involved in marketing and information efforts for Maine Industry, and

WHEREAS, continued attention must be given to maintain and improve the quality and effectiveness of those efforts, and

WHEREAS, coordination among the marketing and information agencies can lead to improved programs through the exchange of ideas, establishment of procedures and standards, and coordination of various efforts,

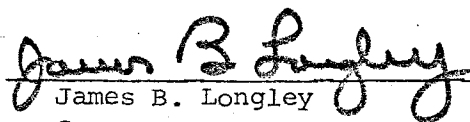
NOW, THEREFORE, I JAMES B. LONGLEY, Governor of the State of Maine, do hereby order that a Marketing and Information Committee be created as follows:

The Director of the State Development Office and the Commissioners of the Departments of Agriculture, Conservation, Inland Fisheries and Wildlife, Marine Resources, and Transportation shall each designate the primary staff member involved in marketing and information efforts in their respective agencies to be a member of the Marketing and Information Committee. The Committee shall have its initial meeting no later than March 15, 1978. The representative of the State Development Office shall be the Chairman of the Committee.

The Committee shall meet at reasonable intervals to provide for:

- (1) the exchange of ideas and approaches to marketing and information efforts,
- (2) informal standards and procedures to assure that program efforts are most effective,
- (3) the coordination of resources and program efforts as appropriate,
- (4) the development and implementation of the "Product of Maine" program and other statewide promotional efforts,
- (5) such inventories and assessments of state marketing and information efforts and legislative authorization as it deems necessary and provide its report and recommendations to improve agency capabilities to the Cabinet Economic Development Committee and the Commissioner of Inland Fisheries and Wildlife.

The Committee may establish criteria and a process for allowing representatives of other public, quasi-public or private marketing and information organizations to join the Committee in order to further the public interest in promoting Maine and its various industries.


James B. Longley
Governor

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