

MAINE STATE LEGISLATURE

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116th MAINE LEGISLATURE

FIRST REGULAR SESSION-1993

Legislative Document

No. 873

H.P. 642

House of Representatives, March 12, 1993

An Act to Establish the Maine Promotion Council Cooperative.

Reference to the Committee on Housing and Economic Development suggested and ordered printed.

A handwritten signature in cursive script that reads "Joseph W. Mayo".

JOSEPH W. MAYO, Clerk

Presented by Representative ZIRNKILTON of Mount Desert.
Cosponsored by Representative GWADOSKY of Fairfield, President DUTREMBLE of York
and
Representatives: MARTIN of Eagle Lake, PARADIS of Augusta, WHITCOMB of Waldo,
Senators: BUSTIN of Kennebec, CAHILL of Sagadahoc, CARPENTER of York, ESTY of
Cumberland, FOSTER of Hancock.

2
3 Be it enacted by the People of the State of Maine as follows:

4 Sec. 1. 5 MRSA §13071-A is enacted to read:

6 §13071-A. Maine Promotion Council Cooperative

8 1. Establishment; functions. The Maine Promotion Council
9 Cooperative, referred to in this section at the "council," is
10 established to serve the following functions:

12 A. To provide a forum in which participants may discuss
13 planning, development and execution of promotional programs
14 and examine opportunities for collaboration and coordination
15 of promotional efforts;

16 B. To develop a unified and consistent image of Maine and
17 its resources through the coordination of promotional
18 efforts; and

20 C. To increase opportunities for savings through block
21 purchasing, and through the use of advertising, printing,
22 design of promotional materials and other promotional
23 activities.

24 2. Organizations represented. The council consists of one
25 representative from each of the following: the Department of
26 Marine Resources; the Department of Agriculture, Food and Rural
27 Resources; Maine State Film Commission; Maine Tourism Commission;
28 Department of Economic and Community Development, Office of
29 Business Development; State Planning Office; University of Maine
30 Blueberry Advisory Committee; Lobster Promotion Council; Maine
31 Potato Board; Maine Dairy Promotion Board; and the Maine
32 Publicity Bureau. The commissioner may designate other
33 appropriate organizations.

34 3. Administration. The commissioner shall administer the
35 Maine Promotion Council Cooperative.

36 4. Meetings. The council shall meet at least 4 times each
37 year at the call of the commissioner.

38 5. Limitations. It is not the intent of this section to
39 centralize promotional efforts or require participation in joint
40 efforts.

41 6. Reports. The commissioner shall report areas of
42 collaboration identified and actions taken on behalf of the
43 council to the joint standing committee of the Legislature having
44 jurisdiction over economic development by January 15, 1994 and
45 June 15, 1994.

2 7. Sunset. Authorization for the council expires on July
3 1, 1994. In its final report, the commissioner shall provide
4 recommendations to the Governor and the Legislature concerning
5 the need for extending authorization for the council.

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8 **STATEMENT OF FACT**

9 This bill establishes the Maine Promotion Council
10 Cooperative. The purpose of the council is to look at ways in
11 which various promotional activities can be done more
12 cost-effectively and to provide opportunities for collaboration
13 and coordination of advertising efforts throughout the State.
14