



119th MAINE LEGISLATURE

FIRST REGULAR SESSION-1999

Legislative Document

No. 374

S.P. 138

In Senate, January 14, 1999

An Act to Enhance the Marketing and Promotion Capabilities of the Department of Inland Fisheries and Wildlife.

Submitted by the Department of Inland Fisheries and Wildlife pursuant to Joint Rule 204. Reference to the Committee on Inland Fisheries and Wildlife suggested and ordered printed.

JOY J. O'BRIEN Secretary of the Senate

Presented by Senator KILKELLY of Lincoln. Cosponsored by Representative BRYANT of Dixfield and Representatives: CHICK of Lebanon, CLARK of Millinocket, CROSS of Dover-Foxcroft, DAVIS of Falmouth, DUNLAP of Old Town, PERKINS of Penobscot, SCHNEIDER of Durham, TRAHAN of Waldoboro.

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

Sec. 1. 12 MRSA §7035, sub-§11, as amended by PL 1987, c. 534, 4 Pt. B, §§10 and 23, is further amended to read:

Promotion of hunting, camping. 6 11. fishing and The commissioner may implement a program designed to promote 8 fisheries and wildlife resources and attract hunters and fishermen to the State. As part of this program, the 10 commissioner may reduce the price of certain types of licenses for specified periods of time to promote license sales for 12 hunting and fishing in the State. This program may include coordination of activities between the public and private sectors and utilization of promotional missions, exhibits, brochures, 14 technical assistance and expertise as necessary to develop and 16 promote hunting, fishing and camping activities within the State. The commissioner shall coordinate program this with the 18 activities of the Department of Economic and Community Development. Any purchases made as a result of that coordination 20 shall must be by competitive bid.

Sec. 2. 12 MRSA §7035, sub-§16, as enacted by PL 1995, c. 667, Pt. A, §7, is amended to read:

16. Sale of general merchandise. The commissioner may
engage in the selling and marketing of general merchandise
products such as T-shirts, aprons, coffee mugs and greeting cards
when the express purpose is to accommodate public demand and
generate supplemental funds. These funds must be deposited in a
dedicated account to be used only for the purposes described in
this section. These funds may not be used for any costs
associated with a quarterly magazine produced by the department.

34

22

24

2

Sec. 3. 12 MRSA §7035, sub-§19 is enacted to read:

36 19. Dedicated accounts for accepting donations. The commissioner may create dedicated accounts to accept money and 38 may accept goods and services donated to the department to support specific programs carried out by the department. Any 40 money donated to the department in support of a specific program must be deposited into a dedicated account for the purpose of 42 funding activities carried out by that program.

44

SUMMARY

46 48

This bill does the following 3 things to improve and enhance the Commissioner of Inland Fisheries and Wildlife's authority to market and promote department programs. I. It authorizes the commissioner to reduce the price of certain types of licenses for specified periods of time to promote license sales for hunting and fishing.
 It allows the commissioner to accept donations in support of specific programs.
 It sets up dedicated accounts for these programs.