



FROV5C-1 : 6/1/2023 : SS  
AMENDMENT TO THE SUBSTITUTE FOR HB445  
1ST ORR AMENDMENT TO HB445  
OFFERED BY SENATOR ORR

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Replace line 23 on page 1 with the following:

        This bill would include the Chairs of the  
Senate Finance and Taxation Education Committee and  
Ways and Means Education Committee and the ranking  
minority member of each committee, or their designees,  
to the Tourism Advisory Board.

This bill would also make technical edits to the

Replace line 43 on page 2 with the following:

        after the effective date of this act; to amend  
Section 41-7-3, Code of Alabama 1975 to include the  
Chairs of the Senate Finance and Taxation Education  
Committee and Ways and Means Education Committee and  
the ranking minority member of each committee, or  
their designees, to the Tourism Advisory Board; and to  
amend Sections

Replace line 154 on page 6 with the following:

        tourism destination projects located in  
targeted or jumpstart



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27           Replace line 222 on page 8 with the following:

28           Section 3. Section 41-7-3, Code of Alabama 1975, is  
29 amended as follows:

30           "§41-7-3

31           (a) There is established the Advisory Board to the  
32 Alabama Tourism Department to advise and assist the  
33 director. The board shall be composed of ~~21~~25 members  
34 who shall be appointed as follows:

35           (1) Two members who shall be appointed by the Governor  
36 from a list of three persons for each board position  
37 which shall be submitted to the Governor by the  
38 Alabama Travel Council, or its successor organization.

39           (2) Two members who shall be appointed by the Governor  
40 from a list of three persons for each board position  
41 which shall be submitted to the Governor by the  
42 Alabama Hospitality Association, or its successor  
43 organization.

44           (3) Two members who shall be appointed by the Governor  
45 from a list of three persons for each board position  
46 which shall be submitted to the Governor by the  
47 Alabama Association of Convention and Visitor Bureaus,  
48 or its successor organization.

49           (4) Two members who shall be appointed by the Governor  
50 from a list of three persons for each board position  
51 which shall be submitted to the Governor from the  
52 Alabama Restaurant Association, or its successor



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- 53 organization.
- 54 (5) Two members who shall be appointed by the Governor  
55 from a list of three persons for each board position  
56 which shall be submitted to the Governor from the  
57 Alabama Cooperative Extension System who shall be  
58 representatives of the private sector rural tourism  
59 industry.
- 60 (6) Two members who shall be appointed by the Governor  
61 from a list of three persons for each board position  
62 which shall be submitted to the Governor from the  
63 Economic Development Association of Alabama, or its  
64 successor organization.
- 65 (7) Three members appointed by the Governor who are  
66 not current full-time public officials or public  
67 employees, but who are representatives of the private  
68 sector of the tourism industry in Alabama.
- 69 (8) The Director of the Alabama State Parks who shall  
70 serve as an ex officio member.
- 71 (9) The Director of the Alabama Historical Commission  
72 who shall serve as an ex officio member.
- 73 (10) The Director of the Alabama State Council on the  
74 Arts who shall serve as an ex officio member.
- 75 (11) The Director of the Alabama Cooperative Extension  
76 Service who shall serve as an ex officio member.
- 77 (12) The Director of the Alabama Department of Public  
78 Safety who shall serve as an ex officio member.



79 (13) The Director of the Alabama Department of  
80 Transportation who shall serve as an ex officio  
81 member.

82 (14) The Chair of the Senate Finance and Taxation  
83 Education Committee, the Chair of the House Ways and  
84 Means Education Committee, and the ranking minority  
85 member of each committee, or their designees.

86 (b) Ex officio members of the board shall be voting  
87 members, but shall serve as a member of the board only  
88 as long as the ex officio member holds his or her  
89 respective office. Each member not serving in an ex  
90 officio capacity shall be appointed to a six-year term  
91 except for the initial appointments of one of the  
92 members for each of the positions designated in  
93 subsection (a), subdivisions (1) to (5), inclusive,  
94 which shall be appointed to initial three-year terms.  
95 Members shall serve until their successors are  
96 appointed and qualified. Vacancies which occur other  
97 than by expiration of the term shall be filled for the  
98 unexpired term only.

99 (c) The members of the board shall serve without  
100 compensation but shall be entitled to reimbursement  
101 for actual and necessary expenses incurred in the  
102 performance of their duties as members.

103 (d) The director shall be a nonvoting member of the  
104 board.



105 (e) Members of the board shall be residents of the  
106 State of Alabama, and to the extent possible,  
107 appointments to the board shall be made from all  
108 geographic regions of the State of Alabama in order to  
109 promote economic diversity from throughout the state.  
110 Appointments to the board shall include Black and  
111 other minority representation, and to the extent  
112 possible, the appointments shall reflect the  
113 percentage of minority population of the state and the  
114 gender and urban and rural diversity of the state.  
115 Those members of the board not serving in an ex  
116 officio capacity shall be actively employed in the  
117 tourism industry throughout the term of their  
118 appointment, and if the member ceases to be so  
119 employed, that person shall immediately cease to be a  
120 member of the board, and the appointing authority  
121 shall promptly appoint a new member in the manner  
122 consistent with the initial appointment procedure to  
123 fill the remainder of the term.

124 (f) All members shall be notified in writing of the  
125 time and place of any regular or special meeting. Any  
126 member who misses four consecutive regularly scheduled  
127 meetings shall immediately cease to be a member of the  
128 board, and the appointing authority shall promptly  
129 appoint a new member in the manner consistent with the  
130 initial appointment procedure to fill the remainder of



131 the term. Such meeting requirements shall not apply to  
132 the director nor to ex officio members.

133 (g) The board shall meet at least quarterly, and shall  
134 perform the following duties:

135 (1) Serve as a body to advise the director and private  
136 persons on the development and implementation of state  
137 policies and programs relating to tourism and  
138 recreation and to assist in the coordination of these  
139 activities.

140 (2) Adopt bylaws, elect officers, including a  
141 chairperson, and establish procedures for its  
142 operation.

143 (3) Advise and review marketing and annual advertising  
144 plans developed by the department. The comprehensive  
145 marketing plan shall be directed toward the  
146 accomplishment of at least the following purposes:

147 a. Maximizing the return on public and private  
148 investment and tourism.

149 b. Encouraging longer stays by visitors to Alabama.

150 c. Assisting local entities in attracting conferences  
151 and conventions.

152 d. Reducing season fluctuations in travel and tourist  
153 related industries.

154 e. Encouraging visitors to be destination oriented in  
155 this state.

156 f. Encouraging visitors from foreign countries to



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157 visit Alabama.

158 g. Encouraging Alabamians to vacation in Alabama.

159 (h) Seek and review the views of all levels of  
160 government and the private sector with respect to  
161 state programs and policies for the promotion and  
162 assistance of tourism.

163 (i) Cooperate and provide expertise for communities  
164 and tourism marketing associations in the development  
165 and promotion of their tourism attractions and  
166 businesses.

167 (j) Establish working committees to advise the  
168 department with specific areas of operation including  
169 marketing, advertising, regional issues,  
170 administration of grant and co-op programs, and  
171 product and service development."

172  
173 Replace on line 222, page 8

174 Section 4. Sections 41-10-47.03 and  
175 41-10-47.04, Code

176  
177 Replace on line 296, page 11

178 Section 5. This act shall become effective  
179 immediately

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