

SENATE COMMITTEE ON  
TRADE AND ECONOMIC DEVELOPMENT

February 21, 1995           Hearing Room 137  
8:30 a.m.               Tapes 28-29

MEMBERS PRESENT:           Sen. John Lim, Chair  
Sen. Bill Kennemer, Vice-Chair  
Sen. Bill Bradbury  
Sen. Gene Derfler  
Sen. Joan Dukes

MEMBERS EXCUSED:

STAFF PRESENT:           Joseph Cortright, Executive Officer  
Jeri Chase, Office Manager  
Bobby Sullinger, Committee Assistant

WITNESSES:                       Joe D'Alessandro, Director of Tourism Division, EDD  
                                  Harold Pollin, Chair, Travel Industry Council of Oregon (TICO)  
Task Force/Member, Governor's Tourism Council                       Larry Harvey, Director of Governmental Affairs, Travel Industry  
Oregon (TICO)                       Jon Jaqua, Deputy Director, Oregon Economic Development

MEASURES HEARD:           SB 354 - Abolishes Oregon Tourism Council - PH & PWS

These minutes contain materials which paraphrase and/or summarize  
statements made during this session. Only text enclosed in quotation marks  
report a speaker's exact words. For complete contents of the proceedings,  
please refer to the tapes.

TAPE 28, SIDE A

001     CHAIR LIM:       Brings the committee to order at 8:34 a.m.

004     CHAIR LIM:       Overviews letter from Steven H. Corey representing the Oregon  
Tourism Council [EXHIBIT A].

SB 354 - Abolishes Oregon Tourism Council - Public Hearing

015     CHAIR LIM:       Opens PUBLIC HEARING on SB 354.

017     CORTRIGHT:       Overviews Staff Measure Summary of SB 354 [EXHIBIT B].

041     Committee discussion relating to budgeted funding for the Tourism  
Council.

053     SEN. DERFLER:    How does this bill relate to the Oregon Economic  
Development Department (OEDD) commission?

056     Committee discussion relating to relationship between OEDD commission  
and tourism commission.

091     Committee discussion relating to appointment process of tourism  
commission.

113     JON JAQUA:       Presents comment testimony relating to SB 354.

153     JOE D'ALESSANDRO:   Presents testimony in favor of SB 354 and overviews  
Oregon's Visitor Industry [EXHIBIT C].

216     D'ALESSANDRO:    Continues to present [EXHIBIT C].

226     D'ALESSANDRO:    Overviews A Vision For the Tourism Industry in Oregon  
[EXHIBIT D].

240     D'ALESSANDRO:    Overviews A plan for the Tourism Industry in Oregon  
[EXHIBIT E ].

252     D'ALESSANDRO:    Overviews Tourism in Oregon - 1993-1995 Oregon Tourism  
Division Marketing Plan [EXHIBIT F].

267     D'ALESSANDRO:    Overviews Along the Oregon Trail ...[EXHIBIT G].

270     D'ALESSANDRO:    Overviews From the top of Mt. McLoughlin in Oregon...  
[EXHIBIT H].

280     D'ALESSANDRO:    Overviews The Official Travel Guide - Oregon [EXHIBIT I ].

286     D'ALESSANDRO:    Overviews The 1994 Oregon Traveler's Guide To  
Accommodations - Where To Stay In Oregon [EXHIBIT J].

293     D'ALESSANDRO:    Overviews Let Us Entertain You - A Guide To Oregon's Star  
Attractions [EXHIBIT K].

298     D'ALESSANDRO:    Overviews Roads Less Traveled - A Guide To Oregon's Scenic  
Drives [EXHIBIT L].

358     D'ALESSANDRO:    Continues testimony in favor SB 354.

372     D'ALESSANDRO:    Continues testimony in favor SB 354. (Marketing Programs)

385     D'ALESSANDRO:    Continues testimony in favor SB 354. (Effectiveness of the

tourism promotional campaign).

TAPE 29, SIDE A

013 D'ALESSANDRO: Continues testimony in favor SB 354. (Presents Concludes  
019 SEN. KENNEMER: How are we doing in dollar figures spent by tourist?  
024 D'ALESSANDRO: Responds to committee discussion.  
032 Committee discussion.  
038 SEN. DERFLER: What will the changes your proposing allow you to do that  
your not able to do now?  
042 D'ALESSANDRO: Responds to committee discussion.  
049 Committee discussion.  
053 D'ALESSANDRO: Responds to committee discussion.  
076 SEN. KENNEMER: Could you explain the relationship between the Tourism  
Commission and OEDD's Commission?  
083 JAQUA: Responds to committee discussion relating to relationship between  
proposed Tourism Commission and OEDD.  
126 Committee discussion.  
133 LARRY HARVEY: Presents written testimony in favor of SB 354 [EXHIBIT M],  
Overviews Travel Industry Council of Oregon Membership List [EXHIBIT N].  
183 HARVEY: Continues presenting written testimony [EXHIBIT M].  
238 HARVEY: Continues presenting written testimony [EXHIBIT M].  
254 HARVEY: Overviews Travel Industry Council of Oregon - Legislative  
Proposal for Oregon's Tourism Industry [EXHIBIT O].  
265 HARVEY: Continues presenting written testimony [EXHIBIT M].  
297 HAROLD POLLIN: Presents testimony in favor of SB 354.  
350 POLLIN: Continues testimony in favor of SB 354. (Private sector funding  
of tourism).  
443 SEN. DERFLER: Your comparison to money spend by government on tourism and  
population of those states are not accurate??????????  
470 POLLIN: Responds to committee discussion.

TAPE 28, SIDE B

029 SEN. DERFLER: Comments on the reluctance of the legislature giving up the  
control over governments funds, and the c  
066 POLLIN: Responds to committee discussion relating to legislative  
controls.  
070 SEN. DERFLER: What can you do with this measure that you could not do  
without out?  
071 POLLIN: Responds to committee discussion relating to what the bill does  
with private vs. public funds. The commission wants to raise private funds  
in addition to keeping public funds.  
121 HARVEY: Are you asking if TICO as an organization would have control over  
the tourism budget?  
124 SEN. DERFLER: Yes,  
129 HARVEY: Responds to committee discussion.  
148 SEN. BRADBURY: Clarify  
159 POLLIN: Responds to committee discussion relating to appointments.  
185 SEN. BRADBURY:  
189 POLLIN: Responds to committee discussion.  
202 HARVEY: Responds to committee discussion relating to marketing policy.  
216 Committee discussion.  
221 CHAIR LIM: Closed PUBLIC HEARING on SB 354.  
222 CHAIR LIM: Adjourns committee meeting at 10:30 a.m.

Submitted by

Bobby Sullinger  
EXHIBIT LOG

EXHIBIT A -