

**House File 686 - Reprinted**

HOUSE FILE 686

BY COMMITTEE ON APPROPRIATIONS

(SUCCESSOR TO HSB 238)

(As Amended and Passed by the House April 25, 2011)

**A BILL FOR**

1 An Act relating to a state marketing and advertising  
2 expenditure plan and including effective date and  
3 retroactive applicability provisions.

4 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1 Section 1. STATE MARKETING AND ADVERTISING EXPENDITURES  
2 TASK FORCE.

3 1. A state marketing and advertising expenditures task  
4 force is established to study and review state advertising  
5 and marketing purchases, to include public notices for the  
6 purposes of this Act, and to develop a plan for collaboration  
7 among state agencies in marketing and advertising expenditures.  
8 The task force shall consider all advertising and marketing  
9 purchases by each agency or authority of the state, including  
10 any advertising or marketing expenditure paid for with federal  
11 or other moneys, and shall consider the specific needs of  
12 each agency or authority when completing the review of such  
13 purchases and in developing a state marketing and advertising  
14 expenditure plan.

15 2. The task force shall consist of all of the following  
16 members:

17 a. The chief executive officer of the Iowa lottery authority  
18 or the chief executive officer's designee.

19 b. The director of the department of economic development or  
20 the director's designee.

21 c. The director of the department of public health or the  
22 director's designee.

23 d. The president of the university of Iowa or the  
24 president's designee.

25 e. The president of the Iowa state university of science and  
26 technology or the president's designee.

27 f. The president of the university of northern Iowa or the  
28 president's designee.

29 g. The secretary of the Iowa state fair board or the  
30 president's designee.

31 h. The director of the department of administrative  
32 services or the director's designee.

33 i. The director of the department of transportation or the  
34 director's designee.

35 j. The director of the department of natural resources or

1 the director's designee.

2 3. The chief executive officer of the Iowa lottery  
3 authority, or the chief executive officer's designee shall  
4 serve as the chairperson of the task force.

5 4. The Iowa lottery authority shall provide staff  
6 assistance and administrative support to the task force.

7 5. The task force shall meet at least quarterly and shall  
8 submit the state marketing and advertising expenditure plan  
9 to the governor and the general assembly by December 31,  
10 2011. The task force shall adopt rules for the operation of  
11 the task force. The task force shall determine any possible  
12 efficiencies in marketing or advertising expenditures, and upon  
13 a unanimous vote of the task force may agree to collaborations  
14 in marketing or advertising expenditures if the task force  
15 determines that marketing or advertising efficiencies can  
16 be reached by such collaboration. A state agency that is a  
17 member of the task force may, subject to any other provision or  
18 limitation of law, implement such collaborations agreed to by a  
19 unanimous vote of the task force.

20 6. The task force may keep pricing, product service,  
21 business strategy, marketing, or purchasing information  
22 confidential if the release of such information would give an  
23 advantage to competitors, vendors, or other parties. The task  
24 force may hold a closed session to discuss such matters.

25 7. Members of the task force shall not receive a per diem,  
26 shall not be reimbursed for actual and necessary expenses while  
27 in attendance at any meeting, and shall not be reimbursed for  
28 travel expenses.

29 Sec. 2. EFFECTIVE UPON ENACTMENT AND RETROACTIVE  
30 APPLICABILITY. This Act, being deemed of immediate importance,  
31 takes effect upon enactment and applies retroactively to April  
32 1, 2011.