

Honolulu, Hawaii

APR 26 2019

RE: S.B. No. 763
S.D. 2
H.D. 1
C.D. 1

Honorable Ronald D. Kouchi
President of the Senate
Thirtieth State Legislature
Regular Session of 2019
State of Hawaii

Honorable Scott K. Saiki
Speaker, House of Representatives
Thirtieth State Legislature
Regular Session of 2019
State of Hawaii

Sirs:

Your Committee on Conference on the disagreeing vote of the Senate to the amendments proposed by the House of Representatives in S.B. No. 763, S.D. 2, H.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO ADVERTISING AND MARKETING,"

having met, and after full and free discussion, has agreed to recommend and does recommend to the respective Houses the final passage of this bill in an amended form.

The purpose of this measure is to require the Department of Business, Economic Development, and Tourism, in consultation with the Department of Agriculture, to conduct a study to assess the impact of companies selling products in the United States using place-based marketing without any material ties to the State and appropriate funds for the study.

Your Committee on Conference finds that a study is needed to assess the impacts of companies selling products in the United States using place-based marketing without any material ties to the State, so as to enable the State to protect itself from economic



exploitation and protect consumers against dishonest or misleading marketing.

Your Committee on Conference has amended this measure by:

- (1) Specifying an appropriation amount of \$150,000;
- (2) Changing the effective date to July 1, 2019; and
- (3) Making technical, nonsubstantive amendments for the purposes of clarity and consistency.

As affirmed by the record of votes of the managers of your Committee on Conference that is attached to this report, your Committee on Conference is in accord with the intent and purpose of S.B. No. 763, S.D. 2, H.D. 1, as amended herein, and recommends that it pass Final Reading in the form attached hereto as S.B. No. 763, S.D. 2, H.D. 1, C.D. 1.

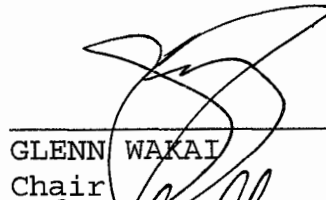
Respectfully submitted on behalf
of the managers:

ON THE PART OF THE HOUSE

ON THE PART OF THE SENATE



ANGUS L.K. MCKELVEY
Co-Chair



GLENN WAKAI
Chair



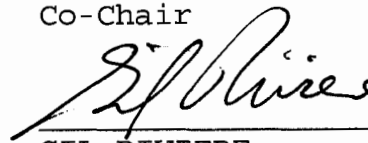
RICHARD P. CREAGAN
Co-Chair



MIKE GABBARD
Co-Chair



LISA KITAGAWA
Co-Chair



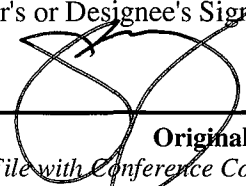

GIL RIVIERE
Co-Chair



Hawai'i State Legislature

CCR 164

Record of Votes of a Conference Committee

Bill / Concurrent Resolution No.: SB 763, SD 2, HD 1					Date/Time: 4/26/19 4:12 pm						
<input checked="" type="checkbox"/> The recommendation of the House and Senate managers is to pass with amendments (CD).											
<input type="checkbox"/> The Committee is reconsidering its previous decision.											
<input type="checkbox"/> The recommendation of the Senate Manager(s) is to AGREE to the House amendments made to the Senate Measure					<input type="checkbox"/> The recommendation of the House Manager(s) is to AGREE to the Senate amendments made to the House Measure.						
Senate Managers		A	WR	N	E	House Managers		A	WR	N	E
WAKAI, Glenn, Chr.		✓	✓			MCKELVEY, Angus L.K., Co-Chr.		✓	✓		
GABBARD, Mike, Co-Chr.		✓	✓			CREAGAN, Richard P., Co-Chr.		✓	✓		
RIVIERE, Gil, Co-Chr.		✓	✓			KITAGAWA, Lisa, Co-Chr.		✓	✓		
FEVELLA, Kurt		✓				MATSUMOTO, Lauren		✓			
TOTAL		4	0	0	0	TOTAL		4	0	0	0
A = Aye		WR = Aye with Reservations			N = Nay		E = Excused				
Senate Recommendation is:						House Recommendation is:					
<input checked="" type="checkbox"/> Adopted		<input type="checkbox"/> Not Adopted				<input checked="" type="checkbox"/> Adopted		<input type="checkbox"/> Not Adopted			
Senate Lead Chair's or Designee's Signature:						House Lead Chair's or Designee's Signature:					
											
Distribution:		Original		Yellow		Pink		Goldenrod			
		File with Conference Committee Report		House Clerk's Office		Senate Clerk's Office		Drafting Agency			