

STAND. COM. REP. NO.

860

Honolulu, Hawaii

MAR 01 2019

RE: S.B. No. 763
S.D. 2

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

Sir:

Your Committee on Ways and Means, to which was referred S.B. No. 763, S.D. 1, entitled:

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

begs leave to report as follows:

The purpose and intent of this measure is to require that the Department of Business, Economic Development, and Tourism, in consultation with the Department of Agriculture, conduct a study assessing the economic impacts of and recommending solutions to the sale of products in the United States using misleading place-based marketing, or the sale of products held out to be of or from Hawaii but that actually have no material connection to the State.

Your Committee received written comments in support of this measure from the Oahu County Committee on Legislative Priorities of the Democratic Party of Hawaii, Hawaii Coffee Association, Shaka Tea, Onomea Tea Company, Kamiloiki Brand Mamaki, and seven individuals.

Your Committee received written comments on this measure from the Department of Business, Economic Development, and Tourism.

Your Committee finds that this measure will help protect the integrity of Hawaii's brands and economy by establishing the scope of and offering solutions to the issue of companies selling products in the United States using place-based marketing having



no material connection to the State, a practice that disadvantages local companies and producers.

Your Committee has amended this measure by:

- (1) Changing the appropriation to an unspecified amount; and
- (2) Changing the effective date to July 1, 2050, to facilitate further discussion on the measure.

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

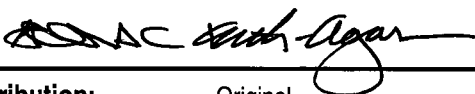
Respectfully submitted on
behalf of the members of the
Committee on Ways and Means,


DONOVAN M. DELA CRUZ, Chair



The Senate
Thirtieth Legislature
State of Hawai'i

Record of Votes
Committee on Ways and Means
WAM

Bill / Resolution No.:*	Committee Referral:	Date:		
SB763 SDI	EET/AEN, WAM	2/19/19		
<input type="checkbox"/> The Committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is:				
<input type="checkbox"/> Pass, unamended 2312	<input checked="" type="checkbox"/> Pass, with amendments 2311	<input type="checkbox"/> Hold 2310		
<input type="checkbox"/> Recommit 2313				
Members	Aye	Aye (WR)	Nay	Excused
DELA CRUZ, Donovan M. (C)	X			
KEITH-AGARAN, Gilbert S.C. (VC)	X			
ENGLISH, J. Kalani	X			
HARIMOTO, Breene				X
INOUYE, Lorraine R.	X			
KAHELE, Kaiali'i				X
KANUHA, Dru Mamo	X			
KIDANI, Michelle N.	X			
MORIWAKI, Sharon Y.	X			
RIVIERE, Gil	X			
SHIMABUKURO, Maile S.L.				X
TANIGUCHI, Brian T.				X
FEVELLA, Kurt	X			
TOTAL	9			4
Recommendation:				
<input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted				
Chair's or Designee's Signature:				
				
Distribution:				
Original	Yellow	Pink	Goldenrod	
File with Committee Report	Clerk's Office	Drafting Agency	Committee File Copy	

*Only one measure per Record of Votes