

HOUSE No. 3416

By Mr. Turkington of Falmouth, petition of Eric Turkington and others relative to tourist information boards. Tourism, Arts and Cultural Development.

The Commonwealth of Massachusetts

PETITION OF:

Eric Turkington	Michael R. Knapik
Angelo J. Puppolo, Jr.	Peter V. Kocot
Christopher J. Donelan	Sarah K. Peake
Denis E. Guyer	Mary S. Rogeness
Michael F. Kane	Todd M. Smola
Stephen J. Buoniconti	Rosemary Sandlin
Cheryl A. Coakley-Rivera	James T. Welch
Cleon H. Turner	John W. Scibak

In the Year Two Thousand and Seven.

AN ACT RELATIVE TO TOURIST INFORMATION BOARDS.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

- 1 Chapter 23A of the General Laws is hereby amended by inserting
- 2 after section 13C the following section:—
- 3 Sections 13½. There shall be established a Tourist Information
- 4 Board Program within the Office of Travel and Tourism that shall be
- 5 responsible for erecting a series of Tourist Information Boards at
- 6 each of Massachusetts’ state borders, where the Federal Interstate
- 7 Highway system enters the Commonwealth, as well as, the entrance
- 8 of the Massachusetts Turnpike Authority at the New York state line.
- 9 The Tourist Information Boards shall list the Commonwealth’s
- 10 major tourist attractions, as well as, local attractions. The Tourist
- 11 Information Boards shall provide motorists entering Massachusetts
- 12 with a list of various tourist destinations along with directions to
- 13 them.
- 14 A policy regarding which tourist attractions will be listed on the
- 15 Tourist Information Boards shall be promulgated by the Massachu-
- 16 setts Office of Travel and Tourism, in consultation with the thirteen

17 regional tourist councils and the committee on Tourism, Arts, and
18 Cultural Development. The Massachusetts Office of Travel and
19 Tourism and the Massachusetts Highway Department shall be
20 responsible for designing and installing the Tourist Information
21 Boards.

22 The Massachusetts Office of Travel and Tourism, in consultation
23 with the joint Committee on Tourism, Arts, and Cultural Develop-
24 ment, shall further enhance the effectiveness of these Tourist Infor-
25 mation Boards by investigating the possible use of low frequency
26 radio stations to provide motorists with additional information on the
27 listed tourist attractions