

HOUSE . . . No. 167

By Mr. Sullivan of Boston, petition of P. Gilbert Sullivan for establishment in the Department of Public Works of a division of tourist information and prescribing the powers and duties of such a division. State Administration.

The Commonwealth of Massachusetts

In the Year One Thousand Nine Hundred and Thirty-Seven.

An Act establishing a Division of Tourist Information in
the Department of Public Works.

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

1 SECTION 1. There is by this act established within
2 the Massachusetts department of public works a
3 division to be known as the Division of Tourist
4 Information.

1 SECTION 2. This aforesaid division shall immedi-
2 ately upon its establishment cause to be constructed
3 and thereafter erected and operated at strategic
4 points of traffic control on state highways which
5 locations it will determine, a number of portable
6 tourist information booths, not exceeding forty in
7 number which booths are to be of standard design,
8 equipped with telephone and wired for lighting and
9 are to have reflector button lettering on metal identi-

10 fication signs designating these booths as the source
11 of official tourist information for the commonwealth.

1 SECTION 3. (a) The aforesaid division shall be
2 responsible for the maintenance, replacement and
3 additions to these booths and for the supervision of
4 their operations which shall be for a minimum annual
5 period of no less than the four months. It shall for
6 this purpose employ tourist information clerks whose
7 employment shall not be subject to the provisions of
8 chapter thirty-one of the General Laws.

9 (b) These clerks shall be assembled each year prior
10 to their employment, at a central location in the
11 commonwealth for a series of instructions on matters
12 pertaining to highway information, on points of his-
13 torical interest in the state, on points of recreational
14 interest and for the imparting of data on natural
15 resources and manufacturing opportunities.

1 SECTION 4. There shall be located in each informa-
2 tion booth established in the commonwealth a litera-
3 ture display rack of standard design with a minimum
4 of seventy-two compartments. The division of tour-
5 ist information shall by this act be authorized to
6 contract for the commonwealth to rent to whom it
7 considers as acceptable Massachusetts advertisers
8 with an interest in reaching the summer tourist traffic
9 the use of these compartments in these booths. For
10 this a rental charge, which shall not be less than forty
11 dollars for a four-month summer season for one com-
12 partment in one booth, shall be made. The division
13 of tourist information shall endeavor to offer for distri-
14 bution as a part of these contracts as much free litera-
15 ture as the contracting advertiser shall supply, dis-

16 pensing it from definitely assigned compartments in
17 as many display compartments in as many booths as
18 shall be contracted for by the advertiser. It shall
19 maintain a constant supply of this literature in each
20 compartment and in each booth called for in the
21 contract.

1 SECTION 5. All rental charges collected by the
2 division of tourist information shall be paid into the
3 general fund of the treasury of the commonwealth.

1 SECTION 6. The division of tourist information
2 shall be under the supervision of a director, appointed
3 by the chairman of the board of commissioners of the
4 Massachusetts department of public works, and with
5 the approval of the governor and the council. He
6 shall be compensated for full time services at an
7 annual salary of no more than four thousand dollars.

1 SECTION 7. (a) For the formation of matters of
2 policy there shall by this act be created an advisory
3 council which shall be known as the State Advertis-
4 ing Board within the division of tourist information.
5 The director shall serve as chairman of the board.
6 The membership on this board shall comprise the fol-
7 lowing: the commissioner of labor and industries or
8 his representative, the commissioner of conservation,
9 the commissioner of education, the state highway
10 engineer, the chairman or his representative of the
11 state planning board, the registrar of motor vehicles,
12 the executive officer of the Massachusetts state police,
13 the chairman of the metropolitan district commission
14 and eight citizens to be appointed for designated suc-
15 cessive terms of from one to eight years by the gov-

16 ernor and with the approval of the council, one to
17 represent the New England council, one the state
18 chamber of commerce, one the bus transportation
19 field, one the rail transportation field, one the water
20 transportation field, one the airline transportation
21 field, one the hotel field and one the port authority
22 of the port of Boston.

23 (b) Members of this board shall serve without
24 compensation, being allowed however such remunera-
25 tion for travelling expenses as they shall incur in the
26 regular course of their duties.

27 (c) This board shall meet at least four times annu-
28 ally in executive session at the call of the chairman.

1 SECTION 8. The director of the division of tourist
2 information shall be charged with the responsibility
3 of organizing and supervising the following activities
4 of the division.

5 (a) Provisions for the editorial criticism and ap-
6 proval of all literature intended to be distributed
7 through the medium of the tourist information booths
8 in the commonwealth.

9 (b) Provisions for the preparation, writing and pro-
10 duction of all literature of tourist information dis-
11 tributed in any way whatsoever by the state or of
12 any department in its government and for which
13 definite appropriations may be made.

14 (c) Provisions for the preparation and the execu-
15 tion of the general plan for the official advertising of
16 the recreational and industrial advantages of the
17 commonwealth, employing all publicity media and
18 for which definite appropriations may be made.

19 (d) Provisions for the construction, erection and

20 maintenance of the tourist information booths estab-
21 lished throughout the state.

22 (e) Provisions for employing and instructing a staff
23 of information clerks for work in the booths through-
24 out the state.

25 (f) Provisions for supervising clerks in the field
26 and of servicing the booths with a constant supply of
27 literature for display racks and of providing up to the
28 minute pertinent information to all these field clerks.

29 (g) Provisions for the contracting and servicing of
30 prospective and actual users of the display rack
31 rental service.

32 (h) Provisions for co-ordinating studies, assembling
33 and conducting researches for other units of the divi-
34 sion on the subject of recreational advertising, gen-
35 erally and of its specific application to the common-
36 wealth of Massachusetts.

37 (i) Provisions for the administrative control of the
38 various functions of the division for which purpose
39 quarters shall be provided in buildings of the com-
40 monwealth.

1 SECTION 9. For the express purpose of purchasing
2 materials and furnishings for these booths and to be
3 expended only with the understanding that the entire
4 labor cost in their construction and erection and loca-
5 tion shall be defrayed from a federal grant in aid as
6 a work project under the sponsorship of the Massa-
7 chusetts department of public works, there may be
8 expended by the department of public works for
9 costs other than labor costs in the establishment of
10 these booths such sums, not exceeding twenty-five
11 thousand dollars, as may be hereafter appropriated
12 therefor.

