

HOUSE No. 4020

Section 89 contained in the engrossed Bill making appropriations for the fiscal year 2020 (see House, No. 4000), which had been returned by His Excellency the Governor with recommendation of amendment (for message, see Attachment F of House, No. 4014). July 31, 2019.

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-First General Court
(2019-2020)**

An Act establishing a restaurant promotion commission.

Whereas, The deferred operation of this act would tend to defeat its purpose, which is to forthwith provide for a restaurant promotion commission, therefore it is hereby declared to be an emergency law, necessary for the immediate preservation of the public convenience.

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 shall be a special commission, known as the restaurant promotion
2 commission to review and develop recommendations and best practices for the promotion and
3 continued growth and vitality of the restaurant industry in the commonwealth. The commission
4 shall consist of the following 11 members: the house and senate chairs of the joint committee on
5 tourism, arts and cultural development; 3 persons to be appointed by the speaker of the house of
6 representatives; 3 persons to be appointed by the president of the senate; 1 person to be
7 appointed by the minority leader of the house of representatives; 1 person to be appointed by the
8 minority leader of the senate; and the executive director of the Massachusetts office of travel and
9 tourism, or their designee, who shall serve as chair of the commission.

10 The commission shall examine ways to increase promotion of and visitation to
11 restaurants operating in the commonwealth, including but not limited to: challenges to
12 maintaining and operating restaurants, including issues related to the training, development and
13 retention of the industry’s workforce; barriers to establishing new restaurants; licensing and
14 permitting issues impacting emerging business models; strategies for increased marketing to
15 attract visitors to the commonwealth’s restaurants; and strategies for cross-promotional
16 partnerships, including but not limited to partnerships with the hospitality, agriculture and
17 seafood industries. The commission shall consider successful programs and national and local
18 best practices.

19 The commission shall recommend programs for the use of the funds available in item
20 7008-1024. The commission shall hold its first meeting not later than 30 days after the effective
21 date of this act and shall meet not less frequently than monthly thereafter. The commission shall
22 hold meetings in various geographic regions of the commonwealth. The chair of the commission
23 shall work to facilitate information and data requests of the commission members, ensure that the
24 work of the commission incorporates feedback from the industry statewide and coordinate
25 interagency cooperation. The commission shall submit a report of its review and its
26 recommendations, if any, together with drafts of legislation necessary to carry those
27 recommendations into effect by filing the same with the clerks of the house of representatives
28 and the senate not later than January 31, 2020.

29 SECTION 2. This act shall take effect as of July 1, 2019.