

SUBJECT: Allowing the Texas Water Development Board to sell promotional items

COMMITTEE: Natural Resources — favorable, without amendment

VOTE: 7 ayes — Ritter, Callegari, Corte, Creighton, Frost, Laubenberg, D. Miller

0 nays

4 absent — T. King, Lucio, Martinez Fischer, Smithee

WITNESSES: For — None

Against — None

On — (*Registered, but did not testify*: J. Kevin Ward, Texas Water Development Board)

DIGEST: HB 4110 would allow the executive director of the Texas Water Development Board's (TWDB), with the approval of the TWDB board, to purchase, donate, sell, or contract for the sale of promotional items to promote TWDB's programs. TWDB could use its website to advertise and sell the promotional items, which would include:

- caps or other clothing;
- posters;
- banners;
- calendars;
- books;
- prints; and
- other items as determined by TWDB.

Money from the sale of promotional items would be deposited in the general revenue fund and could be used only by TWDB to further development its programs.

Dedicated revenue provisions under Government Code, 403.095 would not apply to money from promotional sale items deposited in the general revenue fund.

**SUPPORTERS
SAY:**

HB 4110 would provide statutory authority for the Texas Water Development Board (TWDB) to purchase promotional items. These items would help TWDB, through use at recruitment and career fairs, conferences, and seminars, to create and promote its “brand” in order to increase public awareness of its programs for water planning and conservation as well as employment opportunities.

The use of promotional items to brand a state agency or idea has proven to be successful. For example, the Texas Department of Transportation’s “Don’t Mess with Texas” slogan has decreased litter on Texas roadways by more than 33 percent. Additionally, several other state agencies have related statutory authority, including the Texas Department of Agriculture, Texas Higher Education Coordinating Board, and the Texas Historical Commission. Any proceeds from the sale of promotional items would go to the general revenue fund.

**OPPONENTS
SAY:**

No apparent opposition.