

AMENDED IN ASSEMBLY APRIL 23, 2008

CALIFORNIA LEGISLATURE—2007–08 REGULAR SESSION

ASSEMBLY BILL

No. 2504

**Introduced by Assembly Member DeSaulnier
(Principal coauthor: Assembly Member Wolk)**

February 21, 2008

An act to add Chapter 9 (commencing with Section 29790) to Division 19.5 of the Public Resources Code, relating to the Sacramento-San Joaquin Delta.

LEGISLATIVE COUNSEL'S DIGEST

AB 2504, as amended, DeSaulnier. Sacramento-San Joaquin Delta: tourism and marketing plan.

The Johnston-Baker-Andal-Boatwright Delta Protection Act of 1992 creates the Delta Protection Commission and requires the commission to prepare and adopt a comprehensive long-term resource management plan for specified lands within the Sacramento-San Joaquin Delta.

This bill would require the commission to develop and adopt a tourism and marketing plan for the delta that would promote, among other things, agriculture and ecotourism opportunities, recreational opportunities, educational outreach strategies, economic development opportunities, and cultural and historical activities.

The bill would require the commission to establish a technical advisory committee to review the plan and a stakeholder advisory committee representing various groups concerned with environmental, ecological, and recreational aspects of the delta. *Participation in the committees would be voluntary and committee members would not be eligible for reimbursement for costs incurred to participate.* The commission would develop and adopt the plan upon the receipt of

sufficient funds to finance the full costs of developing and adopting the plan.

Vote: majority. Appropriation: no. Fiscal committee: yes.

State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Chapter 9 (commencing with Section 29790) is
2 added to Division 19.5 of the Public Resources Code, to read:

3
4 CHAPTER 9. TOURISM AND MARKETING PLAN
5

6 29790. The Legislature finds and declares all of the following:

7 (a) The California Delta is a natural resource of statewide,
8 national, and international significance, containing irreplaceable
9 resources.

10 (b) The California Delta is of great ecological significance, with
11 its two most prominent waterways, the Sacramento and the San
12 Joaquin Rivers, carrying fresh water from the Sierra Nevada range
13 and the central valley to the San Francisco Bay.

14 (c) The California Delta is a key part of the Pacific Flyway, and
15 its rich ecosystem serves as home to thousands of unique birds,
16 fish, animals, and plants, and is enjoyed by outdoor enthusiasts,
17 water-sport fans, hunters, fishermen, and naturalists.

18 (d) The California Delta is a complicated and fragile system
19 that needs to be appreciated and protected for future generations
20 of Californians.

21 (e) It is the policy of the state, through the Delta Protection Act,
22 to recognize, preserve, protect, and enhance those resources for
23 the use and enjoyment of present and future generations.

24 (f) There are 22 public recreation areas in the California Delta
25 region, with fishing, park day use facilities, campgrounds, trails,
26 and boating access that support numerous recreational activities,
27 including, but not limited to, boating, hunting, water skiing, jet
28 skiing, windsurfing, sailing, fishing, relaxing, hiking, jogging,
29 horseback riding, swimming, picnicking, and cycling.

30 (g) The Delta Protection Commission's Land Use and Resources
31 Management Plan and its 2006–2011 strategic plan recognizes the
32 importance of promoting delta awareness and identity, in order to

1 effectively protect, preserve, and enhance the unique cultural and
2 natural resources of the delta region.

3 (h) There is a need to promote awareness of the delta through
4 agriculture, ecological, and recreational tourism and educational
5 events.

6 29792. For the purposes of this chapter, the following
7 definitions apply:

8 (a) "Commission" means the Delta Protection Commission
9 established pursuant to Section 29735.

10 (b) "Delta" means the Sacramento-San Joaquin Delta, as
11 described in Section 12220 of the Water Code.

12 (c) "Plan" means *the* tourism and marketing plan developed
13 pursuant to Section 29794.

14 29794. (a) In accordance with the requirements of subdivision
15 (c), the commission shall develop and adopt a tourism and
16 marketing plan for the delta.

17 (b) The plan shall do all of the following:

18 (1) Promote a sustainable and adaptable delta.

19 (2) Promote agriculture and ecotourism opportunities.

20 (3) Promote recreational opportunities.

21 (4) Develop educational outreach strategies.

22 (5) Promote economic development opportunities that preserve,
23 protect, and enhance delta resources and recognize and promote
24 the historical and cultural legacy of the people, towns, and
25 communities of the delta.

26 (6) Develop marketing tools, including, but not limited to,
27 signage, logos, festivals, and other branding tools.

28 (7) Develop cultural and historical appreciation through
29 museums, monuments, history advocacy, recognition of diverse
30 ~~culture~~ *cultures*, and legacy towns.

31 (c) The commission shall establish a technical advisory
32 committee that shall review the plan. The committee shall include
33 members and staff of appropriate regional government associations,
34 local jurisdictions, and districts. The committee may make
35 recommendations to the commission on the plan. The executive
36 director of the commission shall convene the meetings of the
37 committee. *Participation in the committee is voluntary and its*
38 *members are not eligible for reimbursement for costs incurred to*
39 *participate.*

(d) (1) The commission shall establish a stakeholder advisory committee representing groups concerned with environmental and ecological protection of the delta, groups representing agricultural, private, and business uses of the delta's land and water, and groups representing bicycling, walking, boating, horseback riding, and other relevant recreational activities.

(2) The stakeholder advisory committee shall advise the commission on the plan's impacts on and uses for constituencies of committee members. The committee may make recommendations to the commission on the plan. The executive director of the commission shall convene the meetings of the stakeholder advisory committee. *Participation in the committee is voluntary and its members are not eligible for reimbursement for costs incurred to participate.*

(e) *The meetings of the committees established pursuant to subdivisions (c) and (d) shall be subject to the provisions of the Bagley-Keene Open Meeting Act (Article 9 (commencing with Section 11120) of Chapter 1 of Part 1 of Division 3 of Title 2 of the Government Code).*

~~(e)~~

(f) For purposes of the development and implementation of the plan, the California Travel and Tourism Commission shall consult with the commission.

~~(f)~~

(g) The commission may develop and adopt the plan and the implementation program upon the receipt of sufficient funds to finance the full costs of developing and adopting the plan.