

A bill for an act
relating to the environment; requiring commissioner of natural resources and
director of Explore Minnesota Tourism to develop a travel green program;
requiring a report.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

Section 1. **MINNESOTA TRAVEL GREEN PROGRAM.**

(a) The commissioner of natural resources shall collaborate with the director of
Explore Minnesota Tourism to develop a Minnesota travel green program to recognize
tourism businesses that have made a commitment to reduce their environmental impact.
A Minnesota travel green program must be a voluntary program designed to promote
the Explore Minnesota brand and give the state and hospitality business participants
a marketing edge, promote smart business practices, reduce costs, educate travelers,
promote Minnesota travel, and protect the environment.

(b) In developing the program, the commissioner and director shall actively seek the
ideas, advice, and participation of:

- (1) the Minnesota travel and tourism industry;
- (2) the Explore Minnesota Tourism Council;
- (3) the University of Minnesota Tourism Center;
- (4) the Minnesota Environmental Initiative;
- (5) the International Ecotourism Society;
- (6) statewide lodging and hospitality associations;
- (7) private industry sponsors; and
- (8) other interested organizations.

(c) The commissioner and director shall:

H.F. No. 2215, as introduced - 85th Legislative Session (2007-2008)

- 2.1 (1) research other states' similar programs;
- 2.2 (2) determine criteria that must be met in order for a business to participate in the
- 2.3 program;
- 2.4 (3) determine who will evaluate the criteria in relation to a particular business;
- 2.5 (4) estimate the level of private sector partnership participation;
- 2.6 (5) determine the marketing techniques that will have the most impact; and
- 2.7 (6) establish a timeline and budget to get the program up and running.
- 2.8 (d) The commissioner and director shall present their recommendations to the
- 2.9 legislative committees with jurisdiction over the environment and tourism, along with
- 2.10 draft legislation to codify the program.