

ASSEMBLY, No. 2819

STATE OF NEW JERSEY

INTRODUCED MARCH 20, 1997

By Assemblyman GIBSON

1 AN ACT providing for the issuance of Seafood Promotion license
2 plates and supplementing chapter 3 of Title 39 of the Revised
3 Statutes.

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5 **BE IT ENACTED** *by the Senate and General Assembly of the State*
6 *of New Jersey:*

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8 1. The Director of the Division of Motor Vehicles shall, upon
9 proper application therefor, issue seafood promotion license plates for
10 any motor vehicle owned or leased and registered in the State. In
11 addition to the registration number and other markings or
12 identification otherwise prescribed by law, a seafood promotion license
13 plate shall display a depiction of a lighthouse and trawler. The
14 Secretary of Agriculture shall choose a slogan to display on the license
15 plate. The secretary, in consultation with the Director of the Division
16 of Motor Vehicles, shall design the seafood promotion license plate.

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18 2. Application for a seafood promotion license plate shall be made
19 to the Division of Motor Vehicles on forms and in a manner prescribed
20 by the director and shall be accompanied by a fee of \$50, which shall
21 be in addition to all fees otherwise required by law for the registration
22 of the motor vehicle. The annual renewal of a registration certificate
23 of a motor vehicle that has been issued a seafood promotion license
24 plate shall be accompanied by an additional fee of \$10. The \$50
25 application fee and \$10 renewal fee shall be deposited by the division
26 in the Seafood Promotion License Plate Fund created pursuant to
27 section 3 of this act.

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29 3. There is created in the Department of Agriculture a special
30 non-lapsing fund to be known as the "Seafood Promotion License
31 Plate Fund." There shall be deposited into the fund the additional
32 application and renewal fees collected pursuant to section 2 of this act
33 and any interest earned thereon, less the amounts necessary to
34 reimburse the division for administrative costs pursuant to section 4 of
35 this act. The Department of Agriculture shall administer monies
36 deposited in the fund, which shall be dedicated to department
37 programs responsible for seafood promotion.

1 4. a. Prior to the deposit of license plate fees collected pursuant
2 to section 2 of this act into the fund, amounts thereof as are necessary
3 shall be used to reimburse the Division of Motor Vehicles for costs
4 reasonably and actually incurred, as stipulated by the director, for
5 producing, issuing, renewing and publicizing the availability of seafood
6 promotion license plates, including the cost of any initial computer
7 programming changes.

8 b. The Director of the Division of Motor Vehicles shall annually
9 certify to the Secretary of Agriculture the average cost per license
10 plate incurred in the immediately preceding year by the division in
11 producing, issuing, renewing and publicizing the availability of
12 seafood promotion license plates. The annual certification of the
13 average cost per license plate shall be subject to the approval of the
14 Joint Budget Oversight Committee, or its successor.

15 c. In the event that the average cost per license plate as certified by
16 the director and approved by the Joint Budget Oversight Committee,
17 or its successor, is greater than the additional \$50 application fee
18 established in section 2 of this act in two consecutive fiscal years, the
19 director may discontinue the issuance of seafood promotion license
20 plates.

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22 5. The Director of the Division of Motor Vehicles shall notify
23 eligible motorists of the opportunity to obtain seafood promotion
24 license plates by including a notice with all motor vehicle registration
25 renewals, and by posting appropriate posters or signs in all division
26 facilities and offices, as may be provided by the Department of
27 Agriculture. The notices, posters and signs shall be designed by the
28 Secretary of Agriculture, subject to the approval of the Director of the
29 Division of Motor Vehicles. The Secretary of Agriculture shall supply
30 the Division of Motor Vehicles with the notices, posters and signs to
31 be circulated or posted by the division.

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33 6. The Director of the Division of Motor Vehicles, the Secretary
34 of Agriculture and the State Treasurer shall develop and enter into an
35 interagency memorandum of agreement setting forth the procedures
36 to be followed by the division and the department in carrying out their
37 respective responsibilities under this act.

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39 7. This act shall take effect on the 180th day after enactment, but
40 the Secretary of Agriculture, the State Treasurer and the Director of
41 the Division of Motor Vehicles may take such anticipatory acts in
42 advance of that date as may be necessary for the timely implementation
43 of this act upon the effective date thereof.

STATEMENT

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3 This bill would direct the Division of Motor Vehicles (DMV) in the
4 Department of Transportation to establish a special seafood promotion
5 license plate program. The special plates would depict a lighthouse
6 and trawler. A \$50 application fee would be charged for the issuance
7 of the plates and an additional \$10 fee would be collected for each
8 annual renewal.

9 The bill would create in the Department of Agriculture a special
10 non-lapsing "Seafood Promotion License Plate Fund." All license
11 plate fees collected pursuant to the bill, less the amounts necessary to
12 reimburse the DMV for administrative costs as provided in the bill,
13 would be deposited in the fund. Monies deposited in the fund would
14 be dedicated to seafood promotion.

15 Costs incurred by the DMV in producing, issuing, renewing and
16 publicizing seafood promotion license plates, as annually certified by
17 the director, would be reimbursed from the fees collected. DMV
18 would also be authorized to use a portion of the fees collected to pay
19 for the cost of any computer programming changes that may be
20 necessary to implement the license plate program.

21 The bill would direct the DMV to include in all mailings of motor
22 vehicle registration renewals a notice of the availability of seafood
23 promotion license plates.

24 The bill would require the Joint Budget Oversight Committee to
25 approve the DMV's annual certification of the average cost to
26 produce, issue, renew and publicize the availability of a license plate.
27 If the average annual cost exceeds \$50 for two consecutive fiscal
28 years, the division would be authorized to discontinue the issuance of
29 these license plates.

30 The bill directs the Secretary of Agriculture, in consultation with
31 the Director of the Division of Motor Vehicles, to design the seafood
32 promotion license plate. The bill also directs the Department of
33 Agriculture to administer the "Seafood Promotion License Plate
34 Fund," and dedicates all monies to department programs responsible
35 for seafood promotion.

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40 Authorizes seafood promotion license plate.