

SENATE, No. 2058

STATE OF NEW JERSEY

INTRODUCED MAY 8, 1997

By Senator CAFIERO

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.