

ASSEMBLY, No. 3836

STATE OF NEW JERSEY 219th LEGISLATURE

INTRODUCED MARCH 16, 2020

Sponsored by:

Assemblywoman AURA K. DUNN

District 25 (Morris and Somerset)

SYNOPSIS

Establishes “New Jersey Business Advisory Council” in Business Action Center.

CURRENT VERSION OF TEXT

As introduced.



1 **AN ACT** establishing the “New Jersey Business Advisory Council”
2 and supplementing Title 52 of the Revised Statutes.

3
4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

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7 1. a. (1) There is established within the Business Action
8 Center in the Department of State the New Jersey Business
9 Advisory Council. The council shall consist of 12 members
10 appointed by the Governor. Members of the advisory council shall
11 include representatives from small, medium, and large businesses,
12 urban, suburban, and rural-based businesses, and shall represent a
13 variety of industry sectors, including businesses involved in
14 science, technology, engineering, mathematics, or innovation and
15 businesses engaged in military contracts or hiring veterans.

16 (2) At least three of the members shall be representatives from
17 United States subsidiaries of foreign-based companies with
18 operations located in New Jersey.

19 (3) At least three of the members shall be residents of either
20 Bergen, Essex, Hudson, Morris, Passaic, Sussex, or Union counties,
21 at least three of the members shall be residents of either Burlington,
22 Hunterdon, Mercer, Middlesex, Monmouth, Somerset, or Warren
23 counties, and at least three of the members shall be residents of
24 Atlantic, Camden, Cape May, Cumberland, Gloucester, Ocean, or
25 Salem counties.

26 b. Vacancies in the membership of the council shall be filled in
27 the same manner provided for the original appointments. The
28 members of the council shall serve without compensation, but shall
29 be reimbursed for necessary and reasonable expenses actually
30 incurred in the performance of their duties, within the limits of
31 funds appropriated or otherwise made available to the council for
32 this purpose.

33 c. The council shall:

34 (1) annually select a chairperson from among its members;

35 (2) meet at least four times a year;

36 (3) be entitled to call to its assistance, and avail itself of the
37 services of the employees of, any State, county, or municipal
38 department, board, bureau, commission, or agency, including the
39 New Jersey Economic Development Authority, as it may require,
40 and as may be available to it for its purposes; and

41 (4) make recommendations to the Business Action Center and
42 New Jersey Economic Development Authority on issues involving
43 the improvement of the business climate in New Jersey, including
44 recommendations for policy and regulatory changes concerning the:

45 (a) identification of business sectors critical to the State’s
46 current and future economic health;

1 (b) determination of policies to promote the creation, retention,
2 and expansion of businesses in the State and the relocation of
3 businesses to the State;

4 (c) determination of policies to increase and retain foreign direct
5 investment to the State, including the identification of potential
6 foreign markets and the development of policies to promote
7 expansion of foreign firms located in the State; and

8 (d) determination of policies to increase exports from State
9 businesses.

10 d. The Secretary of State shall designate a representative from
11 the Department of State to serve as a liaison and to assist the
12 council in accomplishing its mission.

13 e. The Business Action Center shall review and consider all
14 recommendations submitted by the council.

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16 2. This act shall take effect immediately.

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19 STATEMENT

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21 This bill would establish the “New Jersey Business Advisory
22 Council” within the Business Action Center (BAC) in the
23 Department of State to advise the BAC and the New Jersey
24 Economic Development Authority (EDA) by recommending ways
25 to improve the business climate in New Jersey. The advisory
26 council would consist of gubernatorial appointees. The bill provides
27 that the northern, central, and southern regions of the State would
28 each be represented by three advisory council members. The bill
29 also provides that advisory council members would represent a
30 variety of businesses, in terms of size, location, and industry. The
31 bill requires at least three members to be representatives of United
32 States subsidiaries of foreign-based companies with operations
33 located in New Jersey

34 The bill requires the advisory council to make recommendations
35 to the BAC and the EDA on ways to improve New Jersey’s
36 economy, including identifying key business sectors, and
37 recommending business creation, retention, and expansion
38 strategies, foreign direct investment attraction strategies, and export
39 promotion strategies.