

**COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION**

DATE: May 8, 2018

TO: Supervisor Theodore Lipscomb Sr., Chairperson, County Board

FROM: Julie Esch, Interim Director, Department of Transportation

SUBJECT: **From the Interim Director, Department of Transportation, requesting authorization to abolish 1.0 FTE Airport Marketing Coordinator and create 1.0 FTE Director of Public Affairs and Marketing position in the Airport Division.**

POLICY

County Board approval is required to abolish existing positions and create new positions.

BACKGROUND

Based on changes within the airline industry, marketing and communications duties commensurate with industry changes are necessary. As such, the Airport Director is in the process of realigning the marketing and communications arm of the Division to meet these needs.

Recently, the position of Director of Marketing and Communication was reclassified to the Director of Air Service Development. The Director of Marketing and Communication's responsibilities had included, to a lesser degree, air service development duties for General Mitchell International Airport (GMIA). Due, in part, to airline consolidation, the need for that individual to work more closely with the airlines on air service development as their core duties has increased exponentially.

The next step in the realignment is to create a new position of Director of Public Affairs and Marketing. The requested position will assume the marketing duties that had been performed by the former position of Marketing and Communications Director. These duties include being responsible for assisting in the advertising and marketing of Milwaukee County's Airport System core business units (e.g., 440th Business Park, Timmerman Airport). The positions will also be responsible for media buys of TV, radio, print, digital marketing and website management. Another critical duty will be development and management of comprehensive marketing plans, programs and strategies for the Airport System.

It is requested that the position of Airport Marketing Coordinator be abolished as the Airport System requires a higher level of expertise required of the requested Public Affairs and Marketing Director, as aforementioned, and is consistent with the realignment.

RECOMMENDATION

The Department of Transportation – Airport Division recommends that the County Board abolish 1.0 FTE of Airport Marketing Coordinator and create 1.0 FTE of Director of Public Affairs and Marketing meet the needs of the Airport System and respond to the changes within the airline industry.

Prepared by:

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Submitted by:



Julie Esch, Interim Director, Department of Transportation

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