

COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION

DATE : 5/23/2018

TO : Chairman Theodore Lipscomb, Sr., County Board Chairman

FROM : Joseph Lamers, Director, Office of Performance Strategy and Budget,
Department of Administrative Services

SUBJECT : Request to Abolish 1.0 FTE Airport Marketing and PR Coordinator and Create 1.0 FTE Director of Public Affairs and Marketing in the Airport Division the Department of Transportation

Background

The Airport Division of the Department of Transportation requests this position in order to manage the more effectively manage various media requests, internal and external marketing needs, communications needs along with customer service programs and priorities. The 1.0 FTE new position of Director of Public Affairs and Marketing would be dedicated to handling all public requests, along with promoting the airport and its tenants.

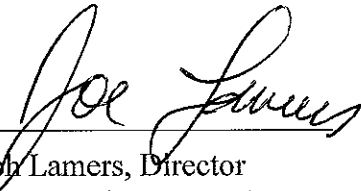
Fiscal Effect

The full cost of the 1.0 FTE Director of Public Affairs and Marketing position would be paid by for by an anticipated surplus in vacant personnel budget in 2018, so there is no direct tax levy impact. It is anticipated that airport revenues will be adjusted to offset the increase in this position in 2019 with no direct tax levy impact.

Recommendation

Upon secured funding, the Department of Administrative Services recommends the creation of the following position in the Airport Division of the Department of Transportation.

Title	No. of Positions	Title Code	Pay Grade
Director of Public Affairs and Marketing	1.0 FTE	Not Currently Available	902E



Joseph Lamers, Director
Office of Performance, Strategy and Budget
Department of Administrative Services