**COUNTY OF MILWAUKEE**

**INTEROFFICE COMMUNICATION**

**DATE:** December 12, 2016

**TO:** Theodore Lipscomb, Sr., Chair, County Board of Supervisors

Michael Mayo, Sr., Chair, Transportation, Public Works & Transit Committee

Peggy A. West, Chair, Finance and Audit Committee

**FROM:** Brian Dranzik, Director, Department of Transportation

**SUBJECT: REQUEST TO MODIFY THE POLICY PROHIBITING FREE-STANDING CONCESSION KIOSK(S) AT GENERAL MITCHELL INTERNATIONAL AIRPORT**

**POLICY**

County Board authorization is required to modify the Concession Leasing Policy that was created by the Board for concessions at General Mitchell International Airport (GMIA).

**BACKGROUND**

On May 17, 1990 (File No. 90-459), the Milwaukee County Board adopted a Concession Leasing Policy for GMIA to provide a general framework by which Airport staff could begin developing specifications to solicit and award Airport concession opportunities. Included in the Board action was the prohibition of free-standing kiosks and mobile carts in the terminal building at GMIA.

In the dynamic and ever-changing airport concession environment, it is more practical for the Airport Director to be able to consider all concession program options in order to maximize customer service and revenue generating opportunities. The free-standing kiosks and mobile carts will provide businesses with the opportunity to develop a presence within the GMIA concession program and will enable the Airport Director to adjust to the ever-evolving market trends and demands.

The development of a free-standing kiosk and mobile cart program will enable Airport staff to continue to transform and enhance the passenger experience at General Mitchell International Airport.

**RECOMMENDATION**

The Airport Director recommends a modification of the existing Concession Leasing Policy that would allow free-standing kiosks and mobile carts within the terminal at General Mitchell International Airport.

Prepared by: Yul McNair, Deputy Airport Director, Business and Commercial Development

Approved by:

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Brian Dranzik, Director Ismael Bonilla

Department of Transportation Airport Director

CC: Chris Abele, Milwaukee County Executive

 Raisa Koltun, Chief of Staff, Milwaukee County Executive’s Office

 Kelly Bablitch, Chief of Staff, County Board of Supervisors

 Steven Kreklow, Director, DAS-PSB

 James Martin, Deputy Director, Department of Transportation

 Karen Freiberg, Deputy Airport Director, Finance & Administration