

From the Director, Department of Transportation, requesting authorization to modify the retail concession policy at General Mitchell International Airport (GMIA) to allow free-standing kiosks and mobile carts within the GMIA terminals, by recommending adoption of the following:

A RESOLUTION

WHEREAS, on May 17, 1990, the Milwaukee County Board of Supervisors (County Board) adopted a Concessions Leasing Policy for General Mitchell International Airport (GMIA) to provide a general framework by which GMIA staff could begin developing specifications to solicit and award concession opportunities (File No. 90-459); and

WHEREAS, included in the County Board action was the prohibition of free-standing kiosks and mobile carts in the terminal building at GMIA; and

WHEREAS, 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; and

WHEREAS, free-standing kiosks and mobile carts will provide businesses with the chance 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; and

WHEREAS, the development of a free-standing kiosk and mobile cart program will enable staff to continue to transform and enhance the passenger experience at GMIA; and

WHEREAS, the Committee on Transportation, Public Works, and Transit, at its meeting of January 18, 2017, recommended adoption of File No. 17-70 (vote 4-0); now, therefore,

BE IT RESOLVED, the Milwaukee County Board of Supervisors hereby authorizes the modification of the existing Concession Leasing Policy to permit placement of free-standing kiosks and mobile carts within the terminal at General Mitchell International Airport.

srb
01/18/17

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