

AUTHORIZING TRAVEL OUTSIDE OF THE CONTINENTAL UNITED STATES
FOR THE DANE COUNTY REGIONAL AIRPORT
DIRECTOR OF MARKETING & COMMUNICATIONS

The County is a member of the airport trade association, Airports Council International– North America (ACI-NA) and its various committees. The association includes Canadian airports, and to strengthen its membership relationship with Canada, the association will include more instructive conferences and summits in that country.

November 13 – 16, 2018, the Association’s Marketing & Communications Committee will hold its 2018 Marketing and Communications International Conference in Ottawa, Canada for senior level airport Marketing and Communications leaders.

The Conference will provide the Dane County Regional Airport, Director of Marketing and Communications a chance to meet with other senior airport committee members to discuss issues of importance.

The conference will also provide educational opportunities for the Director of Marketing and Communications to participate in discussions involving many different perspectives on issues that are critical to successful airport marketing strategies.

Travel outside the continental United States requires approval of the County Board and the County Executive. Funds for attendance at the Conference for Brent S. Kyzer-McHenry, the Director of Marketing & Communications, are included in the 2018 airport budget.

NOW, THEREFORE, BE IT RESOLVED that the Dane County Board of Supervisors and County Executive do hereby approve and authorize Brent S. Kyzer-McHenry, Director of Marketing & Communications to attend the 2018 Marketing and Communications International Conference in Ottawa, Canada, November 13 – 16, 2018.