



**City of Independence
Airport Board
MEMORANDUM**

TO: Airport Board
FROM: Brett Soukup, Airport Director
DATE OF MEETING: April 2, 2025
SUBJECT: Strategic Planning & long-term Marketing

BACKGROUND:

Staff asked board members to develop strategic planning ideas for when the city undertakes its strategic planning in April. Staff also asked board members to create long-range marketing and revenue-generating ideas for the airport.

RECOMMENDATION:

Staff recommends that board members review all ideas and narrow them down to a few key strategic planning ideas and a few key long-range marketing ideas.