



**City of Independence  
Airport Board  
MEMORANDUM**

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

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**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.