

City of Brisbane

Staff Report - Addendum

TO: City Council via City Manager

From: Maria Saguisag-Sid
Principal Analyst

Subject: Review of Final Draft of 50th Anniversary History Book


Date: Meeting of June 24, 2013

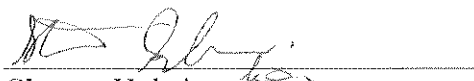
Staff recently received clarification from History Associates that their April 2013 quote was based on a single firm doing both the design and printing. If History Associates only does the design of the history book, then they would need to subcontract with another firm, which they estimate would increase the design costs from \$6,600 to \$10,000.

	Printing from History Associates	Printing with other publisher
Graphic Design/Layout (60 hours)	\$6,600	\$10,000
Index	\$1,500	\$1,500
ISBN Number	\$125	\$125
Library of Congress Control Number	\$0	\$0
Page Proofing	\$2,750	\$2,750
Admin Labor	\$2,250	\$2,250
Total Design & Production Costs	\$13,225	\$16,625
Previously budgeted design costs	-\$5,000	-\$5,000
Additional funding required	\$8,225	\$11,625

Based on this new information, the total cost required for each printing option is as follows:

Company	1000 Color	2000 Color	Notes
Arthur Court's Printers	\$21,765.00	\$24,375.00	Ship from China via loose freight
Arthur Court's Printers	\$29,985.00	\$37,125.00	Ship from China via DHL
History Associates	\$33,312.16	\$39,628.02	
Fong Brothers	\$34,269.00	\$38,003.00	Brisbane Company
Ram Print	\$42,771.54	\$45,950.30	Freight costs not included


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 Principal Analyst


 Clayton Holstine
 City Manager

City of Brisbane Staff Report

TO: City Council via City Manager

From: Maria Saguisag-Sid
Principal Analyst

Subject: Review of Final Draft of 50th Anniversary History Book

Date: Meeting of June 17, 2013

Recommendation: Confirm final draft is approved and direct staff to initiate design and printing process.

Background: In 2010, Council formed a history subcommittee. Council had previously approved the creation of Brisbane, City of Stars, The First Twenty Five Years: 1961-1986. This new subcommittee was tasked with initiating the collection of history for the next 25 years, 1987-2011, to commemorate the 50th anniversary of the City's incorporation. After an RFP process, History Associates Incorporate was chosen as the consultant to assist with the creation of the history book.

During 2011-2012, Adrian Kinnane, Historian from History Associates, worked with the history subcommittee to determine a list of topics as well as identify candidates to be interviewed. After the list of topics was finalized Mr. Kinnane proceeded to provide a general chapter outline along with suggested sidebar topics and possible images. With the subcommittee's approval, Mr. Kinnane interviewed approximately 50 community members and staff to cover over 85 various topics, as well as researched information within the City's archive collection and records. Mr. Kinnane proceeded to write the history book and provide draft copies to the subcommittee for review as chapters were completed. The subcommittee provided much feedback to assist Mr. Kinnane in revising the chapters to the subcommittee's approval, and as chapters became finalized, collected various images to include within the book.

The subcommittee has completed their review and submittal of their final edits for the history book. The 50th anniversary history book is now in final draft form which was provided to the whole Council at the April 15, 2013 meeting for their final review.

Discussion: Once the Council confirms the final draft is ready for production, the project can move into the design phase. This will entail History Associates assigning a designer to incorporate the images and text into the layout of the book. Current time estimate for an initial design layout to be ready for review by the history subcommittee would be approximately two to three weeks. Staff is requesting confirmation that no further edits are necessary for the history book so that we can proceed with directing History Associates to initiate the design process.

Fiscal Impact: For the production and design process, the proposed costs from the April 15 quote were as follows:

Graphic Design/Layout (60 hours)	\$6,600
Index	\$1,500
ISBN Number	\$125
Library of Congress Control Number	\$0
Page Proofing	\$2,750
Admin Labor	\$2,250
Total Design & Production Costs	\$13,225
Previously budgeted design costs	-\$5,000
Additional funding required	\$8,225


At the April 15, 2013 meeting, Council requested staff to gather printing quotes from other printing companies. Staff received quotes from three other printers, which are outlined below with the quote from History Associates.

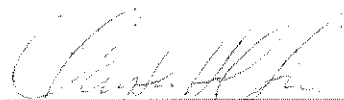
Company	1000 Color	2000 Color	Notes
History Associates	\$25,087	\$ 31,403	
Ram Print	\$31,147	\$ 34,325	Freight costs not included
Fong Brothers	\$22,644	\$ 26,378	
Arthur Court's Printers	\$10,140	\$ 12,750	Ship from China via loose freight
Arthur Court's Printers	\$18,360	\$ 25,500	Ship from China via DHL

The cost of printing was not included in the original 2010 project proposal due to fluctuations in printing and paper costs that could not be projected so far in advance. The difference in quotes from Arthur Court's printers from overseas is based on different delivery methods. Loose freight would be less expensive, but the date of delivery could vary as delivery would be dependent on the time it takes to ship in a freighter overseas and the amount of time it takes to be sorted and pass through customs. DHL would be quicker and more reliable to track for delivery.

Total additional funding for design, production and printing to complete this project is estimated at \$18,365 to \$42,550, dependent on Council's direction.

Measure of Success: Publication and delivery of the 50th Anniversary History Book.


 Maria Saguisag-Sid
 Principal Analyst


 Clayton Holstine
 City Manager