City of Brisbane
Staff Report

TO: City Council via City Manager

From: Maria Saguisag-Sid
Principal Analyst

Subject: History Book Cover Photo Contest Entries

Date: Meeting of February 3, 2014

Purpose: Create a memorable cover for the City's history book that highlights the title, "Brisbane: City of Stars."

Recommendation: Review photo entries of History Book Cover Photo contest and select top choice and possible alternate.

Background and Discussion: The 50th Anniversary History Book project is currently in the design phase. In January 2014, History Associates Inc., our consultant for the history book project, provided staff with the completed internal layout. The history subcommittee is in the process of reviewing the internal layout. One of the project tasks still required to be completed is the cover photo selection. The initial cover photo, provided by a local resident, was taken during one of the Festival of Lights ceremonies and had a large star along with community members in it. Unfortunately, the photo resolution was not that sharp when it was enlarged for the cover. Staff provided other options from other local residents' photos for the subcommittee, but none seemed appropriate to the subcommittee members.

The history subcommittee recommended having a photo contest to acquire more photos to consider for the cover. At the November 18, 2013 council meeting, the City Council gave direction to staff to initiate a cover photo contest during the December holiday season, the time when stars are traditionally lit up throughout town. Photo entries were accepted for the contest from December 2013 to January 8, 2014. The council has been provided with the photos for their review and are available at City Hall for viewing.

Staff is requesting the council decide on their top selection as well as an alternative. Although the hope is the top selection will be usable as the cover photo, it still needs to be reviewed by the designer to make sure the resolution and title placement is appropriate. Once the designer is able to confirm a selected photo will be able to be reproduced appropriately and the necessary authorization to use the photo is completed, staff will make arrangements to distribute the cash award.

Fiscal Impact: There is no additional fiscal impact at this time. The winner of the cover photo contest will be awarded $500 which will be allocated from the current history book budget.

Measure of Success: Does the 50th Anniversary History Book provide detailed information about the City of Brisbane's past?

Attachments:

November 18, 2013 staff report

Maria Saguisag-Sid
Principal Analyst

Clayton Holstine
City Manager

City of Brisbane
Staff Report

TO: City Council via City Manager

From: Maria Saguisag-Sid
Principal Analyst

Subject: History Book Cover Photo

Date: Meeting of November 18, 2013

Purpose: Discuss 50th Anniversary History Book Cover Photo

Recommendation: Approve the History Subcommittee's recommendation for a cover photo contest.

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.

In April 2013, the Council was provided the final draft of the history book and approved it after their review. The project has now moved into the design phase and the subcommittee has reviewed three comps of the layout and cover photo over the past few months. After reviewing these three comps, the subcommittee has come to an agreement on the internal layout. However, the cover photo has not been approved at this time.

Discussion: The initial cover photo, provided by a local resident, was taken during one of the Festival of Lights ceremonies and had a large star along with community members in it. Unfortunately, because the photo was dark, the resolution when it was enlarged for the cover was not that sharp. Staff provided other options from other local residents' photos for the subcommittee but none seemed to stand out to

the subcommittee members as appropriate. At the last history subcommittee meeting, one of the subcommittee members suggested having a community contest since the Festival of Lights is coming up so that the community stars can be captured in the cover photo.

The Subcommittee's recommendation is to direct staff to initiate a contest to gather photos from the community with a $500 winner's prize.

Fiscal Impact: If the council agrees with the Subcommittee's recommendation the cost incurred would be paid from the current history book budget.

Measure of Success: Does the 50th Anniversary History Book provide detailed information about the City of Brisbane's past?

Attachments:

Cover 1 – Festival of Lights

Cover 2 – Brisbane landscape and skyline with fog

Maria Saguisag-Sid
Principal Analyst

Clayton Holstine
City Manager

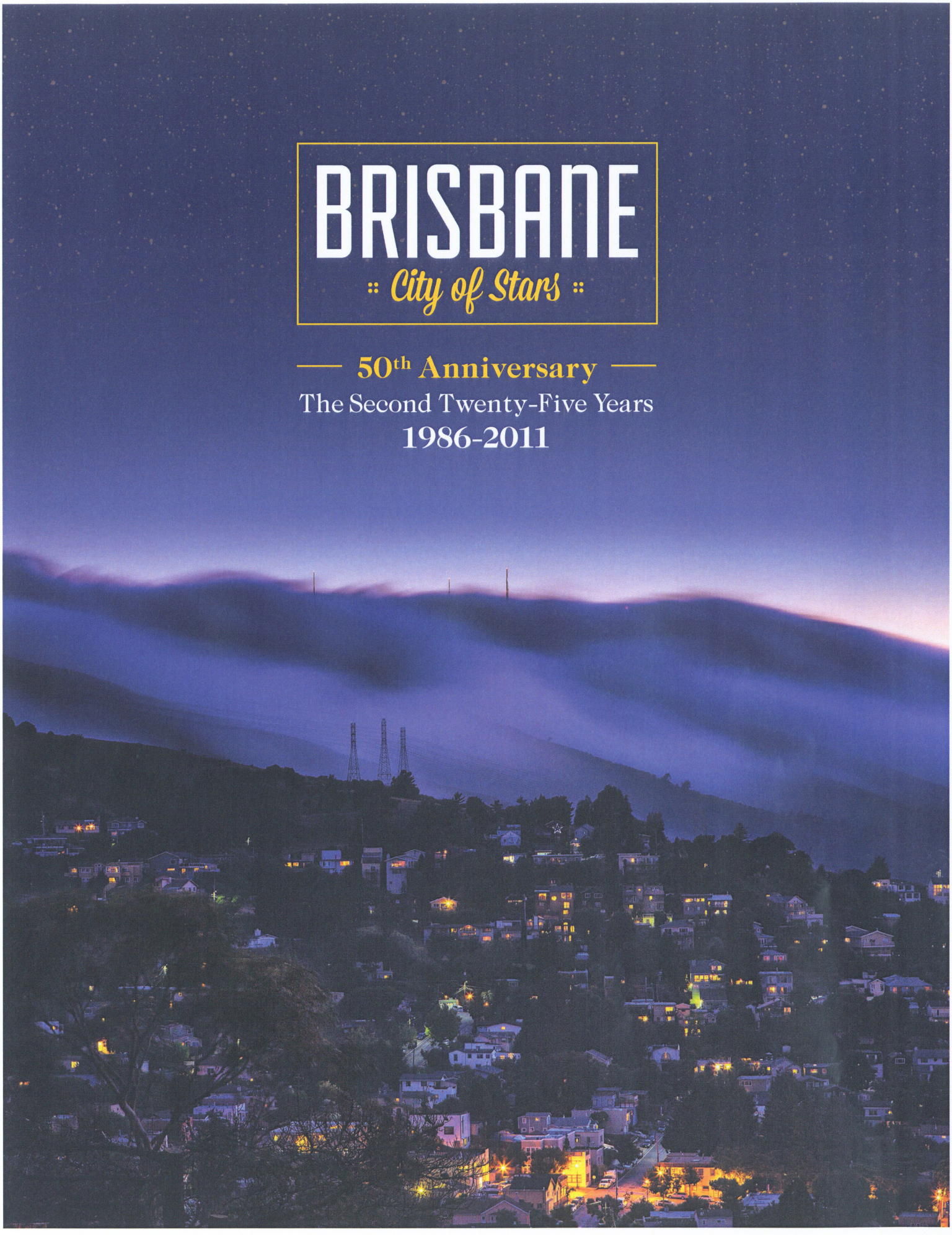
BRISBANE

:: City of Stars ::

50th Anniversary

The Second Twenty-Five Years 1986-2011

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