



Item No. 12 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: GEORGE RODERICKS, CITY MANAGER

DATE: APRIL 19, 2023

SUBJECT: AUTHORIZATION TO USE FY 2022/23 TOWN LIBRARY FUNDS TO SUPPORT PRODUCTION OF TWO ATHERTON HISTORY VIDEOS

RECOMMENDATION

Authorize the City Manager to use FY 2022/23 Town Library Funds in support of the production of two (2) Atherton History Videos.

BACKGROUND

The City Council established two subcommittees to work on distinct projects – the Train Station Renovation and the 100-Year Celebration. As each project moved forward, they independently discussed the possibility of creating history videos for Town and Library use related to the Train/Train Station, and Town History. Once produced, both videos would reside in the Atherton Library and be available for check-out as DVDs. In addition, both could run in loops within the Train Station, Library, and/or City Hall.

Staff was asked to obtain estimates to produce the two videos, each 3 to 5 minutes in length. Because these videos would be check-out material within the Atherton Library, staff also reached out to the Library Director to determine if library funds would be supported as a funding source for the project. It was anticipated that the cost of video production would be within the City Manager's signature authority for professional services - \$25,000.

ANALYSIS

Staff prepared an informal request for services with a basic scope for each video and sent the scope to seven (7) known videographers that have done work for the Town and/or Library in the recent past. We received four (4) responses.

- Andrew Klein, Fog Coast Productions (\$27,500 - \$34,500)
- Bill Aylward, Fred and Ethel (\$25,000)
- Kristin Tieche, Selvavision (\$21,643.90)
- Charles Marsala, AWE News (\$19,500)

After review of the proposals received, staff recommends Selvavision as the selected vendor. Since the two videos are independent of the Town's 100-Year Celebration event, just coincidental to their use and we would be using a single vendor; I suggest that the Train Station Renovation Subcommittee (Councilmember DeGolia and Vice Mayor Hawkins-Manuelian) work with staff as the points of contact from the Council on their production.

As a professional service contract, we are not required to use the lowest responsive bidder and may select any of the submittals.

Staff is seeking Council support for use of the Town's FY 2022/23 Library Funds toward this project.

FISCAL IMPACT

None.

GOAL ALIGNMENT

This Report and its contents are in alignment with the following Council Policy Goals:

- Goal Area B – Preserve Small Town Character and Quality of Life
- Goal Area C – Create and Expand the Town Center/Library

POLICY FOCUS

There are no significant policy issues associated with this item.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders –to include, but be not limited to, media outlets, school districts, Menlo Park Fire Protection District, service providers (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item has not been before a Town Committee or Commission

ATTACHMENTS

1. Selvavision Proposal