



CITY COUNCIL STAFF REPORT

MEETING DATE: September 23, 2024

ITEM TITLE: Adopt a Resolution Authorizing the City Manager to Execute a Professional Services Agreement with StoryCorps, Inc. for the Centennial Community Interviews (C2309) in the Amount of \$110,000 and Authorizing the Expenditure of Contingency of \$20,000, for a Total Contract Amount Not to Exceed \$130,000.

RECOMMENDATION:

Staff recommends that the City Council adopt a Resolution authorizing the City Manager to execute a professional services agreement with StoryCorps, Inc. for the centennial community interviews (C2309) in the amount of \$110,000 and authorizing the expenditure of contingency of \$20,000, for a total contract amount not to exceed \$130,000.

FISCAL IMPLICATIONS:

There is no fiscal impact and no additional appropriation is needed. The City Council appropriated \$250,000 in Fiscal Year (FY) 2023-24 and \$750,000 in FY 2024-25 for the Capital Improvement Program Budget for Project C2309 City of San Carlos Centennial Celebration. The current remaining fund balance is \$987,859.

BACKGROUND:

In September 2023, the City Council directed staff to initiate a recruitment to bring together a group of residents and community members to share ideas on ways the City can celebrate its one hundredth anniversary of incorporation. On December 5, 2023, to assist with putting together the program of events to celebrate the centennial, the City Council appointed twenty-two primary and seventeen alternate Committee members consisting of representatives from the City Council, City commissions and committees, community organizations, business owners, residents, and the San Carlos School District. The Committee's role has been to provide ideas and input throughout the initial planning process.

The Committee held its first meeting on January 17, 2024, where staff introduced the purpose, expectations, and goals of the Committee and each member was sworn into office by the City Clerk. At this meeting, the Committee brainstormed how the community could celebrate the centennial. A range of topics related to event timeframe, location, event components, historical commemorations, community organization involvement, business involvement ideas, and individual ways to celebrate were discussed.

The subsequent three meetings included brainstorming sessions with both primary and alternate

Committee members to cultivate a list of activities and celebrations for the centennial. Ideas were categorized into five categories: big event celebration; history of San Carlos; branding and merchandising; centennial in the arts; and the 100s.

At the Committee's final meeting in April, members voted on a date to host the centennial community event, historical projects, naming of downtown plaza, and a Centennial logo. City Council approved the Committee's recommendations on April 22, 2024. One of the historical projects approved was the partnership with StoryCorps to produce an audio/visual keepsake for long term display that will commemorate the history of San Carlos with personal stories from community members.

ANALYSIS:

Per the terms of the agreement with the City, StoryCorps will facilitate, record, edit, and design videos for the City to share during the centennial year. The videos will be comprised of footage from a total of 25 interviews consisting of 50 community members organized by City staff. In addition to facilitating the interviews, StoryCorps will also take professional photos of the interviewees. At the completion of the project, audio and video files will be stored in perpetuity in the Library of Congress archives, as well as both the StoryCorps and City websites.

Should the City Council approve the contract with StoryCorps, staff will post a form on the City website for community members interested in participating in this project to fill out and submit. Staff recommends including up to four City Centennial Advisory Committee members and select the remaining 46 interviewees at random from a list of eligible candidates. Eligible candidates shall demonstrate that they have a story to tell that is of greater interest to the community with preference given to stories that demonstrate the ways in which our community has grown over time.

ALTERNATIVES:

The alternatives available to the City Council include:

1. Adopt a Resolution authorizing the City Manager to execute a professional services agreement with StoryCorps, Inc. for the centennial community interviews (C2309) in an amount of \$110,000 and authorizing the expenditure of contingency of \$20,000, for a total contract amount not to exceed \$130,000; or
2. Do not adopt the Resolution; or
3. Provide staff with alternative direction.

Respectfully submitted by:

Amy Newby, Parks & Recreation Director

Approved for submission by:

A handwritten signature in black ink, appearing to read 'J. Maltbie', written over a horizontal line.

Jeff Maltbie, City Manager

ATTACHMENT(S):

1. Resolution
2. StoryCorps Services Agreement