Optional Pre-Submittal Conference for RFP #OCC-2018-68

Project: A History of the City of Seattle at 150 Years

June 14, 2018

Attending: Paul Sadin, Historical Research Associates; Jennifer Ott and Petyr Blecha, HistoryLink

From SMA: Anne Frantilla, Julie Kerssen, Jeanie Fisher

Q: What do we want the book to look like? What is in mind for the printing and design?

A: We’re open to suggestions for formatting. Our idea is to use 150 images highlighting objects from SMA’s collections that represent 150 years of City work. Ideally the book will incorporate multiple formats held in the Archives (somehow also including audio and moving images). We do not envision an academic, text-heavy book. We’re planning more of a glossy coffee-table type book, with pictures that tell stories of all the city has done in its 150 years. The content will be arranged within the context of time and according to broad themes.

Q: Length?

A: That’s to be determined and we expect it to get it worked out during contract talks, but we’re thinking probably at least 200 pages.

Q: Does the estimated amount in the RFP include printing costs?

A: Yes, in theory, and it also includes design work. The details of this will be worked out in the contract. We’re not sure if this will be just one print run with additional copies printed later, but it’s possible. We expect the book to be softbound rather than hardcover, mainly because hardcover would likely be too expensive.

Q: If the photos and other items we want to use aren’t scanned, will SMA do that, or would it be an added cost?

A: SMA will make high-resolution scans for the project.

Q: Do we already have a list of “must include” items?

A: We’ve started pulling together lists of possible objects to include, though not necessarily “must include.” There are certainly items on the list that will be included.

Q: What will the design review process look like, and how long do we think it will take? Will anyone else besides the Archives staff need to review the final design?

A: We’ll definitely build in time for a design review; it will be outlined and described in the contract. In addition to Archives staff, the City Clerk will be a part of the final design review, and possibly others.

Q: Will the start date in September be a “running start” with some prep work already done by SMA, or will we be starting from scratch?

A: September is the soonest we could see starting, though sooner would be great if it’s possible. We will already have some ideas for where to start and what images to include.

Q: Who is your audience?

A: Both city employees and the general public. We want to make it visually appealing and interesting for everyone. For example, we envision something an elected official would want to present as a gift on behalf of the City.

Q: Will we be conducting or using any oral histories?

A: Not necessarily; there’s no money set aside to create any, and we don’t really have much oral histories in our collections.

Q: Should we bring in current “history” as well as way back history?

A: Our materials include recent materials, but it probably won’t be a focus. Although we can and should include reference to them.

Q: Will there be a City-planned event for the project?

A: Yes, likely more than one. October is Archives month, so we’ll do something then for sure. The anniversary of the City’s actual incorporation date is later in the year (November/December), which gives us more time to hold events after the book is published.

Q: Page four of the RFP says the publication must be ready on Aug. 5, 2019; page three says Aug. 15th – which date is the deadline?

A: August 15, 2019.

Q: Are you expecting one person or a team of people to work on this?

A: We expect the work will likely take a team of people, as varying expertise will probably be needed.

Q: Can we use the printer of our choice, or does the City have rules about who we can and can’t use?

A: We believe think you can probably use who you want, but we’ll look into that at the time of the contract and work out those details at that point.

Q: Should we give more than one cost proposal? For example, in terms of print-run cost options?

A: Sure, that could be helpful to know.

Q: Will SMA help in research and finding photos, not just scanning photos?

A: Yes, SMA will be a resource for this project. We will assist with research and locating photos and other materials as part of the process.

Q: Should we go to other repositories to get alternate takes on the history represented in the book?

A: Ideally, would like to use our stuff. Our collections do represent various viewpoints and voices, from both City government and citizens interacting with officials/agencies. Research-wise, though, it would probably make sense to use other local resources such as newspapers.

Q: What about representing materials held in other City repositories?

A: That would be fine. For example, the Engineering Vault at SPU and the Library at SDCI each have original documents we don’t have here that could be good to consider including.

Q: Are you planning to include a preface or something similar written by an elected official(s)?

A: Very likely; details to be determined.

Q: How recent are City photos in the Archives?

A: SMA has photos up until around 2016. We continue to regularly collect from City departments. Our biggest gap (in terms of indexed photos) is probably about 1964 – 2000, or thereabouts.

Q: Can we include any value-added options in the proposal, such as a web component or online exhibit?

A: Possibly; we have in-house created exhibits already, and we may want to create something special for this project. The idea is that once we have the content, we’ll want to repurpose it for an online component.

Q: Will the book also be available as an e-book?

A: Probably not; that’s not what we’re thinking. We want a physical, IRL book.

Q: Do you plan to have a kick-off meeting when the project begins?

A: Yes, especially to make sure we’re all on the same page. It will probably include a tutorial of sorts led by Archives staff to orient researchers/writers to SMA indexes and content.