

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	12883	Agenda Number	10.
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Meeting Date:	3/8/2012	Department:	Library
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Subject

Approve an ordinance waiving up to \$11,010 in Library Department photo/digital scan reproduction and publication fees for Acadia Press, Inc., in exchange for agreements by Arcadia to pay the City of Austin royalty payments for use of certain Austin History Center historical photos in three books to be published by Arcadia.

Amount and Source of Funding

Fiscal Note

A fiscal note is attached.

Purchasing Language:	
Prior Council Action:	
For More Information:	Mike Miller, 974-7436; Dana McBee, 974-7433
Boards and Commission Action:	
MBE / WBE:	
Related Items:	

Additional Backup Information

The Austin History Center wishes to enter into publishing royalty agreements with Arcadia Press, a publishing house that specializes in local and regional pictorial history books, for three books that Arcadia plans to publish about Austin. The proposed agreements would allow Arcadia to use certain Austin History Center images in selected titles and pay royalties ranging from 2% to 4% on book sales in lieu of paying the photo digital scan and publication/display fees listed in the Library Department's current fee schedule. The fee waivers associated with these proposed agreements will not affect overall revenue projection for the Austin History Center as these were not fees included in the annual revenue budget. This RCA will authorize waiver of up to \$11,010 in fees for Arcadia during the current fiscal year.

In addition to the royalty payments, the Austin History Center will receive publication credit in the books, including placement of the Center's logo on the back cover of the books. This presents an opportunity for the Austin History Center to celebrate and promote the history of Austin. The Center's director also anticipates that the partnership on the publication of these books will result in increased donations of historic photographs to the Center's photographic

archives. Additionally, the Center has seen an increase in photo orders each time an Austin photo book has been published in the past. By partnering on these types of projects, the Austin History Center is better able to fulfill its mission of preserving, documenting, and making accessible the history of Austin.