



REPORT/RECOMMENDATION

To: MAYOR AND COUNCIL	Agenda Item <u>Item No. V.B.</u>
From: Jordan Gilgenbach Communications Coordinator	<input type="checkbox"/> Action <input type="checkbox"/> Discussion <input checked="" type="checkbox"/> Information
Date: Aug. 21, 2012	
Subject: 2012 Images of Edina Photo Contest	

RECOMMENDATION

Present the 2012 Images of Edina photo contest awards to Lori Anne Yang, Megan Norman, Denis Plaster, Lisa Hafey, Anne Girton and Ty Dowda.

INFORMATION/BACKGROUND:

The City established the Images of Edina photo contest in 2004 to recognize and collect photographs that capture Edina as a preeminent place for living, learning, raising families and doing business. Each year, residents and employees who work in Edina are called to submit their favorite “Edina” photos taken over the past year. The photos are judged on subject matter, composition, clarity, depth of field, lighting, quality of color or black and white, artistry and drama, degree of difficulty, Edina relevance and overall impact.

Entries for the 2012 contest were due in mid-June. This year, we received 115 photos from more than 50 different photographers.

This year’s panel of volunteer judges includes Katie Pauls, Art Director for Edina Magazine, Chip Jones, owner of Chip Jones Photography, Polly Norman of Polly Norman Art and Emilie Kastner, Communications Assistant for the City of Edina.

From the submitted photos, judges chose the winning photographs in five categories representing the City’s vision statement: Living, Learning, Raising Families and Doing Business. New to this year’s contest is a reader’s choice winner. The City partnered with Edina Magazine which allowed photos to be submitted online. Once submissions were finished, the photos were published on Edina Magazine’s website for readers to vote.

The winners of the 2012 Images of Edina Contest are:

- “Morning Glory Love,” by Lori Anne Yang, winner of the “Living: Plants & Wildlife” category.
- “Sunset Swing,” by Megan Norman, winner of the “Raising Families” category.
- “Creek Valley Water Tower,” by Lisa Hafey, winner of the “Doing Business” category.
- “Young Photographer,” by Anne Girton, winner of the “Learning” category.
- “Stay Back,” by Ty Dowda, winner of the “Readers’ Choice” category.
- “Singing in the Rain,” by Denis Plaster, winner of the “Living: People” category.

Of the five category winners, one photo was chosen as the overall winner, and will be announced at the Aug. 21 City Council meeting. Awards will be presented by Mayor Jim Hovland to all the winners. Most of the award winners are expected to be in attendance and will pose for a photo with the mayor.

The photos will be framed and hung in the Finance Department at Edina City Hall, along with the winners of the 2011 contest. The photos will also be printed in Edina Magazine and may be used in the City’s publications, such as *About Town*.

The Communications Department would like to extend a “Thank You” to everyone who submitted a photo to the photo contest, to the judges who volunteered their time and to Edina Magazine for partnering to make this another successful year.

The Tenth-Annual Images of Edina photo contest will accept entries April through mid-June, 2013. Photo submissions can be made on EdinaMag.com. Additional information can be found at www.EdinaMN.gov.