



MAYOR'S COUNCIL ON THE ARTS

MEETING AGENDA

March 21, 2024

12:00 P.M.

LAKE CRAGO OUTDOOR RECREATION COMPLEX

- I. Meeting Called to Order
- II. Mayor's Remarks
- III. September 7, 2023 Minutes Review & Approval
- IV. United Way of Central Florida Presentation – Community Wellness Initiative
- V. Grant Guidelines Survey Request
- VI. Council Member Updates
- VII. New Business
- VIII. Adjourn



LkldArts.org

Mayor's Council on the Arts September 7, 2023

The Mayor's Council at the Lake Crago Outdoor Recreation Complex. Mayor **Bill Mutz**, Chair **Kerry Falwell**, Commissioner **Sara McCarley**, Assistant City Manager **Rob Hernandez**, **Alex Rich** – Polk Museum of Art, **Pal Powell** – Polk Museum of Art, **Tyson Voigt** – Southeastern University, **Jermaine Thornton** – Florida Dance Theatre, **Cynthia Haffey** – Platform Art, **Chandra Frederick** – At-Large member, **Jennifer Alls** – Polk Theatre, **Kristin Hein** – Bonnet Springs Park, **Pam Page** – Parks, Recreation, & Cultural Arts, **Steven Collazo** – RP Funding Center, Deputy City Clerk **Heather Bradman** were present.

Commissioner Sara Roberts McCarley called the meeting to order at approximately 10:34 a.m.

On behalf of Mayor Bill Mutz, Commissioner McCarley welcomed everyone to the and sent the Mayor's apologies for running late.

Minutes Review & Approval

Kerry Falwell called for approval of the August 3, 2023 meeting minutes. Cynthia Haffey motioned to approve the minutes; Jermain Thornton seconded. The motion carried unanimously.

Annual Grant Workshop

The pandemic language has been removed from the FY24 LMCA Grant Scoring Matrix. Based on the number of award recipients and total funds available, individual grant awards will consist of up to 5% of each organization's prior year operating expenses with a maximum request of \$75,000. The total annual budget for MCS is \$275,000. The purpose of the annual grant program and requirements to apply have not changed. Grant applications are scored by a panel of judges. Judge identities will not be disclosed to prevent bribery. Only applications with a score of 70% or above will be eligible for funding. The narrative responses have changed. The judges prefer audited financial statements because it follows the definitions set forth by the Florida Department of State.

Kerry Falwell will investigate why Music was not included on the list of definitions of arts-based organizations. Nature centers are considered an arts-based organization per the Division of Cultural Affairs. Festivals would fall under media arts. The intent is for arts funds to solely go to art-centric organizations. Many organizations that do not receive funds are not art-centric; there is a component of art, but it does not make up most of the organization's purpose.

Grant applications are due by 5:00 p.m. on September 28, 2023. The following link will bring you to the application: <https://lkldarts.org/grants/>.

Mayor Bill Mutz arrived at approximately 11:00 a.m.

Please contact Kerry Falwell through her work email address kfalwell@explorefcm.org if you have any questions regarding the process.

A subcommittee will be created in order to rework the grant application. Kerry Falwell will serve as the subcommittee chairperson. Chandra Frederick and Alex Rich volunteered to serve on the subcommittee. Kerry Falwell added that Brad Lunz shared with her his interest to also serve on the subcommittee.

Council member updates

Commissioner Sara McCarley shared that the Polk Arts and Cultural Alliance will have a Hall of Fame event on October 17, 2023 at Bonnet Springs Park. Many municipalities have sponsored tables at the event. The MCA will have a table at the event; however, each attendee must pay for their own seat.

New Business

Pam Page, Deputy Director of Parks, Recreation, and Cultural Arts showed the council the Downtown Public Arts Trail. The page will be up on the City of Lakeland website soon. Every piece of public art will be shown on the map. There will be a QR code on each piece of art that citizens can scan with their smartphone in order to learn more about the piece and artist. At some point, there may need to be paper copies for those who do not have a smartphone. Those copies could be located at City buildings or the Chamber of Commerce. There are various public parking areas, so the starting point of the route is flexible.

Before bringing the council on a tour, Pam Page provided a brief history of the Lake Crago Recreational Center. In 2013 all the infrastructure (water, sewer, stormwater, ponds, piping, etc.) was put in. The site was not originally accessible anywhere to the City of Lakeland, so they had to figure out a way to connect the property to a major road. The City trade land on which the hospital could build their cancer center in exchange for also building a bridge to connect Lake Crago to a main road. This facility is meant to be nature and water based as it touches 7 different lakes on the property. It was important to build docks for those who have boats and kayaks. Lake Crago connects directly to Lake Parker. Currently, the site is used by the public for fishing and by the McKeel Academy Rowing Club. The site will be under construction for 3 lighted soccer fields to be used by recreational groups (youth and adult). Years out there will be room to build 4 baseball fields and another building similar to the Magnolia Building for rental use. The master plan is fluid and flexible. There are no plans for track and field on the Lake Crago site. Next year, this site will also be part of the first leg of the paved multiuse Teneroc.

There was also a sculpture at the Lake Crago Recreation Center that was damaged in the middle of the night. The sculptor was in town and took all the pieces back to New York. The City filed an insurance claim and the sculptor is now making a custom replacement piece. They have also commissioned a piece with Dominic Gilbert to be delivered and installed in two months. There is also a wall of Arts and Rec at the center.

Announcements

Kerry Falwell had a productive meeting with the owner of Good Intents. They agreed that the calendar is cumbersome, and they are researching other plug ins to get things more easily on the site. There are significant overhauls that need to happen such as an update of all pictures. If anyone on MCA receives an email from someone on that team, it is not spam. Please help them the best you can.

The meeting adjourned at 11:37 a.m.