



MAYOR'S COUNCIL ON THE ARTS

MEETING AGENDA

June 4, 2024

12:00 P.M.

LAKE CRAGO OUTDOOR RECREATION COMPLEX

- I. Meeting Called to Order
- II. Mayor's Remarks
- III. March 21, 2024 Minutes Review & Approval
- IV. FY25 Grants Update
- V. Polk Vision Arts, Culture, and Recreation Update
- VI. Council Member Updates
- VII. New Business
- VIII. Adjourn



LkldArts.org

Mayor's Council on the Arts
March 21, 2023

The Mayor's Council on the Arts met at the Lake Crago Outdoor Recreation Complex. Mayor **Bill Mutz**, Chair **Kerry Falwell**, Deputy City Manager **Emily Colon**, **Pal Powell** – Polk Museum of Art, **Jermaine Thornton** – Florida Dance Theatre, **Cynthia Haffey** – Platform Art, **Tiffany Van Wieren** – Watson Clinic Foundation, **Cindy Collins** – RP Funding Center, **Kevin LeVine** – Harrison School for the Arts, **Meg Wallace** – Lakeland Arts Association, **Betsy Bohrer** – At Large Member, **Alice Santana** – Straz Center, **Daryl Ward** – Polk Arts Alliance, **Shirley Balogh** – Guest Speaker, and Deputy City Clerk **Heather Bradman** were present.

Mayor Bill Mutz called the meeting to order at approximately 12:02 p.m.

Minutes Review & Approval

Kerry Falwell motioned to approve the September 7, 2023, meeting minutes; Cynthia Haffey seconded. The motion carried unanimously.

United Way of Central Florida Presentation – Community Wellness Initiative

Kerry Falwell introduced the guest speaker, Shirley Balogh. Ms. Balogh is the Director of Community Wellness with the United Way of Central Florida. The Community Wellness Initiative is managed by the United Way of Central Florida with funds through Polk County government. Ms. Balogh is speaking to the council because many members represent 501(c)(3) non-profit organizations or they are affiliated with one. There will be an opportunity for organizations to apply for this grant in July. It is important for arts and culture to be integrated into a broader wellness initiative that serves underserved and uninsured Polk County residents.

There are a wide variety of services that can be provided for residents to include behavioral health, human services, exercise, wellness, nutrition, etc. Right now, they have 20 partners and are about to add 5 more as they try to serve all areas of the county. The Navigator Program goes out in the community and talks to residents in those areas to see if they have a need for healthcare or can be signed up for the Polk County health plan. The United Way has \$11.2 Million they want to give away. People are not applying because they are afraid of the criteria. Do not be afraid! They want organizations to be successful in the application process, so services go out to people in their community. Organizations can define the area within Polk County they want to commit their services.

The Florida Children's Museum has a funded grant called Polk Plays. This grant is to promote community wellness for children starting at birth. For a child to achieve wellness, they must achieve healthy brain development which has been scientifically proven through play. The process starts on <https://polkplays.org/> where qualified Polk County families can redeem their free Polk Plays membership by watching a short video, taking a brief quiz, and signing up for the complimentary membership. Survey results show 96% of respondents say coming to the Florida Children's Museum has strengthened their family bond and attachment.

This grant opportunity should encourage the council to think how their cultural centers and art institutions can benefit community wellness. Music and art play a huge part in wellness activities and are important to the healing process. If anyone has ideas, they are encouraged to reach out to Shirley and the grant manager, Terry Saltzman. Together, they will meet with you and talk through what you want to accomplish. The organization providing services does not have to be in Polk County; however, the services must be done in Polk County. Kerry Falwell is happy to share a copy of her grant (Polk Plays) with everyone on the council.

Grant Guidelines Survey Request

The grant subcommittee needs more input from the council. Kerry Falwell distributed the Mayor's Council on the Arts 2022-2023 Annual Grant Program guidelines and a QR code for the Mayor's Council on the Arts Grant Criteria Evaluation. The evaluation is an anonymous survey for members to complete so the subcommittee can gather feedback on what may/may not be effective.

Kerry Falwell reviewed Resolution No. 5607 with the council explaining the purpose of the Mayor's Council on the Arts. She wants to ensure that when members are completing the survey, they keep the charge of this resolution in mind.

Council Member Updates

Cindy Collins – The new Director of the RP Funding Center. She has over 20 years of experience progressing from box office operations to general manager. She spent 15 years working for a not-for-profit historical theater and was most recently General Manager with AS Global/SMG Worldwide Entertainment & Convention Venue Management overseeing the Mountain Health Arena in Huntington, West Virginia. The RP Funding Center has a very busy schedule that is oriented around the convention center like dance and sports competitions. Cindy has only been here a few months, but she has been working to meet people in the community to work with Catapult and bring local businesses into RP Funding Center.

Cynthia Haffey – They are working on three public art projects. One is an environmental piece in Lake Wales, one is in Lake Alfred's veterans' park, and one is in Lakeland's veterans' park. Tonight at 5:30 p.m., they are hosting an exhibit and reception at COhatch for the students of an FSC painting class to show their work.

Betsy Bohrer – She is with Bohrer Gallery LLC which produces Fine Art at the Magnolia that awards an emerging artist scholarship every year. She has produced an exhibit that was at the Mulberry Culture Center. She produces One Wall, an arts exhibit and grant program. She also produces the Florida Arts Journal which features artists.

Tiffany Van Wieren – She runs the Arts & Medicine Program for the Watson Clinic Foundation. The program is based out of the Cancer Clinic and they do a lot of joint programing. The two current initiatives are to create a survivorship legacy lane depicting

cancer patients in their survivorship and an arts and health consortium for Polk County. They want to leverage their resources specifically in the area of arts and health.

Alice Santana- She works at the Straz Center in Tampa and has been a Lakeland resident for 9 years. She oversees the Education and Community Engagement Departments and the Arts and Health Initiatives at the Straz Center. They also work with the veteran community in the area.

Meg Wallace – She is the new Vice President of the Lakeland Arts Association. Their goal is to move into a community outreach organization that can reach artists of all ages in varied artforms. So many families and children come to these free events where they engage in art in ways they normally would not because of economic issues. Their organization has a website and social media and they try to go to as many festivals and markets as possible to get their name out. The current president is Sherry Ross and she engages well with the community.

Daryl Ward - Last October was the first Polk County Annual Arts & Culture Hall of Fame Gala and they inducted six new members. This week they updated the Hall of Fame Exhibit at the Polk History Center in Bartow. A video component was added to the exhibit to inform about the other hall of fame members. The Hall of Fame exhibit will be held in Winter Haven on October 15th. On April 9th at 5:00 p.m. they are holding a free marketing seminar in their new office on Lake Wire (3rd floor conference room). He handed out the 2024 Polk Arts Guide for new residents and visitors.

Pal Powell – Mayfaire by-the-Lake is coming up on Mother's Day weekend. The current Rockwell | Wyeth exhibition runs through end of May.

Kevin Levine – There will be 17 performance events between now and next 7 weeks. Students did a great job at the Chamber Breakfast.

Jermaine – They are working on ways to reimagine community. This spring they are hosting an event, Unity in Motion, which brings in dance companies from other cities to share the love of dance with our community. They will also host an evening of master classes for students in the community.

Kerry Falwell - Polk Vision is coming to the end of a 20-year vision cycle and they are trying to gauge community feedback. The Florida Children's Museum opened Splat Studio. It is a place for kids and adults to learn, create, express ideas, and have fun. April 6th at 7:00 p.m. is the Night at the Museum fundraiser where adults can socialize and play.

New Business

Good Intents update - There is an issue with the backend of the website. It was originally made with a custom theme that does not work well with plugin updates. They have identified a fix so the website will work better. The monthly social media posting is still

going on. If someone is not seeing their organization represented on the page, please let Kerry Falwell know.

The council can examine the cost of moving to a different platform. A website should not be a limiting factor. These tools should be nimble, quick, and adaptable. We have been with Good Intents for two years, so it might be good to do an RFP to see what else is out there. We never did a full RFP for Good Intents because we piggybacked on an arrangement with Lakeland Electric. Anything below \$35,000 does not have to go to RFP. Deputy City Manager Emily Colon recommends an RFP so the council can be specific in their needs.

The meeting adjourned at 1:14 p.m.

United Way has \$11-2M in grant \$ to give away

Shirley



UWCF Community Wellness – Request for Proposal 2023-24 Examples of Programs and Services

Prevention/Early Intervention (examples below but not limited to): Programs and services that provide an active, lifelong process of becoming aware of and making choices toward a healthier and fulfilling life.

example: polkplays.org



Wellness and Fitness Programs/Classes (adults/children), such as:

- a. Exercise, Wellness, Fitness, Nutrition, to address obesity, heart disease, diabetes, high blood pressure, disease, and comorbidity prevention, etc.
- b. Focus on youth centered programs targeting childhood obesity and other comorbidities.
- c. Food Insecurity/Health Nutrition Education: Connect vulnerable at-risk populations to healthy food options.
- d. Programs that provide health screenings and education screenings

Must be a 501c3 or partner w/ one

- o Mobile Integrated Health (MIH) projects focused on patient-centered, mobile resources in the out-of-hospital environment. MIH components can include traditional EMS response, community paramedics, advanced practice provider (PA-C, NP) responders, 911 nurse triage lines, and alternate destination/ER diversion.
- o Community paramedicine, where preventative care is offered to patients (either by in-person visit, phone call, or telehealth visit) and reduces non-emergent visits to the emergency room.
- o Programs assisting persons with disabilities and/or developmental delays, following the CDC's approach:
 - a. Work across public health systems to encourage including accessibility features for all persons with disabilities -
 - b. Focus on specific functional populations (for example, those with vision or hearing loss, or mobility limitation) as a whole, with accommodations as necessary; and
 - c. Develop and implement public health programs for people with specific conditions.
- o Programs supporting a system for Centralized Care Coordination, which involves a deliberate organization of patient care activities and information sharing among all the participants concerned with a patient's care to achieve safer and more effective care.



- o Senior programs promoting independence and healthy lifestyles and/or reducing generational health barriers that prevent disease and disability and improve quality of life through healthy behaviors such as proper nutrition, exercise, use of preventive health care, and avoiding smoking and alcohol abuse.
- o Faith-based programs offering counseling, treatment, support groups, the 12-Step Program, wellness activities, etc.
- o Neo-natal care programs for moms experiencing substance abuse.
- o Supportive programming for single-parent households
- o Programs to address health care workforce shortage.

Terry - Grant Mgr @ county

UWCF Community Wellness – Request for Proposal 2023-24

Examples of Programs and Services

Behavioral Health (examples below but not limited to): Programs meant to improve the psychological, emotional, and social wellbeing of Polk County residents.

- Residential and/or Peer programs (must have a behavioral health component) targeted toward socially or economically challenged (including youth aging out of foster care).
- Residential and/or Peer programs providing onsite mental health counselors.
- Programs offering mental health assistance for foster families.
- Caregiver family support
 - Services including social support groups, respite, coping skills that encourage caregivers to continue providing care in a home setting, etc.
- Programs providing addiction recovery services, including mom-focused/family support, residential rehab, outpatient rehab, animal-assisted therapy, medication-assisted treatment (MAT), and substance abuse counseling.
- Behavioral health screenings, follow up and linkage to services.
- Support Groups
- Programs providing Trauma Informed Care and those focused on Adverse Childhood Experiences/(ACES), which can include things like physical and emotional abuse, neglect, caregiver mental illness, and household violence. Priority will be given to programs training clinicians and screening for both adults and children.
- Mental Health Training Intervention Program for Public, such as Mental Health First Aid or QPR (Question Persuade and Refer)
 - Including programs targeting youth coaches, faith-based community, etc.
- Mobile Integrated Care
 - Collaborate with other community partners to provide healthcare services to underserved populations in their homes or in an outreach setting.
- Programs supporting a system for Centralized Care Coordination, which involves a deliberate organization of patient care activities and information sharing among all the participants concerned with a patient's care to achieve safer and more effective care.
- Improved services for the incarcerated population
- Programs to address behavioral health workforce shortage.

NOTE: All program / services provided – One-time service eligibility must be Polk County Resident – Reoccurring services Client(s) must meet the following eligibility criteria:

For Polk County resident(s) following a one-time service/program, the organization must ensure the reoccurring proposed service/program will be for:

1. Gross family/household income at or below 200% of the Federal Poverty Level Guidelines.
2. Documented full-time resident of Polk County
3. Have no other health insurance, including Medicaid, Medicare, Polk Healthcare Plan, Veteran's Health Benefits, or any private insurance. (Exception: Residents of Polk County with health who qualify by residency and household income, would be allowed to participate in a UWCF Community Wellness program IF:
 - a. The benefit being offered by a UWCF Community Wellness program is not a covered benefit under their plan **OR**
 - b. The individual has exceeded the Plan's benefit limitations for type of benefit/service. Adequate proof of non-coverage or cover limits met must be provided.

Mayor's Council on the Arts- Grant Criteria Evaluation

The purpose of this survey is to collect feedback from Council members on the relevancy of current grant guidelines.

1. Please select which type of funding you feel is more important for this grant funding.

Specific program/project

Operating

Capital

Other

2. Please rate the relevancy of this guideline criteria. 1 star being not relevant and 5 stars being very relevant.

Does the enterprise help establish Lakeland's reputation as a destination for the creative industries and the arts?



3. Please rate the relevancy of this guideline criteria. 1 star being not relevant and 5 stars being very relevant.

Does the event, series, or initiative help establish Lakeland's reputation as a

destination for the creative industries and the arts?



4. Please rate the relevancy of this guideline criteria. 1 star being not relevant and 5 stars being very relevant.

How has this organization contributed to the Lakeland creative industries and arts community within the last three years?



5. Please rate the relevancy of this guideline criteria. 1 star being not relevant and 5 stars being very relevant.

How has this organization fostered collaboration with other members of the Lakeland creative industries and arts community?



6. Please rate the relevancy of this guideline criteria. 1 star being not relevant and 5 stars being very relevant.

How has the financial status of the organization changed over the last three years?



7. Please rate the relevancy of this guideline criteria. 1 star being not relevant and 5 stars being very relevant.

How does your organization work to attract and impact new audiences?



8. Please rank by order of importance to evaluate the impact of arts and culture funding. First being most important and last being least important.

Description of core programming and history

Special programming relevant to grant application

Financial health

Collaboration and partnerships

Ability to attract new audiences

Marketing and promotion plan

Evaluation tools, metrics

Description of community benefit

9. Please use this space to provide any feedback you have on the future of the Mayor's Council on the Arts grant program.

Enter your answer

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