



MAYOR'S COUNCIL ON THE ARTS MEETING AGENDA

August 18, 2025

1 PM

Summit

- I. Tour of Summit murals + artist Q & A
- II. Meeting called to order
- III. Mayor's Remarks
- IV. Introduction of new Members
- V. Minutes Review & Approval
- VI. Partner Updates
 - a. AGB Museum and Polk Arts and Cultural Alliance
- VII. FY26 Organizational Grants Timeline
- VIII. Old Business
 - a. LKLD Arts Internship
 - b. Resolution update(s)
- IX. New Business
- X. Adjourn



LkldArts.org

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Mayor's Council on the Arts
May 20, 2025

The Mayor's Council on the Arts met at the Lake Crago Outdoor Recreation Complex. Mayor **Bill Mutz**, Chair **Kerry Falwell**, Commissioner **Stephanie Madden**, **Alex Rich** – Ashely Gibson Barnett Museum of Art, **Cynthia Haffey** – Platform Art, **Alice Santana** – Straz Center, **Kevin LeVine** – Harrison School of the Arts, **Cindy Collins** – RP Funding Center, **Tiffany Van Wieren** – Watson Clinic Foundation Arts in Medicine, **Lesley Chambers** – Florida Southern College, **Brad Lunz** – At Large Member, **David Wilt** – At Large Member, **Alan Reynolds** – Lakeland Community Theatre, **Parker Landry** – At Large Member, **Ricky Johnson** – Polk Theatre, **Georgia Lynn Dean** – At Large Member, **Ashely Miller** – Lakeland Symphony Orchestra, Deputy Director of Parks, Recreation, and Cultural Arts **Pam Page**, and Deputy City Clerk **Heather Bradman** were present.

Mayor Bill Mutz called the meeting to order at approximately 2:02 p.m.

Mayor's Remarks

Mayor Mutz shared that Donna DeStefano from Summit Leadership had offered to host the meeting at Summit to allow members to view the building's murals. As the location for this meeting was already set, he plans to follow up with Ms. DeStefano and host the fall meeting at Summit in appreciation of the offer.

Introduction of New At Large Members

Chair Kerry Falwell introduced two new at-large members: Parker Landry and David Wilt.

Artists Grant Sub Committee Report and Recommendation

Kerry Falwell provided an overview of the grant subcommittee's work and distributed a handout summarizing the recommendations. (Handout on file in the agenda packet.)

The council discussed:

- Recommendation to allocate \$20,000 for production costs and \$5,000 for materials to support individual artist grants.
 - Any remaining funds would be redirected to artist grants.
 - The subcommittee will develop a new grant scoring matrix tailored to individual artists rather than organizational models.
 - Installment-based disbursements, post-project documentation, and potential eligibility consequences for non-performance.
 - Accessibility and flexibility of grants were emphasized, with amounts awarded based on project scope ranging from \$2,000 – \$5,000.
 - The need for safeguards and clearly defined application requirements.
- The potential involvement of a City of Lakeland intern to assist with marketing and the administrative aspects of the grant process (guidelines, scoring, etc.) was discussed.

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Motion: Member Lesley Chambers moved to have Kerry Falwell request that the City Commission maintain existing organizational grants and add a new \$25,000 line item to support workforce development for creative entrepreneurs, bringing the total FY25 request to \$400,000. Mayor Mutz seconded.

Pam Page inquired if culinary arts could be included. Kerry Falwell clarified that inclusion criteria will be addressed in the grant guidelines.

Kerry Falwell asked for any further comments from the council.

Action: Kerry Falwell called for the vote and the motion passed unanimously.

The council continued to discuss:

- Kerry Falwell will present the FY24 Organizational Grant Impact Report and funding request at the June 2 City Commission meeting.
- MCA members were encouraged to attend the June 2 Commission meeting in support of the funding request.
- The Council will await budget feedback before finalizing workforce development guidelines.
- If the \$25,000 request is not approved, the group may consider redirecting those funds back into organizational grants.
- Pam Page advocated for identifying properties that could serve as open art studios, expanding beyond city-owned buildings.
- The importance of supporting creative entrepreneurship and artist visibility was highlighted.

Minutes Review & Approval

Motion: Member Cindy Collins moved to approve both sets of minutes; Member Brad Lunz seconded.

Kerry Falwell asked for comments from the council.

Action: Chair Kerry Falwell called for the vote and the motion carried unanimously.

The next meeting will be held at the Summit building, with reserved parking and a tour of the murals.

The meeting adjourned at 2:48 PM.



MAYOR'S COUNCIL *on the* ARTS

Position Title: Administrative Intern – Mayor's Council on the Arts

Location: Lakeland, FL (Hybrid options available)

Hours: 10–15 hours/week (flexible scheduling available)

Stipend:

Term: Fall 2025 Semester (with potential for extension)

Reports To: City of Lakeland Staff Liaison

Application Deadline: [Insert Deadline]

About the Mayor's Council on the Arts

The Mayor's Council on the Arts (MCA) exists to enhance and promote the cultural vitality of Lakeland through strategic support of the arts and creative economy. We connect community members, local artists, and institutions to foster an inclusive and vibrant cultural landscape.

Position Summary

The Administrative Intern will play a vital role in maintaining the Council's digital presence and supporting its grant-making and outreach efforts. This internship offers meaningful, hands-on experience in arts administration, digital marketing, and civic engagement—ideal for students or emerging professionals interested in nonprofit work, public service, or cultural leadership.

Key Responsibilities

Digital Communications & Content Management

- Maintain and update content on www.lkldarts.org, ensuring accuracy, consistency, and accessibility.
- Draft and schedule regular social media posts (Instagram, Facebook, etc.) to promote local arts events, grant deadlines, and Council news.
- Design and distribute a monthly e-newsletter highlighting community events and opportunities.
- Track and analyze digital engagement metrics to inform strategy.

Arts Grants & Program Support

Assist with coordinating the MCA's annual grant application process, including:

- Updating application forms and timelines
- Corresponding with applicants
- Organizing review materials

Administrative & Council Engagement

- Attend and provide support at all Mayor's Council on the Arts meetings.
- Prepare meeting agendas, minutes, and presentations as requested.
- Assist with special projects, public outreach, and event support.

Preferred Qualifications

- Currently enrolled in or recently graduated from a college program in arts administration, public administration, communications, nonprofit management, or a related field.
- Strong writing, editing, and communication skills.
- Familiarity with web platforms (e.g., WordPress), social media tools (e.g., Canva, Meta Business Suite), and Google Workspace.
- Passion for the arts and a commitment to civic engagement.
- Ability to work independently with attention to detail and follow-through.

Learning Outcomes & Workforce Development Focus

- This internship is designed to provide structured learning experiences in:
- Arts & nonprofit administration
- Public sector engagement
- Marketing and communications strategy
- Digital content creation and analytics
- Professional communication and meeting protocols

Interns will receive mentorship from City staff and exposure to leaders in Lakeland's creative community. Regular check-ins and goal-setting will ensure a meaningful professional development experience.

To Apply

Please submit:

- A résumé
- A brief cover letter describing your interest in the position and relevant experience
- (Optional) Examples of social media, digital writing, or design work

Send materials to: [Insert Contact Email]