



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.

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.



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.



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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