



MAYOR'S COUNCIL ON THE ARTS MEETING AGENDA

May 20, 2025

2 PM

Lake Crago

- I. Meeting called to order
- II. Mayor's Remarks
- III. Introduction of new At-Large Members
- IV. Minutes Review & Approval
- V. Artists Grants Sub Committee Report and Recommendation
- VI. Adjourn



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Mayor's Council on the Arts April 21, 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, **Betsy Bohrer** – The Bohrer Gallery LLC, **Kevin LeVine** – Harrison School of the Arts, **Daryl Ward** – Polk Arts Alliance, **Tyson Voigt** – Southeastern University, **Cindy Collins** – RP Funding Center, **Tiffany Van Wieren** – Watson Clinic Foundation Arts in Medicine, **Lesley Chambers** – At Large Member, **Brad Lunz** – At Large Member, Deputy Director of Parks, Recreation, and Cultural Arts **Pam Page**, Librarian **Lisa Lilyquist**, Deputy City Clerk **Heather Bradman**, and Assistant to the City Clerk **Trish Edwards** were present. Mayor Bill Mutz called the meeting to order at approximately 1:03 p.m.

The Council welcomed Trish Edwards to the meeting, and all introduced themselves.

Mayor Mutz shared opening comments and introduced Commissioner Stephanie Madden.

Minutes Review & Approval

Action: Kerry Falwell moved to approve the June 4, 2024, meeting minutes. Cynthia Haffey seconded, and the motion carried unanimously.

Terms

Heather Bradman explained that she reviewed the Bylaws and found that the Council is required to elect a Chair and Vice Chair every 3 years. Kerry Falwell has served as Chair since 2021. Mayor Mutz asked Kerry Falwell if she was interested in continuing as Chair of the Council, and she said she was.

Action: Mayor Mutz called for the vote for Kerry Falwell to complete the current term and the vote was unanimous.

The Council clarified that Kerry Falwell's second term will be retroactively effective as of October 2024 and will conclude in October 2026.

Heather Bradman then explained that the Council could also appoint or elect a Vice Chair. It was decided that the members would vote on this at the next meeting.

Lakeland Library Culture Pass

Lisa Lilyquist, City Librarian, shared information about the Culture Pass program. Anyone with a library card can check out the Culture Pass, like a library book. The Pass allows entry for up to 5 people into the Florida Children's Museum at no charge. The visit must be on the same day the pass is checked out.

- There is one pass at each location

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- The Culture Pass was checked out 464 times in 2024
- It has been checked out 169 times as of March 2025

Lisa Lilyquist asked if any of the other organizations who are members of the Mayor's Council would be interested in being part of the Culture Pass program. This is a way to make the arts available to all members of the community. There would be an individual box to check out for each different organization. This would not be a pass for all locations on the same day.

The Council discussed:

- Hillsborough County does something similar
- The institutions will have to do their own marketing to get the word out
- Supporters can sponsor tickets for the Culture Pass
- It does not have to be available every day

Organizations were encouraged to contact Lisa Lilyquist for more information or to participate.

Services Grant Program Updates

A handout with the FY24 Grant Outcomes was distributed. The handout is on file in the meeting folder.

The Council discussed:

- Other artists may not know grants are available to them. During the last grant cycle, they did not receive any applications.
- Grants are announced in August, and due in September
- Advertising and marketing. Kerry Falwell said they need at least \$5,000 for advertising. Grant information will be shared on social media, on the City News Blog and mailers.
- Grants are usually around \$1,000 and may not be enough to benefit some artists
- Budget – They cannot change the program if they cannot change the budget.

The Council went on to discuss budget strategies and what they can offer other artists besides grants and funding:

- Outdoor Sculpture event showcases many different types of art. They are only paid \$1,700, and the artist must transport the art to and from the Lakeland downtown area.
- Offer the use of the Magnolia Building for artists to show their work
- Artist residencies
- Murals – the artist is not paid, but their art is displayed, and they are getting more work out of it
- Collaborations – Arts organizations become stronger when they collaborate.

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The Council created an artist grant subcommittee to research grants and will report back at the next meeting. Subcommittee volunteers: Pam Page, Tiffany Van Wieren, Tyson Voigt, Alice Santana, Kerry Falwell, and Cindy Clemmons.

New Business

- Tiffany Van Wieren with the Watson Clinic Foundation Arts in Medicine said they recently created the Polk Arts and Health Collaborative. It is a large-scale organization that offers programs that combine art and health, like music therapy and art at assisted living facilities. Watson Clinic is the facilitator and incubator, but they have founding organizations and community ambassadors. She is working on an asset mapping questioner of arts in Polk County.
- The Bylaws for the Council need to be amended, and the Council will need to form a Bylaws Committee for this process.
- The Council would like an update on membership at the next meeting. There are many members that do not attend the meetings.
- The Council will be giving a presentation to the City Commission on June 2, 2025.
- The Artist Grants Committee meeting is scheduled for May 7, 2025, at 10:00 a.m. in the City Commission Conference Room.¹
- The next Mayor's Council on the Arts meeting is scheduled to meet on May 20, 2025, at 10:00 a.m. at Lake Crago.²

The meeting was adjourned at 2:37 p.m.

¹ The location of this meeting was later changed to the City Manager's Conference Room.

² The time of this meeting was later changed to 2:00 p.m.

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Mayor's Council on the Arts Artist Grant Subcommittee Meeting May 7, 2025

The Artist Grants subcommittee met in the City Manager's Conference Room. Mayor **Bill Mutz**, Chair **Kerry Falwell**, and members **Pam Page**, **Cindy Collins**, **Tyson Voigt**, **Betsy Bohrer**, associate member **Alice Santana**, and Deputy City Clerk **Heather Bradman** were present. Associate member **Tiffany Van Wieren** was absent.

Review of Grant Frameworks

Kerry introduced the meeting goals: exploring artist grant structures, particularly opportunities for professional development without requiring an art deliverable. The group discussed examples from municipalities (excluding private nonprofits) as benchmarks. Focus was on supporting individual artists as small business owners through grants.

Hillsborough County's model was reviewed, including methods to diversify award recipients. Creative Pinellas and its emerging artist grants were discussed. Alice Santana noted the challenge for individual artists applying for 501(c)(3) grants due to business structure.

Tyson Voigt shared insights into out-of-state residency programs. Members discussed feasibility in Lakeland. Pam Page suggested researching Asheville's model.

Cindy Clemmons raised the concept of using vacant buildings for studio space. Discussion arose about mimicking Bradenton's Village of the Arts.

Mayor Bill Mutz highlighted Summit's mural selections. Donna DeStefano's contact information was shared for future engagement.

Funding and Legal Considerations

The group discussed legal criteria for issuing funds directly to individuals. Consensus was reached for Heather Bradman to consult legal staff.

The subcommittee agreed not to duplicate Community Redevelopment Agency (CRA) mural grant efforts. Collaboration with CRA and neighborhood associations was suggested. Kerry Falwell will get in touch with CRA Director Valerie Vaught.

Tentative budget breakdown included \$25,000 for individual artist grants, \$50,000 for nonprofits, and \$10,000 for marketing. First-year spending may be gradual.

A graduate assistantship was briefly considered but removed. Kerry Falwell asked Heather Bradman to follow up with the City's Human Resources Department on potential interns to assist with the Mayor's Council on the Arts.

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Grant Cycle Planning

Discussion about aligning all grants on the same cycle; quarterly or semi-annual options were mentioned. Importance of evaluation criteria was emphasized.

Kerry Falwell will work with Communications on improving access to the LKD Arts page on LakelandGov.net.

Pam Page proposed a five-year plan for an artist haven. Creative partnerships were discussed, and a request made for a list of vacant city-owned properties.

The meeting adjourned at 11:11 a.m.