



**FRUITA**  
COLORADO

## AGENDA ITEM COVER SHEET

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**TO:** Fruita City Council and Mayor

**FROM:** Marc Mancuso, Parks and Recreation Director

**DATE:** SEPTEMBER 17, 2024

**AGENDA TEXT:** Arts and Culture Board HeART of Fruita Program

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### PURPOSE

The purpose of this agenda item is for the City Council to discuss how to deal with requests for removal of art, change in location of art, and unfavorable responses to art within the HEART Fruita rotational art program conducted by the Fruita Arts and Culture Board. There is no public art commission that will please every member of the public, and most public art programs will face some unfavorable responses to new installations in the course of their work. It is important to listen to all feedback, and if there is a reasonable manner of addressing the complaint, an organization should consider doing so. It is also important to remember that many installations initially face negative reactions, but that opinions can and do change over time. The goal of this discussion is for staff to receive direction from the City Council on how to address unfavorable responses to new public art. The Mayor asked for this item to be discussed after the City received a request to remove a new piece of art and to change one of the rotation locations.

### BACKGROUND

The Arts and Culture Board proposed the HeART of Fruita in November of 2022 to City Council with full support to move forward with the implementation program.

This program will be modeling similar programs that Palisade, Grand Junction and Moab currently have in place. They are working on the name for the program unique to Fruita. The Arts and Culture board started the program in 2023 with three locations on Aspen Street in the downtown area that will be home to a new piece of art from September through the following September. In 2024 there were two additional locations to the program for a total of five locations.

The Fruita Arts and Culture Board put out a call to artists May 28, 2024 with a deadline for submissions on August 2, 2024. The Arts and Culture board reviewed the submissions, and a selection committee composed of The Fruita Arts and Culture Board, civic representatives, and Fruita Rotary Club members. The selection committee rated the submissions on the following criteria:

- **Quality:** First and foremost pieces must exhibit artistic excellence in conception, composition and execution.
- **Durability:** Must be able to withstand the elements of the high desert and vandalism with a minimum of maintenance.

- Safety: Works of art shall not create inordinate safety concerns for the general public, The City of Fruita, or the Fruita Arts and Culture Board.
- Does the sculpture enhance the public's experience in the community?
- Will the sculpture expose the public to new artistic styles, thoughts, or ideas?
- Will the sculpture have continued appeal throughout the year?

The program is funded by Fruita Arts and Culture Board fundraising, local sponsors, grants, and other funding as needed. The program was implemented in the Fall of 2023.