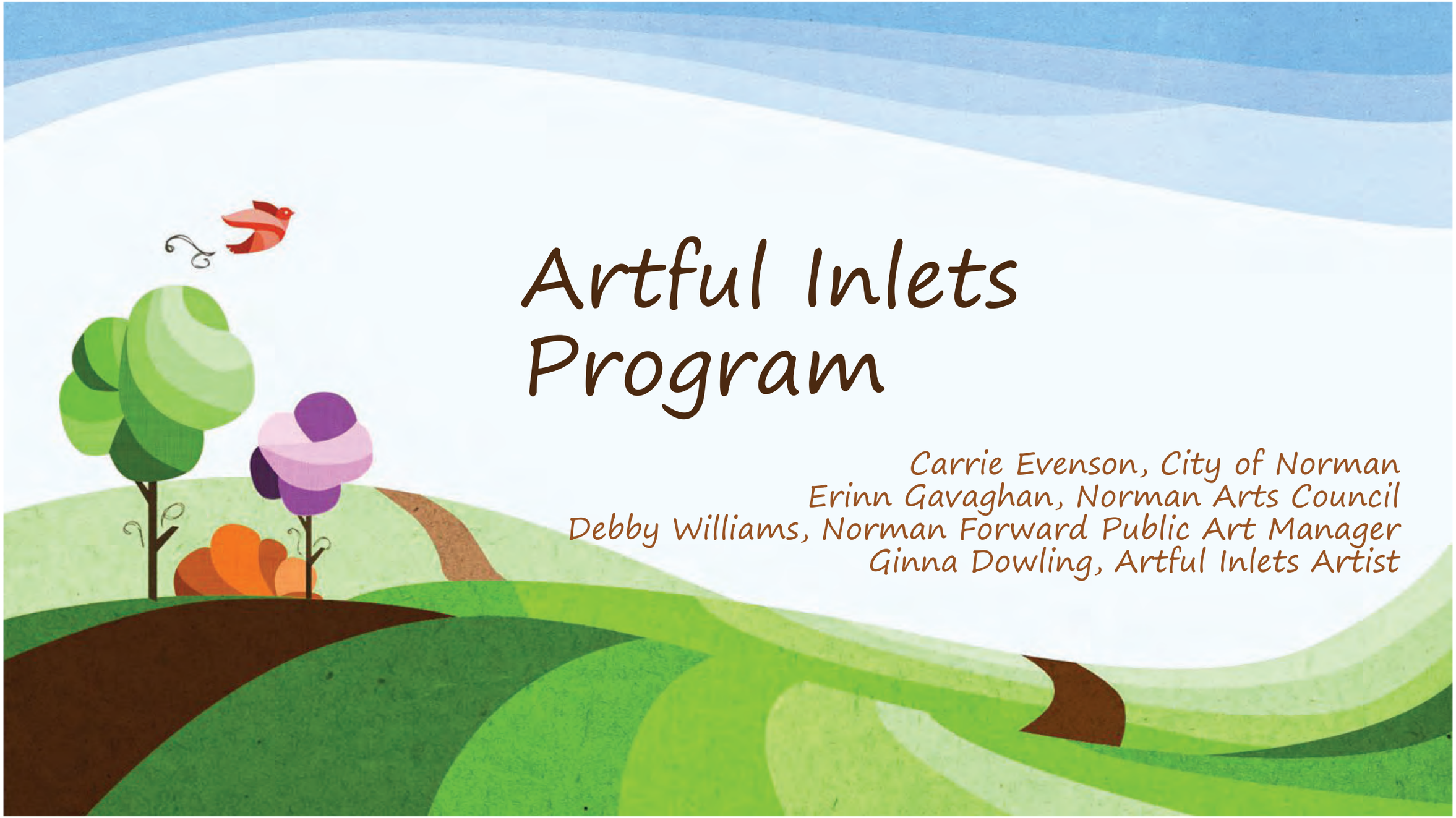

Artful Inlets
Program
Carrie Evenson, City of Norman
Erinn Gavaghan, Norman Arts Council
Debby Williams, Norman Forward Public Art Manager
Ginna Dowling, Artful Inlets Artist

Outline

- How did we get started?
- What did it take to get it done?
- What does it look like?

How Did We Get Started?

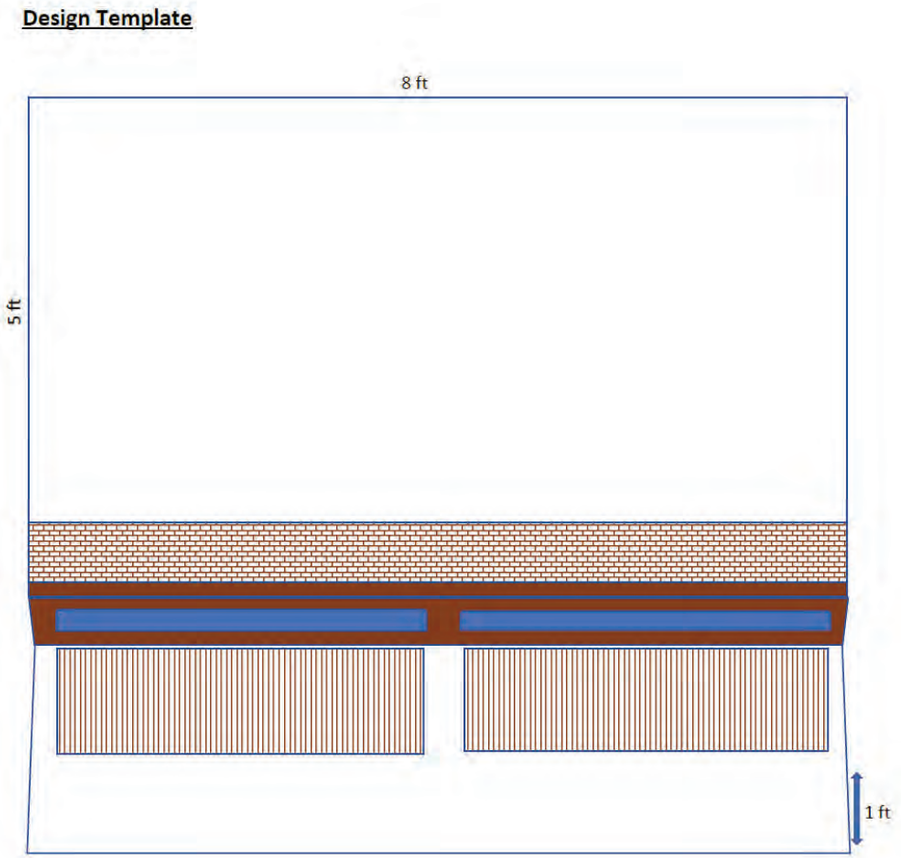
- Brilliant idea: Let's do something similar to what Northwest Arkansas and others are doing for storm drain art in Norman!
  - Research began
- Councilmember interest: Why doesn't Norman have a storm drain art program like other cities have?
  - Led to meeting with Norman Arts Council to see how we could collaborate
- Norman Arts Council agreement: How can we help?

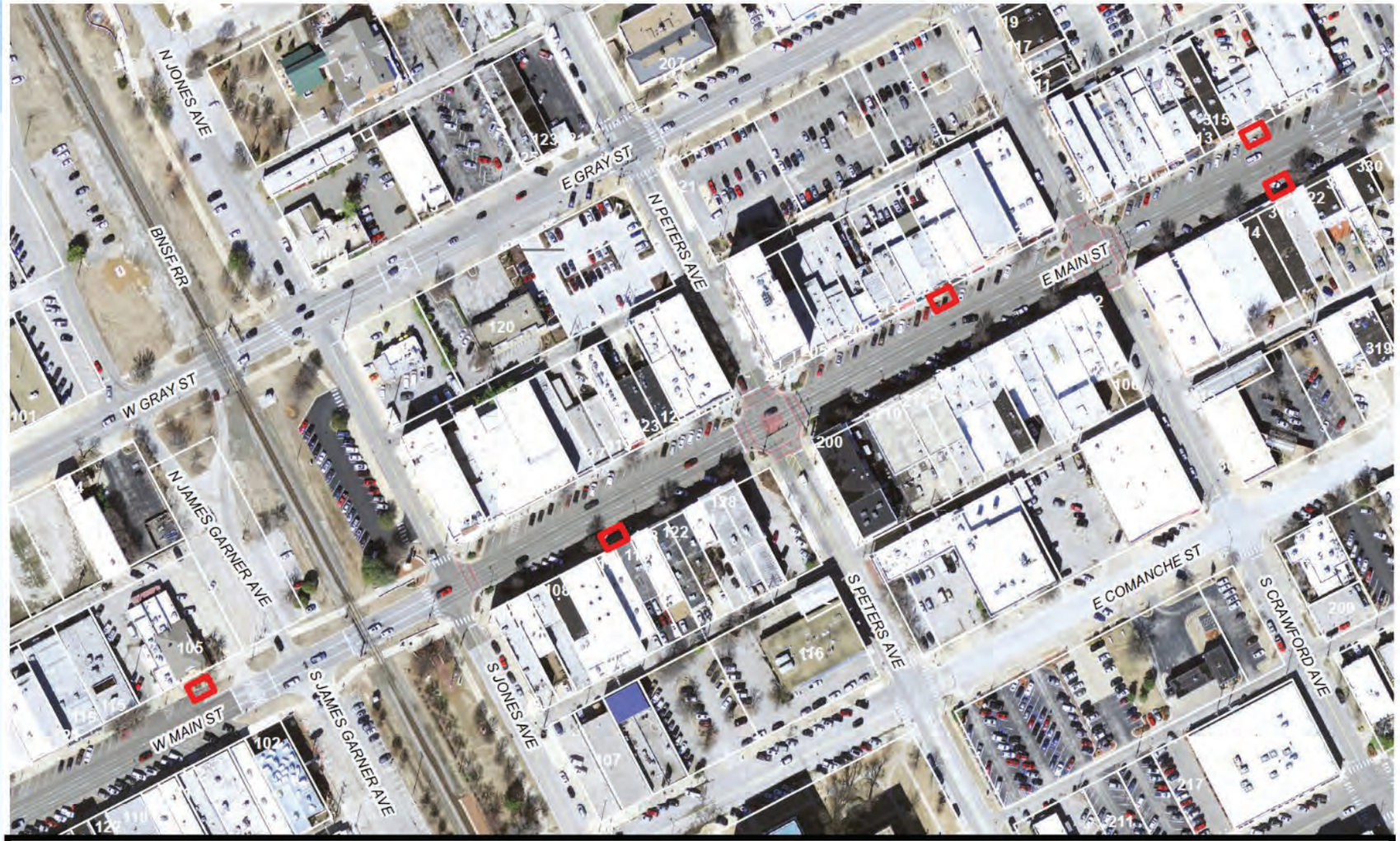
What Did it Take to Get it Done?

- Establish a partnership
  - City of Norman, Norman Arts Council, Public Arts Board each had representatives
  - Memorandum of Agreement approved by Council and Norman Arts Board
    - Initial budget set at $5000
      - $2,500 contributed by each
- Lots of meetings
  - Discussion of logistics, Call for Artists, selection of sites and materials

Site Selection and Call For Artists

- Sites selected by committee
  - Location, distribution, and ability to provide same size canvas and working area considered
- Call for Artists
  - Developed by the experts (not the engineer)
  - Included requirements, expectations, and legalese
  - Artists selected received $400 stipend and materials were provided





Artful Inlet Locations 2019

The City of Norman assumes no responsibility for errors or omissions in the information presented.

1 inch = 167 feet

Legend

Flood Hazard Zone (2013)

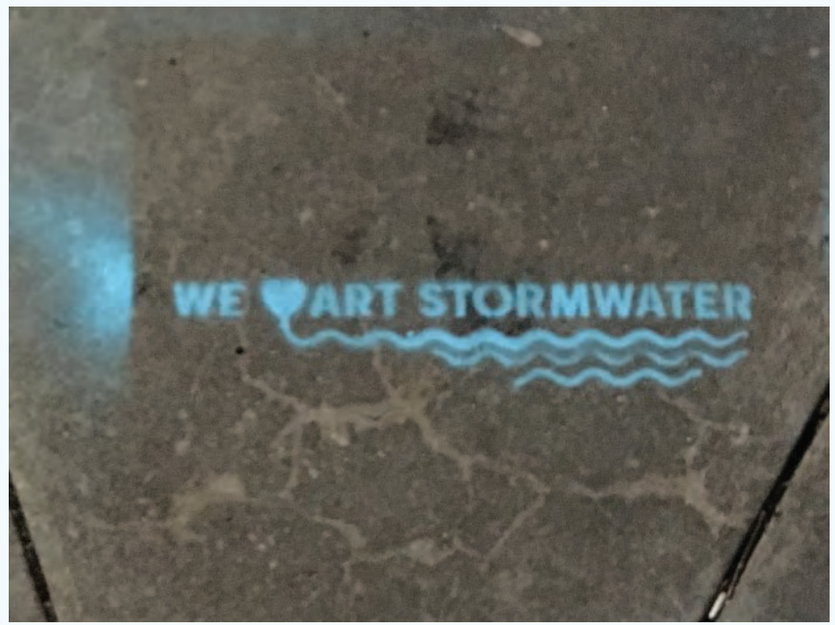
- 1% Chance Floodplain
- Floodway

BENVENUTI'S
105

SEASHANTY
ADVENTURE TO
SEASHANTY
SCUBA DIVE CENTER
JOIN US
AWESOME
PADI
padi.com

Getting the Word Out

- December 2018 Second Friday Art Walk
  - Stenciled logo on Main Street sidewalks
    - Used chalk paint and rain paint
  - Passed out buttons
  - Played "Scoop the Poop" game
- Social Media
- Press Releases



CITY OF NORMAN

PRESS RELEASE

April 8, 2019
For Immediate Release

Media Contact: Michele Loudenback, Stormwater Program Specialist, 366-5435 or michele.loudenback@NormanOK.gov

Artful Inlets installation and celebration planned.

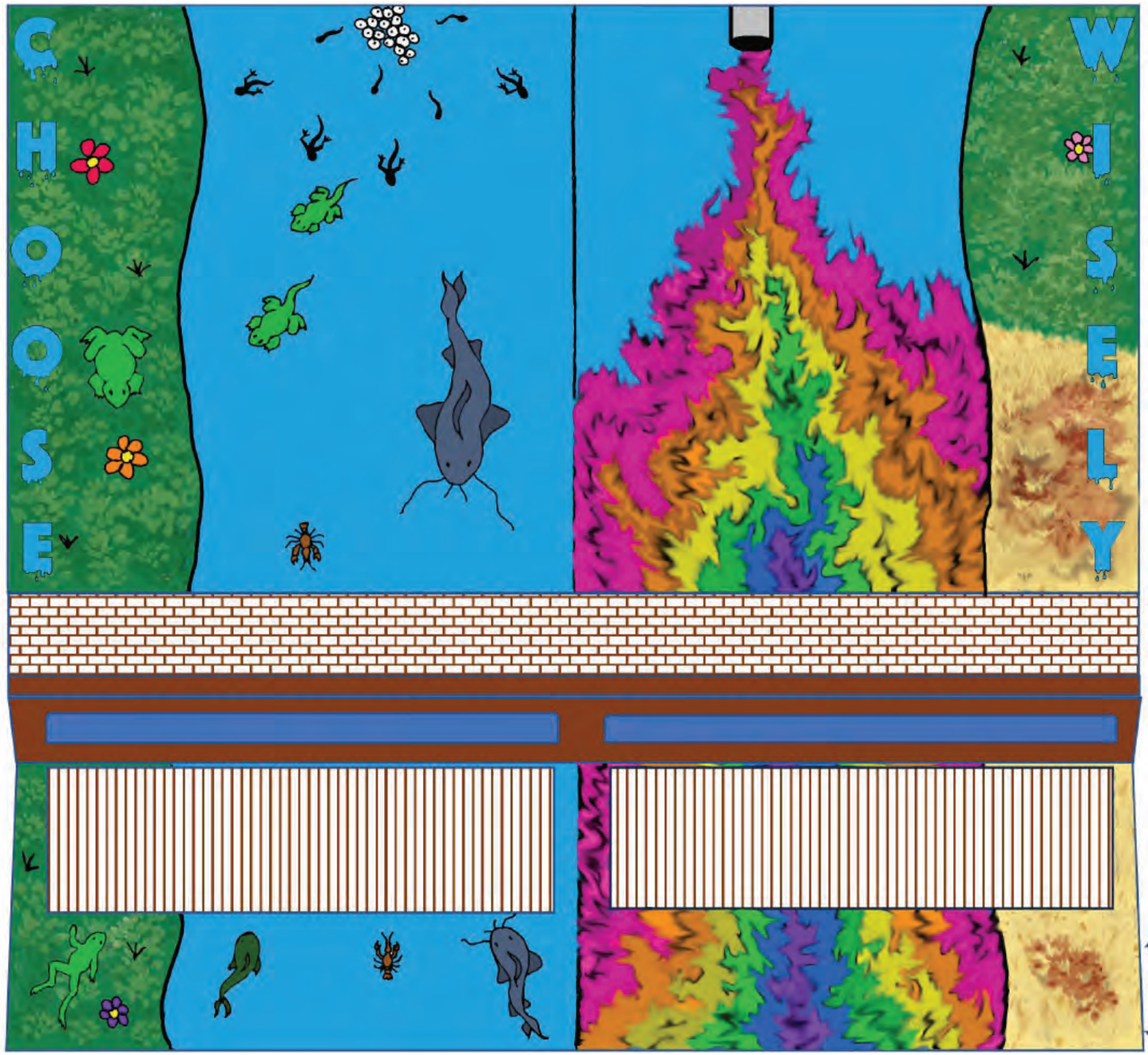
In urban parts of Norman, stormwater runoff enters our storm drain inlets and discharges directly into local rivers, streams and lakes without treatment. This means that pollutants on the ground can be transported in stormwater runoff and discharged directly into our waterways. The April 2nd Friday Art Walk, scheduled for April 12, 2019, will see five local artists transforming five storm drain inlets into artwork as part of the Artful Inlets program. Local artists Derrick Adams, Jazmin Crawford, Laura Nelsen, Ginna Dowling and Rachel Stout were selected to paint five inlets along Main Street, and Art Walk patrons will be able to watch the artists in action as they create artworks that will educate the public and raise awareness about the harmful effects that pollutants in stormwater runoff can have on our local waterways.

Residents are also encouraged to join Mayor Miller, Mayor-elect Clark and other Councilmembers as they celebrate the Artful Inlets program on April 17, 2019. The celebration, which includes a tour of the artwork, will begin at 10 AM in front of the Moxie Shop located at 319 E. Main Street and will end at Benvenuti's located at 105 W. Main Street. Come enjoy the educational pieces that will enhance the artistic environment of Norman that makes our town so unique!

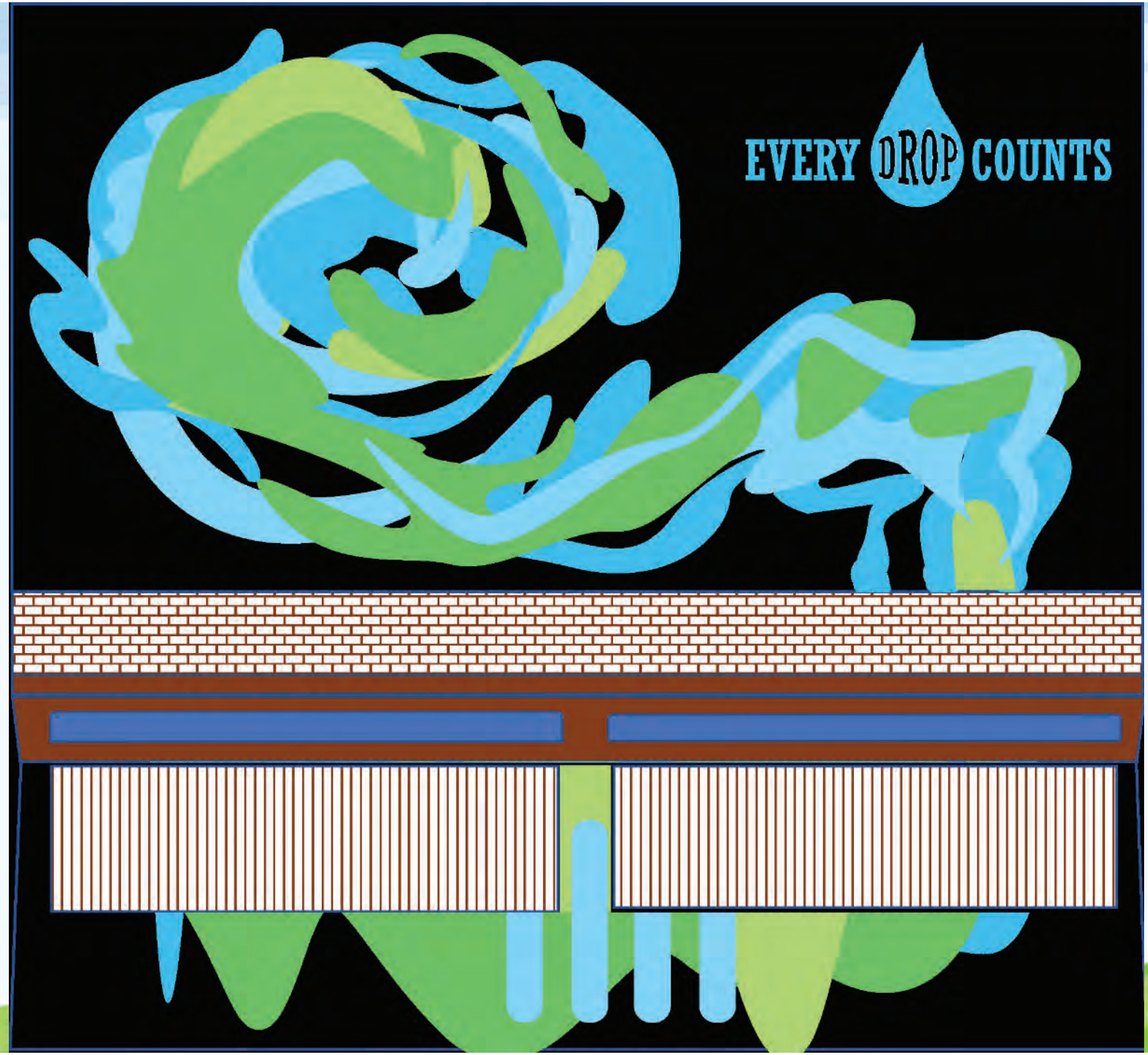
For further information, please contact Michele Loudenback at 405-366-5435 or by email at michele.loudenback@normanok.gov.

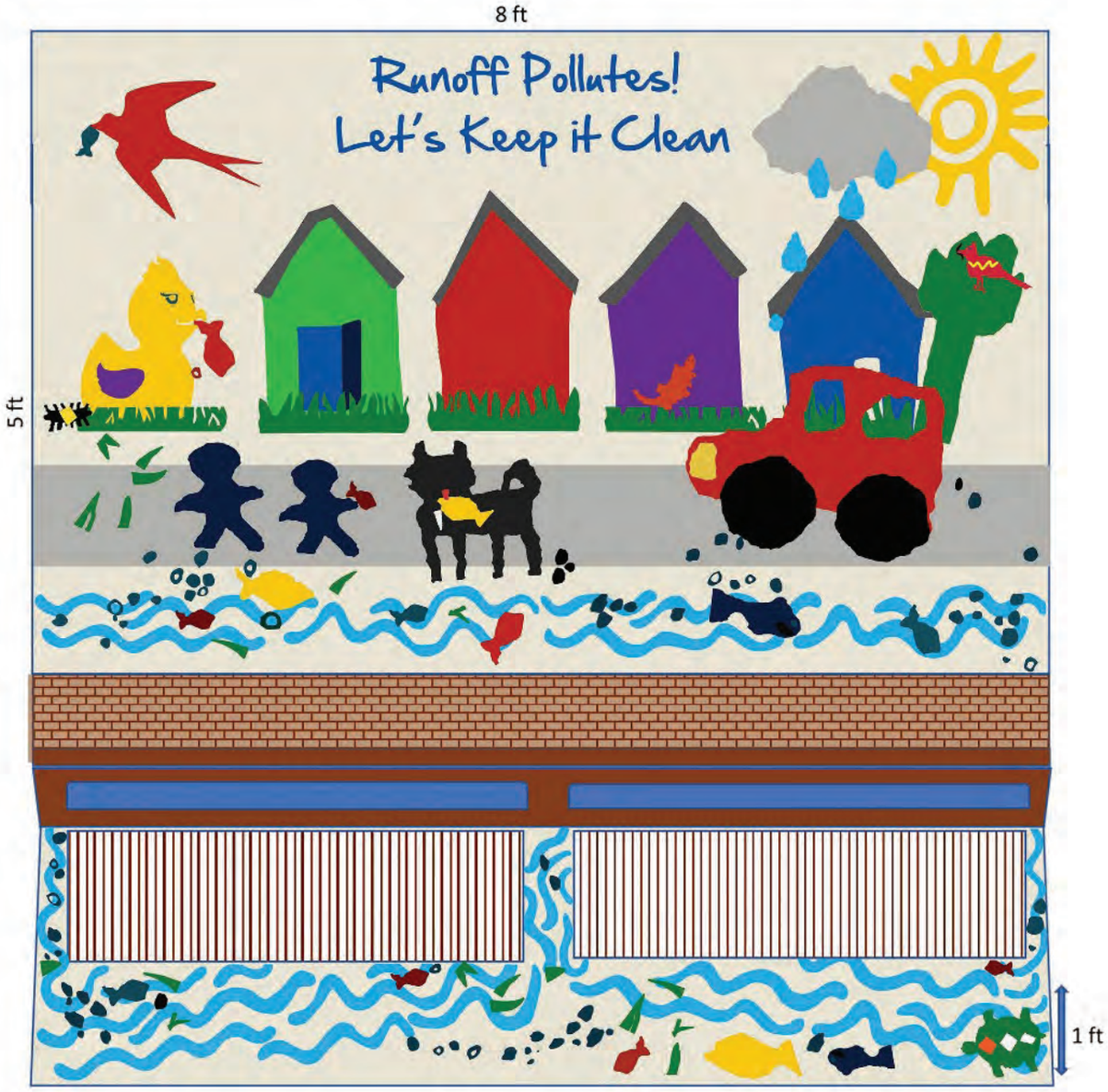
Artist Selection

- Selection Criteria
  - Artistic merit
  - Stormwater-related message incorporated into design
  - Cleveland County artist or previously worked with Norman Arts Council
  - Feasibility of executing the proposed design
  - Appropriateness of the design
- Selection Panel
  - Met to review designs
  - Selected 5 designs and an alternate


CHOOSE
WISELY

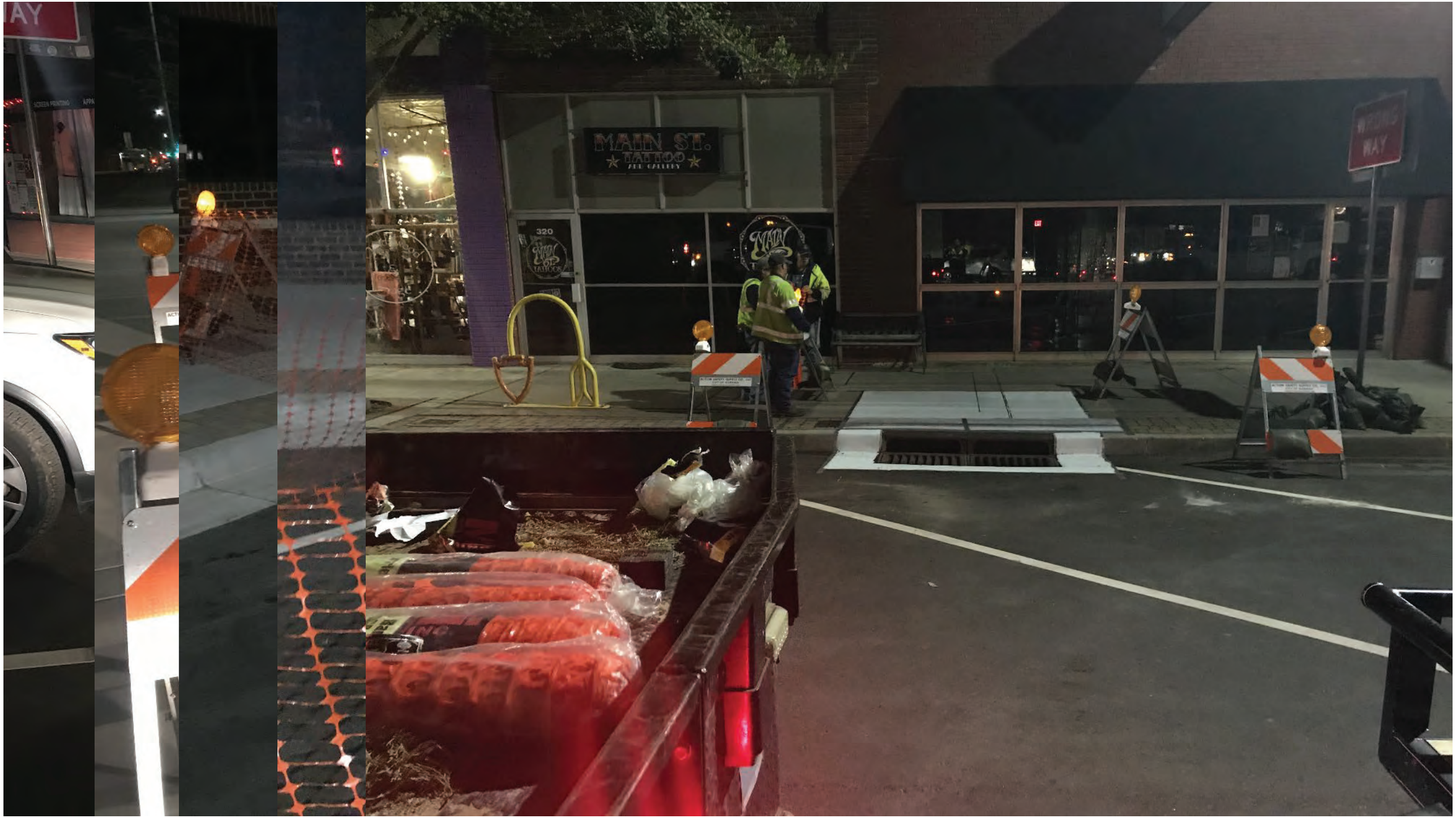
THE EARTH DOES NOT BELONG TO US, WE BELONG TO THE EARTH.


EVERY DROP COUNTS


8 ft
Runoff Pollutes!
Let's Keep it Clean
5 ft
1 ft

Logistics

- Site Preparation/Completion
  - Required parking spaces on Main Street be closed for over a week
    - Work area for each inlet blocked off using barricades and safety fence to prevent accidental foot traffic
  - Pressure washed sidewalk and street around inlet and cleaned inlet box
  - Primed canvas and allowed to dry for 24 hours
  - Design installed by the professionals and allowed to dry for several hours before it rained!
  - Touch-ups made where necessary and allowed to dry for 24 hours
  - Sites sealed with clear, anti-slip sealant and allowed to dry for 24 hours
  - Barricades removed


MAIN ST.
TATTOO
320

EVERY DROP COUNTS

@HOPESIEN

Runoff Pollutes!
Let's Keep it Clean
gd

THE EARTH DOESN'T BELONG TO US. WE BELONG TO THE EARTH...

CHOOSE
Laura Nilsen

Artful Inlets Celebratory Walk

- Led by Mayor-elect Clark and Councilmember Bierman
- Additional chance for the artists and community to interact and discuss the art
- Ended with celebratory toast at Benvenuti's

Lessons Learned

- Have a plan for Oklahoma Weather
  - Rain, wind, snow, sleet, hail
- Consider artist's needs and comfort
  - Snacks and assistants help!
  - So does communication: Be upfront about potential schedule changes due to #1 above
- Stormwater assistants are helpful for public education
- Rethink canvas size
  - Sidewalk restrictions

What's Planned for the Future?

- Continue program with additional inlets and other stormwater infrastructure
- Expand to other areas of town
- Consider less uniform locations and how to present them in Call for Artists
- Use existing trails and paths to connect the art as part of a Stormwater Art Walk

Questions?