

# Model Neighborhood, Inc.

## TRUSTEES

CHAIRMAN OF BOARD  
Joe Stallings

VICE-CHAIRMAN  
Rev. Joel W. Marshall

SECRETARY  
CLARK MARTIN

TREASURER  
C. G. EZZARD

NON - PROFIT DEVELOPERS  
940 McDANIEL STREET, S. W.  
ATLANTA, GEORGIA 30310

TELEPHONE: 523-5165-7

July 17, 1969

## MEMBERS

AVERY SHIELDS  
NATHANIEL PROTHRO  
SAMUEL COCHRAN  
REV. AUSTIN FORD  
PRINCE MARTIN, SR.  
HAROLD OWENS  
CLAUDE BARNES  
REV. JOEL W. MARSHALL

## TECHNICAL ADVISORS

C. BRON CLEVELAND  
PAUL MULDAWER  
ELIZA PASCHAL

Dear Friends:

In the CDA Neighborhood, MNI is the only "sub-professional agency" applying for contract to assist in the Model Cities Program. It is the belief of Model Neighborhood, Inc. that economic development will play a great role in the Cities Demonstration Area. Through this component it will financially benefit the residents, and eventually provide business owners. It is designed to make producers out of consumers, and taxpayers of tax users.

Please read the attached, it will basically describe Model Neighborhood, Inc. Probably after reading this material you will have a clear knowledge of MNI.

Sincerely yours,

*Edward Moody*  
Edward Moody

EM/w

MODEL NEIGHBORHOOD, INCORPORATED  
Non-Profit Organization

940 McDaniel Street, S. W.  
Atlanta, Georgia 30310

TECHNICAL ASSISTANCE GRANT . . .

Model Neighborhood, Inc. has received a grant from Economic Development Administration (EDA) to carry out a Neighborhood Outreach and Development Program. For the program to be a success the City of Atlanta must approve \$35,000 as matching funds to the EDA share of \$86,750.

The grant is for a total of \$121,750.

Federal Cash Contribution	\$ 86,750	(I & R Funds)
Grantee Cash Contribution	35,000	(City of Atlanta)
	<u>\$121,750</u>	

The grant is to be used:

1. To identify and to develop enterprises which will be owned and managed by Model Neighborhood, Inc., which may include a shopping center in the Mechanicsville area of the Model Neighborhood. (Atlanta CDA Project #EC005N)
2. To carry out an outreach program study to assist entrepreneurs or potential entrepreneurs in the Model Neighborhood: (1) to respond effectively and appropriately to problems and opportunities resulting from implementation of the Model Neighborhood Program; (2) expand and diversify their businesses to provide additional employment in the neighborhood; and (3) to undertake new business enterprises. (Atlanta CDA Project #EC003C)
3. To provide technical assistance to neighborhood groups seeking to establish local development corporations through help in identifying enterprises, locating sites, obtaining financial support, and in other areas as appropriate.
4. To carry out activities to encourage the development of manufacturing facilities in the Model Neighborhood Area, consisting principally of the identification and study of possible projects, site identification froms of neighborhood participation and ownership of the corporation, and liaison as appropriate among residents, the City, Chamber of Commerce, and other interested parties.
5. To engage in whatever study and evaluation which may be necessary to support the above programs, beginning with a review and evaluation of all plans which underlie the present Model Neighborhood Program.
6. To engage in other activity such as assistance to groups seeking to establish housing corporations, as appropriate, related to economic development of the Model Neighborhood Area.

## OUR CONCEPT . . .

Model Neighborhood, Inc. is a legally chartered, non-profit, self corporation formed by long-time residents of Atlanta neighborhoods included in the city's Model Cities Program Area. It was formed to enable those who reside, work or own property in this area to undertake self-help programs of economic development housing and social services.

It is the belief of the Board of Trustees, all of whom reside in the area, that the felt needs of the people are the most important needs and self-help, to be successful, must address itself to the expressed feelings of the people. Too often programs designed to alleviate ills of the slum-ghettos, while aimed toward worthwhile and needed objectives, have lacked support and even met with resistance because felt needs were not effectively dealt with. Self-help must be geared to the "self's" perception of itself, whether collective or individual. Thus, the basic goal of the Model Neighborhood, Inc. program is to provide a means whereby individuals and groups within the community can receive assistance in achieving their desired objectives.

It is the intent, and has been the practice to date, of the corporation to assist those requesting help to realize their objectives even though Board members and advisors believe such objectives to be less than optimum solutions, for it is only through acceptance of the individual's right to pursue his own ends, candid recognition of his felt needs and a non-paternalistic rendering of assistance that self-help can be meaningful. Rapport and trust are thus engendered, rather than frustration. A meaningful learning experience results, rather than hostility and suspicion.

Membership in Model Neighborhood, Inc. is open to anyone living, working or owning property in the Model Cities Area. The corporate structure is so designed as to allow unlimited membership.

The corporation is dedicated to a program of demonstration achievement. It is believed, and has been borne out to date, that community support can best be gained through proven accomplishment.

Finally, it is recognized that the economic, social and physical problems of the area are interwoven and that our program must deal with the social and physical ills standing in the way of realizing economic improvement . . . thus our commitment to ECONOMIC DEVELOPMENT.

- . Secured agreement from Georgia State College to staff a general business orientation course.
- . Obtained business management and skills training agreement from the following companies:

Addressograph - Multilith Corporation  
The Selig Company (Armstrong Cork)  
Big Apple (Atumar Brothers)  
Continental Wrecking Company

- . Identified ten additional entrepreneurs seeking assistance.
- . Total funds handled to date exceed \$35,000.00.

E. ECONOMIC DEVELOPMENT PROGRAM

- . Entered into a contractual agreement with City of Atlanta to "design a program of work specifically oriented for implementation by a community development corporation" in October, 1968.
- . Delivered the work program to the City Demonstration Agency in December, 1968.
- . Applied to the Economic Development Administration for program funding in January, 1969.
- . Received approval of grant in May, 1969.
- . Currently seeking City of Atlanta approval of matching funds. Funds handled to date, \$6,000.00.

F. NEWSLETTER

THE MODEL NEIGHBORHOOD MACHINE is published and circulated to residents. MNI provides this as a free service to the community. The Newsletter is to keep lines of communications open in the community. It was started by Mr. Edward Moody in 1967.

OUR C.P.A. . . .

JOHN R. McNAIR  
Certified Public Accountant  
Fulton Federal Building  
Atlanta, Georgia 30303  
Telephone: 577-3626.

. . . Mr. McNair is under contract to handle our books. Among his clients are some of the largest business firms in the Atlanta area. MNI financial affairs are set up on IBM Computer operations.

FISCAL RESPONSIBILITY . . .

A Summary of MNI funding to date (7-17-69)

A. Donations . . . . .	\$ 2,958.00
. Atlanta Jaycees, Herman Talmadge, Robert J. Freeman, Charles L. Weltner, etc.	
B. Grants . . . . .	5,250.00
. Atlanta Jaycees Foundation . Southern Council on International and Public Affairs, etc.	
C. Contracts . . . . .	43,964.56
. City of Atlanta . Economic Development Administration (EDA) . Mayes, Lang-Marquis, etc.	
D. Loans . . . . .	13,615.00
. Trust Company of Georgia . Board Members . Individuals etc.	
	<hr/>
	\$65,787.56

Model Neighborhood, Inc. has successfully demonstrated proper money management.

MODEL NEIGHBORHOOD, INCORPORATED

Final Report of Disbursements under CDA Contract of October 21, 1968

STAFF

Executive Director	\$2,853.50	
Secretary/Bookkeeper	<u>964.14</u>	\$3,817.64

Sundry Overhead

Telephone	80.49	
Office Supplies	128.47	
Rent	330.00	
Trust Company Loan Interest	408.30	
Miscellaneous	<u>36.64</u>	983.90

Contractual Services

Legal	207.50	
Technical (Development Consultant)	600.00	
Thomas H. Burress, Consultant	<u>431.35</u>	1,238.85

GRAND TOTAL

\$6,040.39



OUR BOARD . . .

The following is a listing of the Board of Directors by Neighborhoods. The Board presently has representation from 5 of the 6 Model Cities neighborhoods.

PEOPLESTOWN

- Chairman
1. Mr. Joe Stallings - 105 Vanira St., S. E.
  2. Mr. Sam Cochran - 137 Vanira St., S. E.
  3. Rev. Austin Field - 107 Capitol Ave., S. E.
  4. Mr. Claude Barnes - 968 Linam Ave., S. E.

SUMMERHILL

- Vice  
Chairman
1. Rev. J. W. Marshall - 60 Georgia Ave., SE
- Treasurer
2. Mr. C. G. Ezzard - 245 Atlanta Ave., S. E.

MECHANICSVILLE

1. Mr. Edward Moody - 241 Doane Street, S. W.
2. Mr. Nathaniel Prothro, Sr. - 689 Ira St., S. W.

PITTSBURGH

- Secretary
1. Mr. Clark Martin - 1065 McDaniel Street, S. W.
  2. Mr. Prince Martin - 941 Ira Street, S. W.
  3. Mr. Harold Owens - 907 Smith Street, S. W.

GRANT PARK

1. Mr. Jack Cofer - 443 Oakland Avenue, S. E.

ADAIR PARK

(Efforts are being made to get a member.)

PROFILES OF GHETTO BOARD MEMBERS . . .

MR. CLARK MARTIN - Secretary

A resident of the Pittsburgh community for the past 56 years. Mr. Martin, a 32nd degree, is a Past Master of the St. James Lodge #4 of the Prince Hall Masons. He attended W. H. Crogman Elementary School and graduated from Midway Radio & Television Institued of Georgia in 1952.

Since 1952, Mr. Martin has been the owner and manager of his own business, CLARK MARTIN RADIO-TELEVISION SERVICE, 439 Fletcher Street, S. W., Atlanta. He has enjoyed the operation of a successful business for the past 17 years.

During World War II he served in the CBI, China, Burma, India, theatre stationed in Calcutta India. Mr. Martin was honorably discharged with the rank of Staff Sergeant in 1946.

Mr. Martin is married and lives with his wife. Almedia in their home in the Pittsburgh community. He serves as Secretary of the Board of Directors. He takes shorthand, one of the many skills he learned while serving in the Army.

MR. JOE STALLINGS - Chairman

A resident of Summerhill and Peopletown for the past 65 years, Mr. Stallings has worked actively for the improvement of his community.

Mr. Stallings is a business man in the community. He operates the main branch of the Manhattan Laundry and Dry Cleaners. The history has it that when he and Ted Lewis entered business years ago that they operated the only Laundry and Linen Service Company owned by Negroes.

Mr. Stallings in his younger days was a very successful promoter. He was the manager of the first Negro Band to play live on Radio WATL in Atlanta. He has been instrumental in helping many young musicians become a success. He is one of the organizers and founders of the Musician Local #462 in Atlanta. He is generally known as the father of Atlanta's black musicians.

Mr. Stallings has helped his community in many ways. He is one of the founders of MNI and was instrumental in helping to get a YMCA Branch in the Model Cities Area. He is an active member of St. John C.M.E. Church.

#### MR. HAROLD OWENS

A life-time resident of Pittsburgh for 45 years, Mr. Owens was an employee of WHITES PROVISION MEAT PACKING COMPANY for 23 years as a butcher. He is presently employed with Devoe Paint Company as a shipping clerk and has been with this company for the past six years.

Mr. Owens graduated from Booker T. Washington High School in 1933. He has four children, two of which is in college in the Atlanta University Center. One son, the oldest, graduated from Morehouse College this spring with a major in Business and is presently employed by a major business firm in Minnesota. His youngest son is in elementary school in the Pittsburgh neighborhood.

Mr. Owens is a steward in Church and respected Christian leader. During World War II, he served as a sergeant in the U. S. Army in the South Pacific Campaign. For personal pleasure he enjoys fishing, hunting, baseball and smoking cigars.

#### MR. PRINCE MARTIN

Mr. Martin is a lifetime resident of the Pittsburgh neighborhood. He owns and operates a small contracting business in the building field. He has enjoyed a successful business for the past twenty years.

A man of six years of formal education himself, he has been very successful in educating his children. Of his six children, two are public school teachers in the Fulton and Atlanta systems, a secretary with the United States Department of Agriculture, a comestologist, a soldier in the U. S. Army and a young daughter presently attending Business School.

Mr. Martin is a member of Ariel Bowen United Methodist Church and the past chairman of the Trustee Board of his church. He is a very sincere man and a dedicated citizen of the Pittsburgh community.

## REPRESENTATIVE C. G. EZZARD

Mr. Ezzard was born, raised and has spent his adult life in the Summerhill community. He is a retired postal employee of the U. S. Postal Service. In his 39 years with the Post Office he worked mostly as a letter carrier.

Mr. Ezzard owns property in the Model Cities area and is actively engaged in community affairs. He is a member of the Atlanta Community Relations Commission and is presently serving his first term as State Representative, House District 102 in the Georgia Legislature.

Mr. Ezzard is Chairman of the Board at Southside Day Care Center and is dedicated to idea that pre-school children should have a better chance to develop in early childhood. He has held numerous offices in labor and civic organizations. He has been married for 39 years and has five children, two of which are public school teachers.

## REVEREND JOEL W. MARSHALL

Rev. Marshall is president and founder of Pioneer Developers Enterprises and New World Developers, Inc. He attended David T. Howard High School, Booker T. Washington High School, and Morehouse College in Atlanta, Georgia. He is a corporate organizer and has over thirty-five years of experience in retail merchandising.

Rev. Marshall organized Marshall's Cash Grocery on Fraser Street in Atlanta, Widow's Curb Market, Alabama Streamline Car Wash, United Community Stores, Inc., and X-Cel Super Stores, Inc. in Birmingham, Alabama. He is chairman of the Ways and Means Committee of the Atlanta Business League and Associate Minister of Paradise Reed Street Baptist Church. He and his wife live in the Summerhill Community.

MR. EDWARD MOODY

A resident of Atlanta for the past 45 years. Mr. Moody has been actively engaged in civic activities. As a youngster he was reared in Carrie Steele Pitts Home; he attended W. H. Crogram Elementary School in the Pittsburgh community. He is a graduate of Booker T. Washington High School.

Mr. Moody was the chief organizer of Model Neighborhood Inc. He has worked diligently for community change. He has served on many civic committees, i.e., MASLC, NAACP, etc.

Mr. Moody lives in the Mechanicsville community and is very interested in quality education. He is a past P.T.A. President of Pryor Street Elementary School. In 1968 his P.T.A. received an award from THE MARCH OF DIMES for outstanding work.

Mr. Moody is a faithful member of Denson Temple Free Methodist Church, where he serves as Assistant Sunday School Superintendent and the teacher of the Adult Sunday School class. He has been married for 25 years and is the father of 13 children.

MR. SAMUEL W. COCHRAN

Mr. Cochran, a resident of the Summerhill and the Peopletown communities for 56 years, is self-employed as a pianist and bandleader. He has been in the music business for the past 40 years. As a child, he learned to play the piano at the age of 6 and has been in the entertainment business since. He is a member of Musician Local 148-462 Atlanta and Local 802, New York City.

He is a graduate of Booker T. Washington High School, 1931. He completed a course in piano tuning and repairing at Niles Bryant School, Washington, D. C. He graduated from Hoke-Smith Technical School, Atlanta, 1965 in Radio & Television Repair.

He has five children, of which one is a college graduate, two boys in the Navy, and two younger girls at home attending public school. Mr. Cochran and family are faithful members of Allen Temple A.M.E. Church.

The most outstanding thing that has happened to him was winning the Fred Allen Town Hall Amateur Talent Contest, which was broadcast nationwide on NBC. He has the distinction of playing before President Franklin Roosevelt.

#### REVEREND AUSTIN FORD

Father Ford, an Episcopal Minister, is the director of Emmaus House which is located in the Peoplestown community. He organized this grassroots organization and is very active in the Welfare Rights Movement. He was the principle organizer of the Atlanta branch of the National Welfare Rights Organization (NWRO) at Emmaus House.

He is well thought of by all the residents in the Capitol Avenue area.

#### MR. JACK COFER

Mr. Cofer, resident of Grant Park, was born at Grady Hospital forty years ago. Since that time he has lived in Atlanta and mostly in the Model Cities area. He is a professional Piano Tuner-Technician. He is self-employed.

After finishing Hoke-Smith Junior High School, he graduated from Tech High in 1947. He spent 8 years in the Georgia National Guard, 48th Signal Company and was honorably discharged as Sergeant First Class.

Mr. Cofer is the organizational committee chairman of the Model Cities Mass Convention. He is the Democratic Party Chairman of the 102nd House District, the Vice President of the Grant Park Model Cities Citizens Organization, P.T.A. President of the Grant Park Elementary School, member of the Policy making Board of the Comprehensive Health Program of the Community Council of the Atlanta Area (CCAA), and Board member for the Education Improvement Program, A Ford Foundation Education Project.

He says his greatest pleasure is working with people.

MR. CLAUDE BARNES

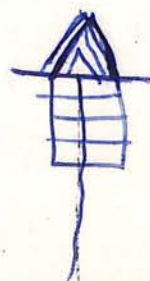
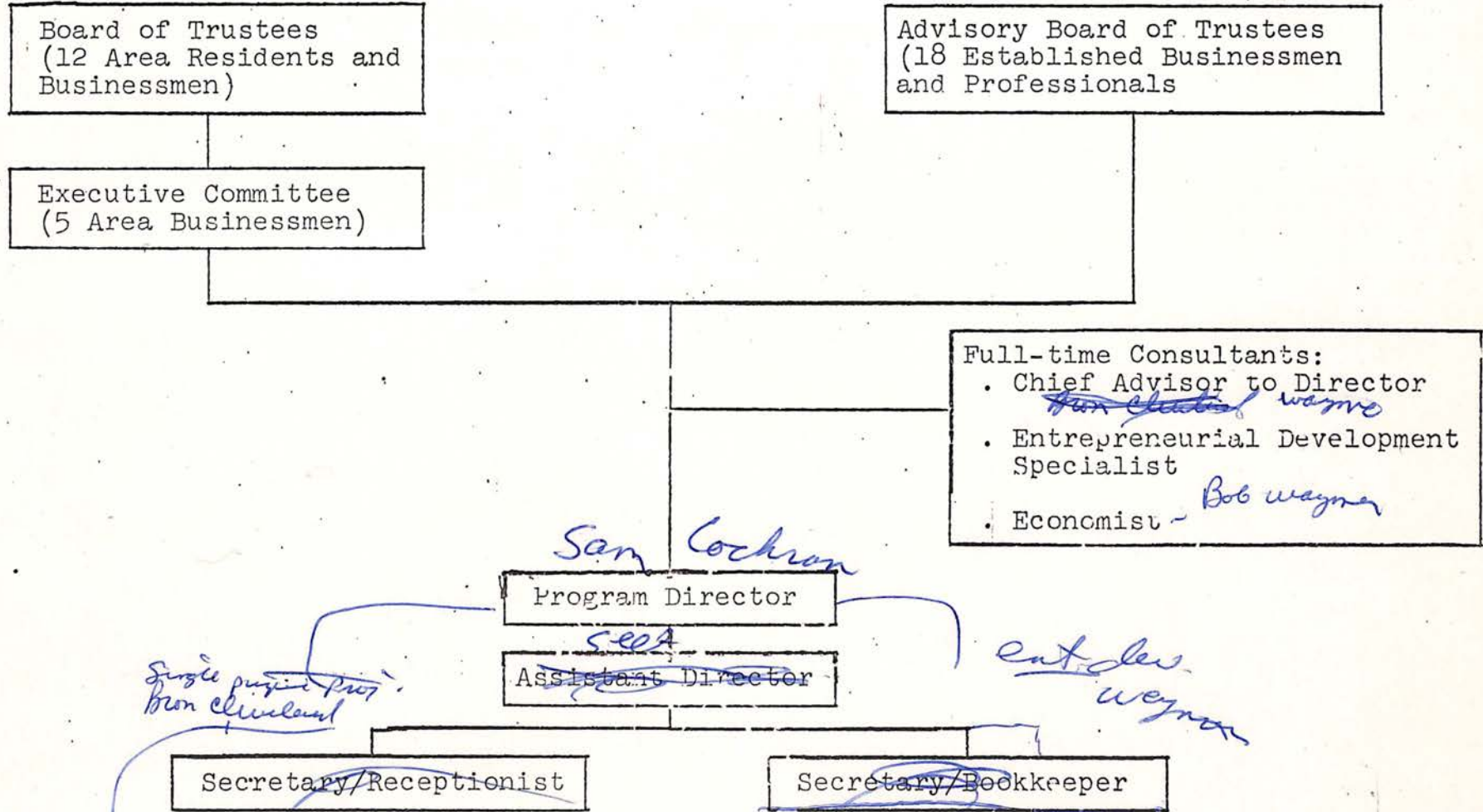
A resident of Peoplestown for the past 35 years.  
Mr. Barnes works for the United States Postal Service  
as a letter carrier.

He is a graduate of Booker T. Washington High School,  
1946. He is married and has two sons, ages 13 and 15.

He served two years in the Army in Germany during  
World War II.

In 1952 he finished Reid Business School of Atlanta.  
He enjoys music and plays the guitar as a hobby.

MODEL NEIGHBORHOOD, INCORPORATED  
 Organization Chart



OUR ORGANIZATIONAL STRUCTURE . . .



OUR ADVISORS . . .

The Advisory Board of Trustees

- . MR. McNEILL STOKES, Attorney at Law and partner, Stokes and Manning.
- . MR. LAWRENCE COWART, Coca-Cola, U.S.A.
- . MR. CHARLES PROTHRO, Atlanta University Center for Business and Economic Development.
- . MR. RODNEY COOK, Certified Public Underwriter, Atlanta Alderman and State Legislator.
- . MR. JOHN GOULD, Economic Consultant and Professor, Georgia Tech Graduate School of City Planning.
- . MR. ROBERT FREEMAN, President, Lithonia Lighting and Vice President, National Service Industries.
- . MR. PAUL MULDAWER, Architect and Partner, Muldawer and Patterson.
- . MRS. ELIZA PASCHAL, U. S. Equal Employment Opportunity Commission.
- . MR. T. M. PARHAM, University of Georgia Institute for Government and Law.
- . MR. C. J. SCHWARTZ, Senior Supervisor, Kurt Salmon Associates.
- . MR. JACK ULMAN, Vice President and Regional Director, Kurt Salmon Associates.
- . MR. RAY ABERNATHY, Vice President, Rafshoon Advertising Company.
- . MR. JIM McGOVERN, Director, Atlanta Crime Commission.
- . MR. JERRY GILBERT, Vice President, Sunbrand Corporation.
- . MR. ERIC HILL, President, Eric Hill Associates.
- . MR. KELLY KIDD, Director, Project Cornerstone.
- . MR. RICHARD LYLE, Economic Development Director, National Urban League of Atlanta.
- . DR. ALEX LACY, Dean, School of General Studies, Georgia State College.

M E M O R A N D U M

TO: Members of the Advisory Board of Trustees

FROM: Edward Moody, Director  
Model Neighborhood, Incorporated

SUBJECT: Meeting of July 12, 1969

DATE: July 15, 1969

Thank you for such a good turnout for the meeting last Saturday; fifteen people were invited and twelve attended. The purpose of the meeting was to get your advice on possible restructuring of the corporation and changing staff positions in an effort to reassure city officials that MNI is capable of carrying out the scope of services submitted to the City Demonstration Agency.

The staff and consultants are now working to prepare the documentation demonstrating fiscal responsibility and program progress of MNI to date as you recommended at the meeting. We all appreciate the confidence in us expressed by the advisors; it is you who have worked closely with us and judged our performance first hand on the various aspects of the program for the past year or more. We believe it would be beneficial to our presentation to have a statement from the advisors and are requesting that each of you, who are willing to do so, please sign the enclosed statement and return the statement in the enclosed envelope as soon as possible.

EM/lw

Enclosure (2)

STATEMENT

We, the undersigned advisors to Model Neighborhood, Inc., endorse the concept, goals and program of the corporation. Further, we support the Board of Trustees and the Director and his staff in their efforts to bring about economic improvement in the Model Neighborhood of Atlanta.

Each of us has been actively involved in the development and growth of Model Neighborhood, Inc. Each has given more than a few hours or a few dollars toward achievement of the program and stand ready to continue our assistance. Each of us believes in the self-help objectives of the corporation, endorses the principle of decision-making remaining in the hands of the grassroots Board of Trustees, and are well satisfied with the performance of the Director and his staff to date. Further, we are prepared to continue to assist the Director and staff in the day-to-day operation of the corporation and its subsidiaries and are willing to do whatever is necessary, within reason, to assure the success of the program.

By \_\_\_\_\_

Title \_\_\_\_\_

Business Affiliation \_\_\_\_\_

Date \_\_\_\_\_

OUR LAWYERS . . .

STOKES & MANNING  
Attorneys at Law  
2046 Bank of Georgia Building  
Atlanta, Georgia 30303  
Telephone: 577-3671

. . . Mr. McNeill Stokes is paid a monthly retainer for general legal services.