

CITY OF ATLANTA



August 6, 1969

CITY HALL ATLANTA, GA. 30303

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DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Dan Sweat
From: Ray Fleming

The idea of management seminars for the concerned businessmen (or those affected by relocation) in these areas is an important idea.

However, in light of the language of the people, I think it may be still too "highbrow". It needs to be thoroughly oriented to the average businessmen in the area. It is folly to try to assume ~~white~~^{WIDE} market potential or training for most of these businesses. Seminar classes should focus on business practices such as bookkeeping and development of the neighborhood market.

I would also state that besides simple business skills, the definite stressing of awareness of agencies that can help in the relocation and new facilities expenses. These agencies, public or private, should be more than advice givers. I believe that these businesses cannot survive the relocation move if not given financial help for they are pretty close to marginal status now.

Concerning relocation -- relocation should be made as closely as possible and retransition should be made as quickly as possible so that to preclude the loss of each business' narrow market.

AU center should also keep an ongoing, free advisory agency for helping these people and should encourage "rehabilitated" businessmen to help and contribute with their views and opinions.

In summary, I think the project is useful for some redirection toward a short term approach to keeping these existing smaller businesses alive.

RF:je