

September 2014 Newsletter

The Office of Councilwoman LaWana Mayfield [lmayfield@charlottenc.gov]

Sent: Monday, September 01, 2014 12:00 AM

To: sjohnston@tueforumclt.org



Charlotte City Councilwoman LaWana Mayfield District 3

SERVING YOU IN DISTRICT 3 and BEYOND

National League of Cities

Journey to the North Star: The 2014 National Black Caucus of Local Elected Officials Annual Summer Conference

Held in Rochester, New York, this year's conference theme derived from the name of the city's newspaper - The North Star Journal. The conference began with a historical tour of Rochester, home of the city's most famous resident, Frederick Douglas which included Hope Cemetery, the burial site of Mr. Douglas and his immediate family.

After viewing the Douglas monument in the Highland Bowl Park, we traveled to the home of Susan B. Anthony and from there to the Frederick Douglas Resource Center. While there, we were entertained with a dramatic interpretation of the life of Shields Green, a runaway slave who was a close friend of John Brown and Frederick Douglas. During lunch at the Center,

Kassandra Frederique, Policy Coordinator from the New York Drug Policy Alliance discussed the relationship between our nation's drug policy and race. Ms. Frederique pointed to the current problems with minimum mandatory sentences and noted that while the United States has 2.3 million in prison, 1.6 million are there due to non-violent crimes, most of them involving drugs. She added that 800,000 are in prison for marijuana convictions, 90% of those are people of color. She also added that the New York Drug Police Alliance believes that marijuana reform has become one of the biggest civil rights issues in this country. The attendees also watched a documentary entitled, "The House I Live In" which exhibited a clear relationship between the "war on drugs" and the extremely high number of African Americans who are now incarcerated.

Workshop: Social Media a World of its Own:

Kimberly Penn, President of Webtropolis based in Houston, Texas, recommended using social media to develop one-on-one relationships with our constituents. She pointed to a Pew Research Study showing that a majority of Americans are now using social media and if we are not using it, we are losing the opportunity to contact our citizens. Ms. Penn recommended getting two Facebook pages, one personal and a fan page as well. She also suggested that everyone should get a YouTube channel so that everyone can not only see uploaded videos, but also receive notification. Google+ can be used to set up circles of friends.

Workshop: Back to you Media Consulting Presents "Weathering the Media Storm"

Nicole Johnson, from WPIX-TV, provided tips on writing great news release, how to conduct a press conference to get the media coverage you want. She also discussed how to handle a media crisis in a way to minimize negative news coverage. For television, she suggested short, direct sound bites. Ms. Johnson further stated that written statements may be great for newspapers but they are not the best way to communicate with radio and TV reporters.

Local Recognition Luncheon:

At this event, awards were presented to both Harvey Gantt of Wells Fargo and Jeffery Milliner of NLC Service Line Warranty Program for the community support their organizations provided to the City of Rochester. The keynote speaker was H. Todd Bullard who urged the attendees to develop a vision of excellence in service to their communities. Several other individuals were honored and they included: New York State Assemblyman David Gantt received the Lifetime Achievement Award for his service to Rochester; Monroe County Legislator Willie Joe Lightfoot for the Unity Award; and Gloria Winston Al-Sarag for excellence in media reporting. Additionally, H. Todd Bullard was presented with an Appreciation Diamond Award for his company, Harris Beach, LLC for being one of the sponsors for the NBC-LEO summer conference and Mayor Lovely Warren was awarded an Outstanding Achievement Award for developing a strategic plan to reduce crime and poverty in Rochester. Also at the luncheon, the Mary F. Gordon Award was presented to former NBC-LEO President, Councilmember Felicia Moore of Atlanta, Georgia.

Workshop: Do the Right Thing, Right!

Eddie Holloway from Hattiesburg, MS, discussed the importance of ethical conduct for elected officials. He talked about the values of good character and the culture of cheating which we have all seen in the past. Holloway gave examples of unethical violations and

urged the participants to develop a personal code of conduct. He discussed the importance of having a good, positive attitude, and he pointed to 8 duties and traits of a leader: ethics, leadership, motivation, negotiation, emotional intelligence, conflict resolution, personal change and transformation. Holloway also talked about what he described as the AEIOU model; Acknowledge, Express, Identify, Outcome, Understand as a method to solve challenges. Holloway said all of this is about relationship building and doing the right thing for our constituents.

NBC/LEO Board Meeting:

The minutes of the board meeting will be distributed by our secretary, Councilmember Lavonta Williams from Wichita, Kansas.

Free Community Concert:

The City of Rochester, NBC/LEO, radio station WDKX and Tony Giarontano from Nashville, sponsored a free concert for the citizens at the Blue Cross Arena. Entertainment included George Tandy Jr., Cecil Love and Jimmie Highsmith Jr. The concert was headlined by Kindred the Family Soul. Needless to say, everyone had a great time.

NBC-LEO Foundation Fellows Session:

A report was provided on the new officers and they are: current Fellows, Councilman Seyram Selase of Anniston, Alabama and Vice-Mayor Jasmine Gore, Hopewell, Virginia. They reported on their year-long activities and suggested that NBC-LEO adopt a resolution that supports efforts to close achievement and opportunity gaps separating low-income students and students of color from their peers by working with local education leaders. In addition, they recommended that our organization establish three new committees; Evaluation, Fundraising and Media/Communications thus utilizing future Fellows with their planning and development. Also suggested was NBC-LEO develop a strategic plan setting specific goals for the future, such as advocating better relationships between local police departments and their African-American communities. More information can be seen on their website, <http://goreje.wix.com/nbcleo> . Also our two Fellows for 2014-2015 are Romal Bullock, Councilmember, East Orange, New Jersey and Cleophus King, Councilmember, Bessemer, Alabama.

Asia Investment Mission:

This session focused on how cities can better prepare to seek funding from foreign investors from a variety of countries in Asia to expand economic development. William Ramos, Director of Intergovernmental Affairs, US Department of Commerce stated Foreign Direct Investment

(F-DI) from China to the United States is more than \$10.5 billion and is the fastest growing F-DI to the US. Special Assistant to the Commissioner, Dr. Zhi Tang of Neighborhood and Business Development in the City of Rochester, provided an extremely detailed presentation of China's economy and provided suggestions on how US companies and municipalities can increase their investment.

Black Male Achievement Panel, Part 2:

This was a continuation of a discussion that began at last year's conference. Homicide is the leading cause of death for African-American males between the ages of 15 and 24. In Rochester, 91% of black students do not graduate from high school. Roland Williams, retired Super Bowl Champion of the St. Louis Rams moderated the panel which included Dr. Leonard Brock, Executive for Education Initiatives, George Moses, Executive Director, North East Area Development and Paul McFadden, Youth and Gang Intervention Specialist with R.I.S.E. McFadden, who spent 10 years in prison for a variety of crimes, pointed out that 2,000 young people between the ages of 16-18 will be arrested this year and 40% will be sentenced to jail. He now promotes mentoring while urging parents and community organizations to work together to reduce this problem. During the Q&A, many other suggestions such as working to improve reading levels for students in grades 1-3, urging fathers to accept responsibility and play a stronger role in the lives of their sons, and to promote a strong education system focusing on Pre-K and early childhood learning.

NBC-LEO Plenary Luncheon:

The keynote speaker was Mayor Lovely Warren of Rochester who described the many challenges facing her city including reducing poverty and fighting crime. She described how her city is developing solutions to break the cycle of poverty and the efforts being made to empower citizens to help themselves. Please open the attachment to read Mayor Warren's inspiring remarks.

NBC-LEO Policy Committee Meeting:

Earlier this year the committee, co-chaired by Councilman Zack Reed, Cleveland, Ohio, and Councilmember Cassandra Jones, West Chester, Pennsylvania supported resolutions on black male achievement, voter suppression, stand your ground and strengthening opposition to voter suppression laws. The committee also wrote a letter of support for Health and Human Services resolutions to eliminate health disparities in communities of color. There was a discussion in this meeting on a resolution presented by Councilman Joe Davis of Milwaukee endorsing the United for Homes campaign for expanded housing options and greater tax fairness and supporting The Common Sense Housing Investment Act of 2013. The committee agreed to write a letter of support for this resolution. The committee also discussed the issues surrounding the uneven enforcement of marijuana laws and agreed to draft a resolution supporting its de-criminalization and its total legalization. In addition, the committee received a copy of the ordinance promoting fair employment screening by banning-the-box from Adam McFadden of Rochester,. This information will be shared with other municipalities. The committee also agreed to review five resolutions presented by the National Policy Alliance. Those included supporting equitable access to clean energy, endorsing family, municipality and school partnerships, fighting the bias against HIV/AIDS discrimination, and urging President Obama to ensure that workers displaced by carbon dioxide emissions from existing fossil fuel-fired power plants are provided re-employment training.

NBC-LEO Ball- A Black Tie Affair:

Super Bowl Champion, sports analyst and author, Roland Williams presented a motivational speech comparing winning in football to public officials enacting successful programs in our cities. Williams, who retired from the St. Louis Rams, pointed out that his team went from last in the NFL to win the Super Bowl the next year. He discussed the importance of working as a team and urged NBC-LEO members to "tap into your teammates for ideas and support" in an effort to improve the quality of life in our individual cities. He cited five qualities to ensure success: believe that you will succeed, have the courage to set specific goals, being honest in your daily activities, promoting teamwork and perseverance with your colleagues, continuing to strive for greatness.

A Regional Approach for a Global Economy:

During this full day mobile workshop, we traveled to Niagara Falls to hear about Rochester and nearby regional cities and their involvement with the global economy and trade with Canada as a close neighbor. Delmonize Smith, Commissioner with the Department of

Neighborhood and Business Development in Rochester pointed out that \$260 billion annually is the Foreign Direct Investment from Canada to the United States. Rochester receives \$5 billion in FDI from Canada. Smith added that 27 companies in Rochester have their headquarters overseas and the city is constantly seeking new international business opportunities.

NBC-LEO will meet again at the annual NLC Conference in Austin, TX in November and a decision will be made on the location of the 2015 Summer Conference.

New Goodwill Facility in District 3 Groundbreaking August 2014

After learning of the consolidation of services and the closing of several Goodwill locations in Charlotte, Councilwoman Mayfield worked alongside Goodwill Industries and City of Charlotte Neighborhood and Business Services to ensure that Goodwill remained in District 3, providing jobs and resources for citizens.

After planning and collaborations, Goodwill Industries is now opening a 160,000 sq. ft. facility in District 3 that will continue to provide employment and resources to Charlotteans. Plans for the facility were revealed at a celebration on the grounds of the new facility.

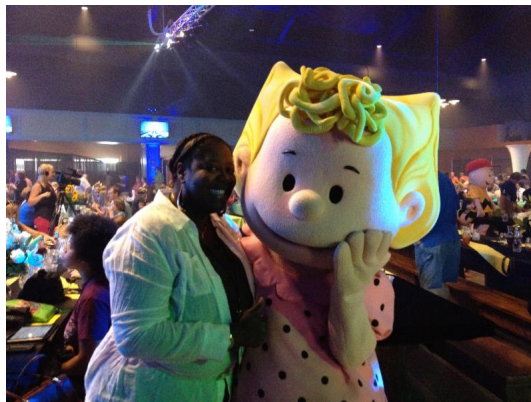


Citizens at the Goodwill Opportunity Celebration

CAROWINDS UNVEILS FURY 325

Thanks to the support of Charlotte City Council Cedar Fair (the parent company) has won the bid for the largest amusement park ride FURY 325. This 300ft ride is 70ft taller than the current tallest ride The Intimidator.

In partnership with the Mayor's Youth Employment Program 1,000 jobs have been created for local youth with more to come. This amusement park which sits in District 3 is the third jobs announcement for August including Charlotte Premium Outlet in the Steele Creek area and the GoodWill Campus which is a \$20,000,000 project on the West Side of Charlotte.



Councilwoman Mayfield Serves as Grand-Marshall along with Councilwoman Kinsey in the Charlotte Pride Parade/Festival

An estimated 100,000 descended on Uptown August 16-17, 2014. Charlotte Pride is estimated to be one of the 6th largest Pride events. With artists such as Seven Streeter and LeeAnn Rimes headlining it appeared to be a fun time had by all.





IN THE COMMUNITY



Councilwoman Mayfield wants to know about your upcoming community and business events in District 3! Share your community meetings, neighborhood clean-ups, or any thing you may have coming up so Councilwoman Mayfield can show her support!
 Submit all events in District 3 to lmayfield@charlottenc.gov
 (I do not have Publisher)

Stay Connected



Dear Friend,

Thank you for sharing your time with me. Please share this with your friends and family and stay connected. Like Us, Follow Us, and Add Us!

We can't move forward without you, stay involved!

*Councilwoman LaWana Mayfield
 City of Charlotte, District 3*

"BE the CHANGE that you want to see in the World."

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