



Black Wall Street USA Economic Development Council

blackwallstreet.org/bwsusaedc

AGENDA

Sunday, November 4, 2018 - 7 pm CST

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Call to Order - Ethel Cain Russell, BWSUSAEDC Director

A. BWSUSAEDC ROLL CALL Etherine Stan Mitchell, Administrator

	Ethel Cain Russell, Director MS		Asst. Director of BusDev Pending
	Dr. Joseph Webb, III, Vice Director FL		Director of Community Relations Pending
	Etherine Stan Mitchell, Administrator MS		Assistant Administrator Pending
	Earl Beckett, National Strategist TN		Assistant Director of Operations Pending
	Angela Sayles, Director of Operations OH		Appointment Pending
	Dr. Kelvin Brown MS		Appointment Pending
	Gary Cross GA		Appointment Pending
	Glenda McComb CA		Appointment Pending
	Channabel Latham Morris NY		Appointment Pending
	Hakeem Muhammad FL		Appointment Pending
	Stephen Simpkins NC		Appointment Pending
	Curtis Steele NC		Appointment Pending
	Cleveland Storey FL		Appointment Pending
	Rosalyn Toliver MS		Appointment Pending
	Director of Business Development Pending		Appointment Pending

B. WELCOME NEW BWSUSAEDC MEMBERS - Ethel Cain Russell, BWSUSAEDC Director

Gary Cross
Glenda McComb
Channabel Latham Morris
Hakeem Muhammad
Angela Sayles
Cleveland Storey

C. BWSUSAEDC INITIATIVES PROPOSED FOR COUNCIL IMPLEMENTATION

5 minutes discussion limit on each initiative

INITIATIVE 1. Black Wall Street District Implementation Initiative

Black Wall Street districts can be recognized as an urban area that is a thriving center of business, industry, and culture and is one commercial strip that has 50% -70% or more businesses owned by African Americans. This will enable local organizers and BWS district leaders to focus on what they are doing within their potential district. Leaders consider the people to be involved. District president's make sure the group is balanced and no special interests dominate.

Step One: The Right Spirit blackwallstreet.org/stepone

Step Two: Recognizing a BWS District blackwallstreet.org/steptwo

Step Three: Measurable Objectives blackwallstreet.org/stepthree

Step Four: Evaluation blackwallstreet.org/stepfour

Step Five: Capacity Analysis blackwallstreet.org/stepfive

Step Six: Feasibility Study blackwallstreet.org/stepsix

Step Seven: Legislation blackwallstreet.org/stepseven

Step Eight: Black Wall Street Proposal blackwallstreet.org/stepeight

APPROVED: January 1998

INITIATIVE 2. Black Wealth Consortium Initiative

The Black Wealth Consortium Group is an initiative to rid the African American communities of Poverty and Gentrification. The Black Wealth Consortium's purpose is to revitalize African American communities through Purpose Development, Financial Intelligence Education, Home Ownership, Real Estate Investing, and Entrepreneurship. Our mission is to provide education and assistance in creating family enterprises for African American families. Our vision is to build a community of 100,000 plus African American family enterprises by December 2025. We are currently 40 plus strong in 10 states.

APPROVED: October 2018

INITIATIVE 3. Funding Source for Our Community 3UFirst Initiative

3ufirst initiative was created specifically to solve the major problems in the Black community. Focusing on, Job creation, Business and Investment opportunities, Donating 50% of net profits back into the community, Sponsoring, Building Wealth, and funding the best nonprofits across the country. Starting with an online shopping mall, we can bring millions back to our community, from the billions we spend every year, outside our community. Benefits/Objectives/Goals 3UFirst offers Black Wall Street USA shares, donations, and sponsorship. In return BWSUSA endorses, supports, and promotes 3ufirst. Using the Global Black Wall Street USA platform, 3UFirst can invest in district, regional, and national agendas. Differences from other Black Malls 3ufirst sells Black products and mainstream products. This is where we are spending the majority of our money, so it makes sense to have options.

APPROVED: October 2018

INITIATIVE 4. P.O.P. Movement Job Creation Initiative

Has developed a Network Business Alliance Umbrella that seeks to help all families. Its network of business partners have developed a new eco-system that provide a pathway out of poverty for millions. This support alliance umbrella serves to increase the total strength of our collective strength to: Create jobs, improve education, create more businesses opportunities, rebuild and restore impoverished communities. Maximize the ability to grow wealth, develop programs that enhance health and develop programs that enhance health protection for millions of Americans lacking skills. This national initiative covers broad education for the segment with disabilities or criminal backgrounds, including felonies. The ultimate goal is to create a minimum of 1 million jobs within the next 2 years.

APPROVED: May 2015

INITIATIVE 5. SupportBlackOwned.com Initiative

SBO business marketplace is not just for Black Wall Street USA Business owners. We want to every Black person who owns a business, service, organization, or talent in Black Wall Street USA to list it here on SBO. If you are an actor, we want you to list. If you are an artist, author, etc. we want you to list. If you have a book club or motorcycle club we want you to list. So let the world know about your talent or organization by using our platform. Economics - SBO is the most popular and affordable directory on the market. We give you more Free features than any other directory in the market. Our paid feature cost only a fraction of what other directories charge. Smart business owners take advantage of every opportunity to increase sales with minimum customer acquisition costs. The Official Black Business Directory for Black Wall Street USA.

APPROVE:

DISAPPROVE:

INITIATIVE 6. Business & Personal Development Initiative

Provide women the information & education to build successful businesses, system operations and the personal development to operate as a business. Fellow team members can assist with providing opportunities, resources, networks and intellectual property to develop and build a strong network of women within Black Wall Street USA. Our objectives are to offer offline and online education and workshops, that bring in experts in the various fields of finance and business, that will assist women with financial education as well as business and personal development. Our goal - is to offer monthly, quarterly and yearly webinars/live workshops and a book club for women. We aim to increase the number of women participating in Black Wall Street USA. Our goal is to host monthly networking events, collaborate with other women organizations nationally and globally, engage sororities, celebrities, women of influence and power, as well offer workshops and seminars at Black Enterprise, Essence , and other prominent black events, to gain a presence and a voice for Black Wall Street USA.

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INITIATIVE 7. Establishing Solid Black Owned Businesses by Building Initiative

This initiative will enable business owners to build their businesses credit by using the EIN number and not the owner's social security number as the means to build credit for the business. It has long been established that a solid business has it's own credit and is able to stand on it's own by having the ability to secure credit and borrow money for inventory, payroll, supplies, etc. Businesses officers should not have to provide a personal guarantee in most cases. It is necessary for black business owners to tap into the credit and capital available to non-minority business owners in order to succeed and thrive. In this initiative, we seek to assist 500 newly and established businesses by the year 2020; this will provide black business owners the ability to provide over 6500 new jobs and assist in the goal of achieving \$100,000,000 in buying power to build black owned businesses in multiple cities and states. This initiative will focus on black owned businesses located in the Dallas area and will encourage those businesses to conduct business at the local, state, national, and International levels by networking with business owners in the black community and those who are members of Black Wall Street USA. Businesses who are not members of BWSUSA will be encouraged to join in order to further the initiatives.

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INITIATIVE 8. Government Contracting Equity Initiative

Provide local sources for minority business owners to become educated and certified to do business with their local city, state and federal government. Facilitate opportunities to bid, partner and subcontract with other businesses in our districts for maximum exposure to be awarded long term contracts. Establish a process where awarded businesses have options to invest or fund other initiatives. The municipalities must clearly define their program and create a clear policy. The state must determine where they want their supplier diversity program to focus: on businesses owned by women, specific racial and ethnic groups, people with disabilities, veterans, or small or disadvantaged businesses, for example. Then municipalities must create a supplier diversity policy statement that defines these groups so people know what to look for and how to evaluate various municipal agencies. The municipality policy should be part of their standard, non-negotiable operating procedure. Municipalities must secure commitments from the top down that are key to supplier-diversity success and is unwavering in leadership commitment. Have the agency's head executive personally sign off on supplier-diversity goals and metrics; Audit their own state supplier-diversity numbers; Mandate that supplier-diversity metrics be included in every request for proposal (RFP). Black Wall Street USA believes that in order that municipalities strengthen their commitment to diversity, the elected officials must make sure that the head of the supplier diversity program is at the senior management level or above, and has control over state government purchasing. And we further recommend that this person has gone through the program and a person of color.

APPROVED: October 2006

INITIATIVE 9. Homes and Heritage Initiative

The Homes And Heritage Initiative is design to Help build wealth in the Black Family by Building security in our community through home ownership. Our desire is to help 100 family secure homes within the black community and therefore strengthening our political power within our own communities and wealth in our own families creating a Heritage of a healthy and thriving community.

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INITIATIVE 10. Legacy Ladder Initiative

The legacy ladder initiative is rooted in bringing communities together in an effort to guide students on major life transitions. The idea is to train students as mentors, as they are mentored by students, or community leaders; targeting struggling students as mentees, and top students as mentors. In this initiative, students will be mentored by students two years older through elementary, middle high school (11th/12th mentors college students) and college (mentors being professionals). Students will meet with their mentors 2-3 times a week. Fellow members can assist in implementing this initiative by connecting with local schools, colleges students, and community professionals to be apart of this initiative. The objective of this initiative is to connect struggling students with students and professionals who are leaders, in an effort to guide students in a new direction. Project goals are to connect about this initiative with community leaders, college students, in addition to, one elementary, middle, and high school that all align with the school students will attend throughout their grade school years.

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INITIATIVE 11. Wealth Building Strategies and Principles Initiative

This is an Initiative targeted at educating our Black community, on wealth building strategies and principles. With America being the wealthiest country in the world, the idea is to teach and motivate others on how to create wealth and become debt free. As an EVP Gold member of MyEcon, Inc., a Black-owned debt free company, which offers financial education along with the necessary strategies for personal success. At my MyEcon Inc., our strategy is to give you the tools to build the foundation to your own financial success. We call it sharing the wealth or educating our Black community on what is available to achieve your financial goals. See below for more information about MyEcon. MyEcon, Inc. is a privately held; debt free company based in Gwinnett County, GA, a suburb of Atlanta. The company was founded by a small group of entrepreneurs in 2005. The company operates in the multi-billion-dollar Direct Sales industry. The founders vision is to empower people to attain Personal Financial Success. The company name MyEcon, is short for my Economy, because the founders envision each individual taking care of their Personal Economy just as governments and corporations take care of theirs. MyEcon empowers its Associates to attain financial success by helping Associates earn income through a web-based business system and by teaching them financial strategies. The company currently has over 50,000 independent marketing associat

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INITIATIVE 12. Little Africa Food Cooperative Initiative

The Institution of Financial Unity in collaboration with the Little Africa Food Cooperative shares the vision to build a franchise with a presence in most major cities in the United States in culturally specific communities starting in Cleveland, Ohio that provide basic food, personal and household needs within the next 20 years. Our mission is to provide an inexpensive healthy food source for impoverished, urban communities. We strive to create an financial, social, and cultural independence because "you are what you eat". We will be owned and managed by the members of the cooperative working with local, national and international farmers to obtain healthy and quality foods.

APPROVED: October 2018

INITIATIVE 13. PCSOnlineMall.com Initiative

This initiative is to encourage next level thinking, creation and planning for community nonprofits and hybrid models (charitable work with business activities) among African Americans. Social entrepreneurship or social innovation typically attempts to further broad social, cultural, and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development. How Fellow Team Members Can Assist in Implementing Our Initiative in the Movement: Fellow team members can assist in implementing our initiative by distributing the link to our online mall throughout their network. In addition, team members can encourage known nonprofits to research and become social entrepreneurs. Our Expected Objectives and Realistic Goals:

APPROVED: October 2018

View details of other initiatives being considered here: blackwallstreet.org/bwsusaedcinitiatives

D. BWSUSAEDC Plan of Action for Initiative Awareness

Each initiative that the Black Wall Street USA Economic Development Council vote to approve for organizational wide implementation must meet the terms of the plan of action listed below.

Initiative Assignments	December 2018	January 2019	February 2019
30 second Info Video	1	2	3
60 second Info Video	0	1	2
5 Minute Infomercial	0	1	1
Events Produced	1	1	2
Email Broacast (No Spam)	2	4	6
Social Media Posts	100	200	300
Radio Interviews	2	4	6
Press Releases	2	6	12
Conference Calls	1	2	3
TV/Cable interview	1	2	3

Please feel free to enhance this plan of action. Initiatives that are successful have a well planned out awareness campaign. Each EDC council member must Submit at least one initiative here: blackwallstreet.org/initiative. Each initiative submitted should be no longer than 10 sentences in length. Excessive and extensive text formats will not be accepted by the National Administration. Each initiative should cover three main areas:

1. First tell us the initiative details in a few sentences;
2. Secondly tell us how your fellow team members can assist you and implementing your initiative in the movement;.
3. Thirdly, layout your expected objectives and realistic goals.

E. BWSUSAEDC INITIATIVES - All Black Wall Street USA EDC council Initiatives (A-Z) must be deliberated in EDC council session and approved by the majority of the EDC council. Only Black Wall Street USA EDC council members are allowed to submit or recommend Initiatives. Outside submissions will be removed

F. BWSUSAEDC VACANT SEATS- All active directors must assist the Black Wall Street USA Economic Development Council National Director with nominations and candidates to fill the remaining seats. Submit all nominations to: administration@blackwallstreet.org. We will not stop until we get to 30 council members.

G. BWSUSAEDC EconDev Weekly Open Forum

When: Every Monday at 7pm CST

Host: Ethel Cain Russell, BWSUSAEDC National Director or designee.

Conference#: 712.451.0683

Conference Code: 614060

Status: Conference call is open to all Black Wall Street USA National Members. The open forums are not official Black Wall Street USA Economic Development Council board meetings. The Black Wall Street USA Economic Development Council are in close meeting on the 4th of every month.

H. NEXT BWSUSAEDC MEETING

Black Wall Street USA Economic Development Council Meeting Schedule

NEXT MEETING: Tuesday, December 4, 2018 - 7:00 pm CST

I. Announcements and Inspiration 10 minutes

J. Closing Statements 10 minutes

K. Adjournment

ADMINISTRATION CONTACT

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Council Administrator

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