

I arrived in Daytona Beach, Florida via air and bus on Wednesday, September 2, 1964. From the jump I began to seek out some facts about the city of 25,000 located in the county of Volusia. The town is faced with problems of Urban Renewal, Reapportionment of the City Commission, discrimination in housing, discrimination in public and private employment, segregation in a few public accommodations, and a negative attitude of City Commission toward improving streets, sidewalks, sewerage systems etc. in negro neighborhoods.

The only good signs in the area of human relations are the desegregation of all public facilities, desegregation of most public accommodations, and a liberal voter registration system. Substantial NA gains can be made if we can overcome the apathy among the negro people.

At 9 p.m. The Citizens Taxpayers Association held a rally at Allen Chapel A. M. E. Church 626 Second Avenue, Daytona Beach, Florida, to discuss the objectives and methods of protest.

Members of the OTA and potential CORE Chapter agreed to picket City Hall at 3:30 p.m. September 3, 1964 and to send the enclosed telegram to the Mayor outlining grievances which had been presented to City numerous times in the past with little success.

Picketing gegen and the endorsed follow up program was adopted. The following slogans clearly depict the issues stated in the letter to the Mayor and also the desires of the Community: Don't take our homes, improve our neighborhood, give us jobs, desegregate all public accommodations, quick reapportionment of City Commission, Urban Renewal by Referendum only, and Freedom Now.

Most people in Daytona believe that Urban Renewal is good in principle, but unnecessary if the city would have done its job along the lines of city improvement, of course, the upper negro class particularly Bethune Cookman College folks want Urban Renewal regardless.

The OIA which has about 1,000 members represent in my opinion the people.

Another point which OIA maintains is if we must have Urban Renewal why can't be by referendum. The white fathers and upper class negroes employed by the state fear if the issue is put to a vote by the people, OIA and those who will make our CORE Chapter feel that if we can't vote out, we'll picket and protest it out.

The outlined program enclosed sets forth the ideas of long range attack on the political and economic structure to secure a settlement of grievances.

I hope to return here on September 13 for five days or more to organize and guide our infant CORE Chapter.

Things look good for Chapter development and action.

Sincerely;

Donnie R. Moore

COKE CHAPTER 29 DAYTONA BEACH, FLORIDA

ORGANIZATION

I. Executive Committee

A. Officers:

- Chairman**
- Co Chairman**
- Secretary**
- Treasurer**

B. Chairman of all Standing Committees

II. Standing Committees

A. Housing

B. Employment

- 1. Private**
- 2. Public and/or local governmental**

C. Public Associations

D. Voter Registration

E. Direct Action

F. Financial

III. Membership

A. Active

B. Associate

PROGRAM

IMMEDIATE SCHEDULE

1. September 2-15, 1964 Picketing should continue.
2. September 15, 1964 Organizational meeting for CORE Chapter.
3. September 16 1964 Mass Rally.
4. September 1 , 1964 Mass Marches should begin and/or picketing should continue until result are gained. (If necessary stage set-ins in the Mayor's office with intent of a jail-in).
5. September 18, 1964 Standing Committees should begin work in their respective areas of endeavor.

LONG RANGE PERSPECTIVES

I. Voter Registration

1. Organization should be on a block-precinct ward-county basis.
2. Techniques should consist of canvassing and providing transportation to the registrar's office.

II. Public Accommodation

1. Testers should go and request service at all restaurants, hotels, etc. which remain segregated.
2. Complaints of defiance of the Civil Rights Law should be filed with U. S. Atty. General.
3. Requests for legal help to file suit against proprietors who refuse to integrate should be sent by individuals affended to Fedral Judge.

III. Employment

1. Letter should be sent to all merchants requesting fair hiring practices.
2. Negroes should apply in mass for jobs in both Public and/or local governmental and private employment agencies.

3. Selective Buying Campaign should be launched against merchants who refuse to hire:

a) Time - Mid October

b) Provide transportation for boycott participants to buy outside of the county.

IV. Housing

- 1) Complaints on discrimination should be sent to Weaver.
- 2) Negroes should attempt to buy homes in traditionally white areas.
- 3) Persons rejected should sit in the desired home to stage a protest (24 hours a day sit in until compliance).
- 4) Picketing housing section is in order.

V. Membership (Mass drive for active and associate members).

VI. Legal Action

- A. Halting Urban Renewal
- B. Expedite Reapportionment of City Commission.
- C. Enjoin City government from discriminating in hiring of public and/or governmental employees.