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SAN DIEGO URBAN LEAGUE, INC.
4261 Market Street
San Diego, California 92102

MEMORANDUM

TO: Outside Contractors Involved With Construction Work In Minority Communities

FROM: Fenn Ellery, Executive Secretary, GSC

SUBJECT: Attached Position Paper Concerning GSC Involvement

The attached position paper originated from, and has been approved by, the membership of the GSC (San Diego Association of General, Sub and Specialty Contractors, Inc.) at a regular meeting. I believe it is fair to say that the paper encompasses some strongly held beliefs, some long-standing grievances, and a determined position which will be implemented. It is not a "trial balloon" - it will be carried out accordingly to an existing plan, and broad community support will be sought.

The position paper does not mean that outside assistance will be rejected, or that unbridgeable grievances or hostility exists. It does state, frankly and unequivocally, that future relations will be conducted within the free enterprise system toward 3 additional objectives:

1. Individual pride and mutual respect, based on equality and opportunity.

2. Proximity of average family income for all ethnic groups.

3. Equality of educational and training systems, and their productivity.

Minority contractors will be involved fully and realistically in construction work which is performed. Major shares of income and profits will remain in the community. Problems or hangups which exist, or are encountered, will be solved jointly, through cooperative action.

Your response is solicited. Your initiative and commitment are needed, as well as your financing, technical expertise, systems management capability, and friendship. You will be invited to rap sessions, and business meetings. (This paper is being forwarded to all outside contractors within the relevant category - including some contractors with favorable "track records," who will receive it for informational purposes.)

FE:vj
8/19/69

(To outside contractors seeking to perform construction work in so-called "ghetto and barrio" neighborhoods.)

Dear_____: August 15, 1969

The GSC (San Diego Association of General, Sub & Specialty Contractors, Inc.) is a group of licensed contractors, chartered by the state of California. Though it is a non-profit corporation, organized to provide a range of technical and organizational services to its members and their communities, it has no intention of permitting continued profit-siphoning and economic plunder from Southeast San Diego.

We demand a fair share of the profit-making activity in the mainstream of American life. For far, far too long the white-manipulated systems - education, police, construction contracting, communication, business, etc. - supported by your tax funds and your families, have conspired to rape our community economically. But this ends, today!

We have tried to digest the values of democracy and free enterprise. We have waited far too long for you to prove your honest intent about "American citizenship" and capitalism. Even your own sons and daughters can detect phony values and corrupted integrity.

Do you have the competence, commitment, initiative, and "soul" to make your systems work? So little evidence is available overall, that you are making it worthless, and a waste of time, to argue with our youth against the "solutions" of violence, sabotage, and disruption. Your system of phoniness and tokenism, of mockery of Democracy, has created a revolutionary cadre of bitter and vindictive youth. Their native entrepreneurial spirit and creativity has been soured and diverted by White greed, lies, and selfish materialism.

Instead of the mainstream, the racist monopoly of opportunity-systems has created a belief in the inevitability of violent rebellion. Must Society's vulnerability be exploited? Must forests burn, computers be sabotaged, interracial suspicions ignited, and utilities and military installations be dynamited? Must minority veterans, destruction-trained in Viet jungles at taxpayer-expense, return to inequality and the sight of retired Navy and Marine officers, admirals, and generals playing at charade-democracy and shadow-citizenship? Must your communities feel the fear of sniping, surprise guerrilla attack, and arson, and freeway drivers the fear of sudden death from booby-trap "accidents" at high speed? Do you as taxpayers prefer the high costs of a police state and unjust law?

Is this "the American way," of citizen vigilance and awareness to problems and inequity? Can't you deplore, as do we, racism's current open invitation to revolutionary seduction via Cuba and Che Guevara's martyred Latin guerrillas? The hope that we can control thousands of miles of border and coastline against a shadow-enemy, that we can sit on our backsides and remain impregnable to the worldwide spread of guerrilla revolution, and have a peaceful life and "business as usual" - isn't this a tissue-thin fabric of unreal hope? We need each other - AS EQUALS. WE are vulnerable together, but you have the resources and power. Do you lack the initiative, and concern, and intelligence for self-preservation?

White Americans have created two societies - one white and one "minority" - which are UNEQUAL. You sustain, and even dare to enlarge, the systems needed to sustain this; and you lack the guts to stand up and change these, since it might be "bad for business." So don't incite OUR anger with pious bull about "competitive bidding," free enterprise, and initiative.

You made unequal systems, you sustain them, you benefit from them. Don't demean yourselves publicly by jiving with us about competitive bidding and a "fair race" - when you have to speak over your shoulder from a staggered start, with a racist "handicap." Equal education" Similar family incomes? Bull!!

If you want to make a profit on "affirmative action" contracts, or in minority communities, minority citizens and community residents must have a full voice in deciding what is "fair!!"

We won't sit quietly by and let outsiders, using the "edge" built up through our involuntary and enforced sweat-subsidy, continue to steal from our communities. Participation in servile, dependent business relations is coming to an end. We want joint ventures, full partnerships, and independent growth.

Here's what we insist upon:

1. Initiative and commitment from "power structure" members, to change present systems and make them work right for all ghetto and barrio residents (previously dependent on them for system leadership).

2. Full and unequivocal, and not niggardly, assistance from all majority persons, firms, institutions, agencies, etc., to gain a fair share - in line with the minority population figure within San Diego County - of both:

   a. Jobs - including apprentices, journeymen, and administrators, and

   b. Dollar volume of contracts - to minority-owner contractors and and construction firms.

3. Due to the uniquely poor "tract record" of most present systems in private construction, implementation of this County population figure would now involve a 25% minimum - off the top - on all public-bidded construction contracts, as part of "affirmative action" contract compliance (which has had an extremely shoddy record to date).

4. For the same reasons, relating to an absence of any form of "fair share" in private construction - which appears to be plummeting toward zero in the FHA's grossly unbalanced handling* of the first several thousand units of "low income" housing within the county - a 50% minimum minority involvement, in both jobs and dollar volume of all construction in ghetto or barrio areas. The 50-100% involvement range is negotiable.

*See "Subsidies Help Fill Low-Income Housing Needs," by Clyde V. Smith, San Diego Union, July 20, 1969, pp. F-1f.

Whenever, in the future, minority firms attain the overall "fair share" figure based on County ethnic population, they will be on their feet and fully capable of competing without further outside assistance. Until then, we insist that the "monkey be on the back" of traditional firms which want to continue to make normal construction profits. But which have done so in the past as beneficiaries of their systems built upon deprivation and degradation of citizens in minority communities, robbing them of skills and experience and a chance to compete on equal footing.

Can you dig this, Man? Begging, and receiving scraps and leavings, is out! The tokenism, gradualism, and jiving, and false promises, is out, along with the phony talk about "equal opportunity, affirmative action, competitive bidding, and free enterprise" - from your PLATFORM OF INEQUALITY You repair your values, remove the mote from your eye, and construct a platform of equality. Come to us, and the community, and we can help you build something better and stronger than current stopgap tokens - hiring and "using" a black foreman as a front, for window-dressing, etc. Contractors and unions, using each other as excuses for non-compliance, is also out!

If you want separatism and violence as the longe-range reality in the U.S., ignore this letter and continue to reject cries for your involvement in our equality! If you really believe in Democracy and Capitalism, and the respect of your young people, and you have the integrity and initiative, join us. We can work together, but work and cooperation involves more than words, and pious intentions. Action, and results! Planning and negotiating together, united frontal assaults by citizens for system change, Action and Results!!

We await your reply. We believe your citizenship, manhood, and courage is involved in asking you to stand as an individual, and act to make our people, and your youth, believe in your system. San Diego is two hundred years AND 30 DAYS old. Isn't this long enough to grow up? How many more days will it take? Do you care enough, as a citizen, to use your leadership to support San Diego's maturing? We await your reply.

Cordially,

T.C. BROACH
Vice-President, GSC
Phone - 263-3115

FE:TCB:vj

cc: Many contractors, many community leaders and organizations, many associations, agencies, and public officials, many youth groups and concerned citizens.

NOTE: This is the text of a letter which is being sent to construction contractors who have done work, or propose to do work in Southeast San Diego. It was approved unanimously, without opposition, by a quorum of GSC members at the 8/14/69 regular meeting. All members were present, except one on vacation. The letter is a GSC position statement, backed by an intent to implement with a plan for support.