

Fayetteville Market House Community Workshop

This report is a compilation of recommended solutions developed by leaders in
Fayetteville, North Carolina



Community Relations Service
United States Department of Justice

In cooperation with

The Fayetteville, NC, Human Relations Council

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Introduction

The United States Department of Justice (DOJ) Community Relations Service (CRS) was created by Title X of the 1964 Civil Rights Act. CRS assists state and local governments, private and public organizations, educational institutions, and community groups in resolving community-based conflicts stemming from issues related to race, color, and national origin. In 2009, with the passage of the Matthew Shepard and James Byrd, Jr. Hate Crimes Prevention Act (HCPA), CRS's jurisdiction expanded to the prevention of and response to violent hate crimes committed on the basis of actual or perceived race, color, national origin, gender, gender identity, sexual orientation, religion, or disability. CRS's voluntary, confidential, and impartial conflict resolution services aim to assist all parties involved in a conflict with improving communication, promoting problem-solving, improving collaboration, and restoring positive community relations.

As a conflict resolution agency, CRS recognizes the value of facilitating dialogues that assist communities with identifying issues and addressing conflicts. This experience led CRS to create a community workshop program for the Fayetteville community that brings together diverse community leaders, city and county officials, law enforcement, ministerial leaders, and other community leadership to identify solutions related to the Market House reutilization initiative and develop strategies. The community workshop program applied principles of collaborative problem-solving and community empowerment and engagement to improve local community relations.

This report outlines the proposals and solutions developed by community leaders for the Market House reutilization initiative through CRS's facilitation services. The information in this report is based upon the community workshop session notes generated from the small-group breakout sessions.

The services provided by CRS were conducted in confidence and without publicity, and are subject to CRS's confidentiality mandate, set forth in 42 U.S.C., section 2000g-2b.

Overview

On February 5, 2021, CRS organized a planning group composed of city/county officials, diverse community leaders, ministerial leaders, advocates, and other key community leaders. The planning group developed the Market House community workshop agenda and completed important logistical and planning tasks.

CRS provided facilitator training to five volunteers from the Fayetteville Human Relations Commission (HRC). The training provided the volunteer facilitators with an overview of the solution development process for the community workshop, as well as program logistics, goals, facilitator roles, and active listening techniques.

On October 12, 2021, CRS facilitated the first session of the Fayetteville Community Workshop for 43 community leaders. On January 25, 2022, CRS facilitated the second session of the workshop for a separate cohort of 37 community leaders. All participating community leaders were selected by the HRC. Both dialogues began with introductions and welcoming remarks by the Fayetteville HRC Chairperson. A total of approximately 80 community leaders participated in the two sessions from the following organizations:

Cumberland County Commission, a grant writing firm, a small business, Fayetteville Cumberland Youth Council, US military veteran, a training firm, Manna Church, public school system, NAACP, River Jordan Council, a community activist organization, NC Human Relations Commission, Methodist University, Airmen and Family Readiness Center, Museum of Cape Fear, Fayetteville Police

Accountability Community Taskforce (PACT), City of Fayetteville, human relations management firm, US Air Force, Fayetteville City Council, Fayetteville Police Department, Fayetteville Arts Council, a law firm, Fayetteville Urban Ministries, Fayetteville State University, Atlantic Advisory Group, a health insurance company, Fascinate U, Federal Public Defender's Office, Cumberland County Council of Governments (CCCOG), a real estate firm, Fayetteville Technical College, a social work firm, a real estate development firm, and a community activist organization.

During both sessions, the participants were divided into five groups to develop proposals for the Fayetteville Market House reutilization initiative. Community leaders brainstormed to create proposals to improve community engagement for the Market House within the following topic areas: structural modifications, themed events, artistic expressions, marketing, and commerce.

After the brainstorming sessions, CRS and the volunteer facilitators led groups to develop detailed solution implementation plans. Participants created strategies and actions for the proposals in each of the five categories starting with the highest priority topic areas.

Agenda: October 12, 2021 & January 25, 2022

8:00-8:30 Facilitator discussion and debriefing

8:30-8:45 City, County, and Community Leadership Overview

8:45-9:00 Introduction of Community Leadership Participants

9:00-9:15 Dialogue Methodology Overview for Participants

9:15-11:00 Proposal Brainstorming and Prioritization

11:00-11:15 Lunch

11:15-11:30 Group Reconstitution

11:30-2:00 Problem Solving and Solution Development

2:00-3:00 Report-Out #2

3:00-3:30 Selection of Market House Working Group

3:30-4:00 Closing Remarks by City/County and Community Leadership

Step 1: Introductions

Facilitators began breakout sessions with ice breakers and introductions. HRC stated that the variety of dedicated human capital in the room was a distinguishing factor. The community leaders were introduced by occupation and organization, which enabled networking and promoted community teambuilding.

Step 2: Proposal Brainstorming

October 2021 session:

GROUP #1: Themed Events

- Education
- At and about the Market House
- On post too
- QR Codes
- Flyers at local businesses

GROUP #2: Structural Modification

- Preservation of the original architecture
- Handicap accessible
- Expansion of the Market House base, alleviating multiple traffic lanes
- Mount plaques to convey the history of the Market House
- Designate an area to permanently display the number of, and the names of enslaved people sold at the Market House
- Include a stage for events/performances, etc.

GROUP #3: Commerce

- Funding the Market House
- Non-profit organizations
- Donations
- Vendor events
- Educational opportunities
- Farmer market
- Modernize and progressive

GROUP #4: Marketing

- Vision: Market House as a place of engagement and entertainment
- Education hub: True and full history conveyed
- Place of entertainment: festivals, etc.
- Engagement utilizing print, technology, and live discussions

- Sunrise theme - new horizons magnify the signing of the U.S. Constitution
- Countering the “nothing downtown for me” thought
- Using a teaser trailer type campaign to engage different groups on various levels in the community
- Recorded video enactments; a variety of delivery methods

GROUP #5: Artisans

- The Market House is itself a form of art
- Vibrant displays
- Different forms of art
- With vibrant rotating exhibits: engaging diversity, truth seeking, social justice
- Art dedicated to youth, with youth involved in selecting the art
- Professional art
- Funded and curated by the community

January 2022 session:

GROUP #1: Themed Events/Education

- Accurate education about the Market House
- Show correlation of the Market House to other Fayetteville historical landmarks
- Hologram showing individuals/scenarios from the period
- Target audience - people who have disagreement regarding the Market House’s history
- Regardless of what is being displayed, the message must convey that there are senior citizens who will not go downtown
- Highlight the positive aspects of the building (Constitution, state house, almost state capitol)

GROUP #2: Structural Modification

- Limitation – steps, 1200 square feet
- Ramp (additional)
- First floor accessible
- Structure study
- Enclosed
- Close roundabout
- Exclude truck traffic
- Elevator – self contained
- Greenery
- Multifunctional 1200 square feet
- Education focused
- Museum – living history (audio, pictures)
- Marketing
- Connected to the CWR Museum Arsenal
- Touring link – E.E. Smith House, Orange Street School

GROUP #3: Commerce

- Recognizing and honoring
- Education – field trips
- Avoid farmer market
- Take top off Market house and move it to the History Center
- Money goes to the History Center

GROUP #4: Marketing

- Pre-conception:
- Establish social media pages for the Market House which will be run by delegates of the City SPIRIT council, managed by the Fayetteville HRC
- Delegates/marketing group should have term limits to ensure relevance
- Website: www.fayettevillemarkethouse.org
- Purpose: educational, historical, current events in Fayetteville; civil rights issues in Fayetteville; timeline/purpose for City SPIRIT and Market House repurposing
- Initial marketing – purpose and timeline of repurposing. Paid ads and press releases - sunshine list, community watch meeting, flyers and handouts in downtown businesses
- Delegates have authority over events/publications related to the Market House
- Community parking and rates

GROUP #5: Artisans

- Art projected could represent current events
- No advertisements
- Respect the story – we don't have to focus on doom and gloom
- Address the truth related to the building
- Have designated past display
- Create space that recognizes history while recognizing and honoring Black artists
- Interactive display
 - Clothes
 - Period relevant articles
 - Photo studio
- Kaleidoscope
 - Lights
 - Motorized – creates light on walls
 - Project elementary school art on the building
- Displayed like The Holocaust Museum in D.C.
 - What is on display now in N.C.
- Public and private artists collaborate with historians/anthropologists/sociologists for the framework of exhibits
- Themed monthly events recognizing different cultures
 - For example: Black history month, women's history month, Native American history

Step 3: Proposal Brainstorming Small Group Report Outs

Each of the small groups focused on the most important proposals within their assigned areas of concern. They then prioritized the top proposals for the Market House reutilization initiative.

After the proposal brainstorming sessions, the groups re-convened into a general session. Each group selected spokespersons who gave short presentations on the proposals created to address their areas of concern.

Step 4: Group Refocus

Participants were given the opportunity to choose a topic area and were then regrouped based on their selection for the solution development phase.

Step 5: Solution Development

Participants were asked to develop detailed solutions for the top three proposals produced during the issues identification and brainstorming phase.

The following solutions were developed by community leaders during the October 2021 session:

Solution
Group 1: Themed Events: <ul style="list-style-type: none">• Virtual Tour<ul style="list-style-type: none">○ Who: Historian tour guides – FSU professors of Black history○ When: Projected 8 months○ How: Videographer with a selection of materials and professors to speak, someone with practical knowledge○ Why: Authenticity○ Expand learning accessibility○ LIMFACS, ASL, Braille, multi-language interpreter• QR Codes<ul style="list-style-type: none">○ Who: A hired city position (historian, with intern availability/volunteers)○ When: 6-8 months to get everything together○ How: Establish QR code [link tree] one stop shop○ Why: Easy access to information - one stop shop

Solution
2. Group Two: Marketing <ul style="list-style-type: none">• Engagement/marketing – education/historical truth<ul style="list-style-type: none">○ Who: FSU history/sociology NC African American Heritage Commission Methodist University history/sociology Fayetteville city museum○ When: One-year paid stipend○ How: Present narrative – stakeholder buy-in Dialogue

Continued presentation available in the Market House

Reconciliation

- Marketing – social media
- Dedicated website with history
- Why: To present a clear historical truth of the use and events of the Market House
- Presentation: Seminars with leaders upon receipt of the report
 - When: One year public (30 days after the final report)
- Marketing: Op-eds, newspaper, TV, radio
 - When: Six months after contracted research
- Reconciliation/acknowledgement from city leaders
 - When: Upon receipt of the report
- Create QR codes for virtual tours
 - Who: City of Fayetteville
 - How: IT department
 - When: Upon receipt of the report
- Use of space (Market House)
 - Exhibits and events from the arts and themes groups
 - Dedicate the space to history
 - Showcase digital history display upstairs (ADA stairlift)
 - When: Spring 2022
 - Who: The group who commissions the historians can also coordinate the details of the dedicated space for historical truth

Solution

3. Group Three: Artisans

- Interactive resources
 - What: Connecting Market House visitors with art activities that promote positive emotional responses or insight
 - Who: Art council, artists, media services, etc.
 - When: Fall 2022
 - How: Providing digital and physical resources connecting visitors to artists, with QR codes, interactive displays, video displays, etc.
- Diversity in the arts
 - What: Various genres of art that represent African American culture and history
 - Who: Artists of any background who produce the art; Arts Council
 - When: Spring of 2022
 - How: Have dedicated space for African American culture and history, have an alternate space within the Market House that is representative of Fayetteville
- Rotating art exhibit
 - What: Quarterly displays of art exhibits that rotate themes and genres, such as:
 - Dance, music, visual arts, spoken word, etc.
 - Who: Arts Council, schools, universities, local artists, etc.
 - When: Spring 2022
 - How: Partnership with arts councils, universities, schools, to form a coalition of artists to help strategize and implement plans for exhibits

Solution
4. Group Four: Commerce <ul style="list-style-type: none"> • Who: Local and statewide board members • What: Create a non-profit – citizens • Where: Upstairs in the Market House • When: June 30, 2022 • How: Fayetteville City Human Relations Council • Why: Progress and awareness • Tourism • Non-profits • Not commercialize • Not a stand-alone draw • Keep millennials involved • Tech is a park – closes at dusk • Ease up on regulations

The following solutions were developed by community leaders during the January 2022 session:

Solution
Group 1: Themed Events: <ul style="list-style-type: none"> • ‘Sunday on the Square’ <ul style="list-style-type: none"> ○ When: July 24, 2022 ○ Who: CORA’s community foundation, with fiscal agent ○ What: Introduction of the history of the Market House <ul style="list-style-type: none"> ▪ Interactive QR codes (history) with marketing team ▪ Art displays – video, live performances, local schools, spoken word, drama ▪ Guided and self-guided tours ▪ Trolley ▪ Link historical buildings and sites ▪ Smith house, Evans, etc. ○ How: Marketing history and tours <ul style="list-style-type: none"> ▪ QR Codes ▪ History is in the City Manager’s office ▪ Nichole – FSU library ▪ Fred Whitted ▪ Charles Anderson ▪ Kelly Walsh ○ 1832-2020 history of the Market House ○ Form historian committee to compile the information for the QR codes. This effort should be led by Joshua James • Funding: <ul style="list-style-type: none"> ○ Sponsorship

- Downtown vendors
- Corporations
- City funding
- All sports teams (Fayetteville)
- Dreamville Foundation
- Minority artists/businesses
- Radio
- TV
- News
- Donations in kind (restaurants)
- Go fund me

Solution

2. Group Two: Marketing

- Campaigns
- Oct 21 and Jan 22
 - City SPIRITs
 - City Council presentation
 - City Council approval
- July 2022
 - Establish social media pages
 - Website established
 - Publish to ‘Sunshine Campaign’ list and flyers. Spokespeople need to spread the word about repurposing and opening
 - Revisit website and website approval
 - Soft opening for downtown business owners, stakeholders, City SPIRIT delegates and members, descendants of sold slaves
- February 2024
 - Adjustment from soft opening February to August 2024
- August 2024
 - Presentation from City Council renaming the area “Generation Square” and acknowledging the complete history of the Market House.
- February 2025

Solution

3. Group Three: Artisans

- Community Mural
 - What: Progression of history mural to replace BLM mural [where]
Mural to depict different cultures around the Market House
 - Who: Local artists
Arts Council
Cool Spring
Call out to artists now
City responsible for removal and logistics

- When: Juneteenth 2022
- Downstairs
 - What: Temporary art murals (360 art)
 - Greenery (real or artificial)
 - How: Contract through city to hang or install temporary panels that can be moved
 - Interactive musical piece
 - Display to recognize families
 - Who:
 - Arts Council – call out to artists now
 - Cool Spring
 - Personal interviews with decedents' families
 - Historical commission
 - When:
 - September 2023 [Folk Fest]
- Trail of art
 - What: Connecting Market House with Fayetteville State University
 - Where: Permanent art mixed with dynamic displays
 - Who:
 - Call out to local artists
 - Cool Spring
 - Arts Council
 - Downtown Alliance
 - How: City and county money, path from Seabrook to downtown
 - When: During Murchison Road revitalization

Solution

4. Group Four: Commerce

- No taxpayer dollars
- Need donations – benefits the community
- Annual fundraiser – radio, letters, arts education
- Event: Sunday on the Square, art, food, oil, soaps
- Entry fee – Percentage donated back to maintaining the Market House and scholarships
- How to generate funds
- Where are the funds going
 - Artists and production costs and clean up plus FE fund (10%)
 - Budget
- Event date
 - Three months marketing
 - Three months artist development
 - One month to find artists
- Documentary and curriculum
 - Sell to schools
 - Receive funding for production

Step 6: Solution Development Small Group Report Outs

Each group gave a short presentation on their detailed solutions and implementation strategies by topic area.

Step 7: Fayetteville Market House Working Group

The Fayetteville Market House Community Workshop ended with positive exchanges between community and city leaders. The Fayetteville HRC compiled a list of volunteer workshop participants to form the Fayetteville Market House Working Group who will work on implementing the proposed solutions. This list will contain the names of the Fayetteville Market House Working Group and will include alternates committed to follow-up meetings.

Step 8: Next Steps

CRS will provide facilitation services to the Fayetteville Market House Working Group and city leaders. The services will include the creation of a plan of action to implement the solutions developed by the working group. CRS may also provide training to community leaders to successfully facilitate working group meetings.

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