



HONORARY STREET NAME SIGN APPLICATION

City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

PLEASE NOTE: A \$100 PAYMENT MUST ACCOMPANY THIS FORM
(Checks should be made payable to "City Treasurer")

1. Applicant information:

Applicant's Name Pastor Jarrett R. Williams
Organization or Company NEW DIRECTION CHRISTIAN CHURCH
Street Address 2127 W. Garfield Av City/State Milwaukee, WI Zip 53205
Telephone 414-460-3339 Email jarrettromelwilliams@gmail.com

2. Honorary Street Name Request

Street name requested Bishop Betty Hayes Way

Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)

West Garfield from 21st Street to 23rd Street
(End of 22nd Street)

3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances (attached)
- A typed statement containing no fewer than **500 words** describing the significance of the person, place, or event being honored. The statement should indicate why a particular section of street has been requested for the honorary designation.

4. SIGNATURE OF APPLICANT:

My application consists of the following items necessary to complete the application. Please check:

- ☒ \$100 fee (check made payable to "City Treasurer").
- ☒ Completed Application Form.
- ☒ Autobiography or statement regarding the person, place, or event being honored.

Signature Jarrett Williams Date _____
Printed Name Jarrett R. Williams, Pastor



Greetings,

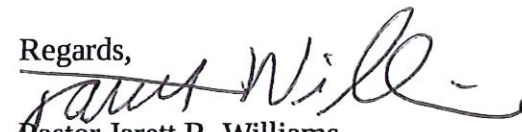
My name is Jarett R. Williams, Pastor of the New Direction Christian Church. I am writing this in regards to my relationship with the late great Bishop Betty Hayes. I was honored to know her legacy long before I started pastoring at New Direction. As the Founder and Pastor at Holy Mt. Carmel Church her reputation preceded her and her impact in our community at large left an impression on our hearts and minds that won't soon be forgotten. I'm honored, humbled and grateful to be her chosen successor. Although big shoes to fill, we believe we can pick up where she left off with God's help. She overcame so much adversity as an African American woman, on top of her health challenges that she endured in her final years, she was still able to build a commercial building from the ground up, from her humble beginnings in a living room, while maintaining a thriving ministry. This speaks to the anointing on her life and the favor of God that followed her.

Words cannot express how grateful I am to have known her and it was a true blessing to have fellowshiped with her in her final years and the mentoring by her with her great wisdom. We are still reaping a great harvest from the seeds of faith that she instilled into the lives of the people at New Direction and beyond. Words fail to grasp her influence in our community and we are all better because we knew her, and have sat at her feet and learned so much from her.

It would be a tremendous blessing and true honor to acknowledge her impact and legacy with a street sign named in her honor as a tribute to the impact that she had on this particular block. Because of Bishop Hayes, people are clean, clear minded, sober, delivered, free, homeowners, married, saved and productive members of society because of her prophetic voice and encouragement.

This is a small token of appreciation to tell her thank you for all she's done for us. What a woman, what a life, what a legacy.

Regards,


Pastor Jarett R. Williams
New Direction Christian Church



The LEGACY of BISHOP BETTY SUE HAYES

Betty Sue Hayes was born on December 17, 1940, to Ms. Missouri Ware in Calhoun County, Hampton Arkansas. She was the seventh child of eight siblings. Her mother instilled a strong spiritual foundation in her from an early age, guiding her toward a prosperous life.

At the tender age of 12, Betty dedicated her life to Christ. She was a member of Mount Carmel Baptist Church in Hampton, AR, under the leadership of Pastor JH Hayes. She received her formal education at Hampton High School and graduated from Thornton High school in Thornton, AR.

In 1959, Betty relocated to Milwaukee, WI and joined Union Hill Baptist Church under the guidance of Pastor Harvey C. Mormon.

In 1967, Betty united in holy matrimony with James Hayes. Subsequently, she welcomed her only child, Darryl Hayes into the world. Her enduring friend, Pastor Shirley Caesar, was honored with the role of becoming his Godmother. She enjoyed traveling with Pastor Caesar and attending conferences with her sisters, Georgia Mae, Willie Bea and Goddaughter, Betty Burns.

In 1974, Betty delivered her first sermon and earned her evangelist license under Pastor Harvey Momon. In 1979, she achieved the historic milestone of becoming the first Woman ordained as a reverend at Union Hill Baptist Church. Following Pastor Momons' passing, Bishop Hayes served as the interim Pastor for three years. Reverend Harold Turner was later appointed Pastor and Bishop Hayes continued her membership and faithfully served for over 20 years.

She was employed by Wonder Bread, where she retired from in 1984.

Bishop Hayes established a Monday night prayer band that visited homes throughout the community, sharing the message of the gospel and offering prayer for those who were unwell or confined to their homes.

On March 8, 1981, Bishop Hayes initiated the establishment of Holy Mt Carmel Missionary Baptist Church, bringing together 27 individuals at New Hope Baptist

Church, alongside the late Pastor R.L. Lathan. As the inaugural black female pastor and founder of Baptist Church, she made history. She preached for 49 years, pastored for 42 years and had a membership totaling over 1500 members.

On December 23, 2023, Bishop Hayes passed away with gratitude etched in her heart. She cherished the precious gift of having her son, Darryl, by her side who stood as a pillar of strength, a testament to the deep bond between a mother and her son. Her younger sister, Minister Willie B. Doss, also faithfully stood by her side as she had for 49 years, sharing in the journey with unwavering support.

EDUCATION

Bishop Hayes held various degrees, yet her most esteemed qualification was her BA (Born Again) degree!

St. John 3:7 - "Marvel not that I said unto thee, Ye must be born again."

DIPLOMAS IN MINISTRY

Bachelor in Ministry

Master of Divinity

Doctor of Divinity

BIBLICAL EDUCATION

Grace Theological Seminary (Loris, SC)

Christian Leadership University (Elma, NY)

Trinity College (Brookfield, WI)

University of Wisconsin (Milwaukee, WI)

Moody Bible Institute (Milwaukee, WI)

Concordia College (Milwaukee, WI)

RADIO BROADCAST PROGRAMS: "Word to Grow By" on:

WGLB 1560 (Milwaukee, WI)

JOY 1340 (Milwaukee, WI)

WBXR 1140 (Atlanta, GA)

KAMD (Camden, AR)

KWRF (Warren, AR)

Receipt of Street Naming Fee

Date:	7/17/25
Received Of:	Jarett Williams
Received By:	LME
Check # (If Applicable):	3600
Amount Received	\$100.00

WAKE COUNTY CLERK - RCUD
2025 JUL 17 PM12:24