

Rickey L. Potts (RP)
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An experienced Business Improvement District Chairperson, leader, and professional with a proven history of driving success. Adapt at executive-level decision making, strategic planning and fostering collaboration for business operational efficiency within the commercial and residential platforms.

Vision & Goal

To continue to drive **economic** development within the BID 39 Center Street Marketplace district by using my skills, knowledge, and abilities to recruit new businesses and property owners and allow more **opportunities** to develop the business district.

My **goal** is to continue on our pathway of enlightening business owners regarding current laws, rules, policies, and processes to strengthen the position of Center Street as a commercial corridor as well as in the nonprofit sector, leading to the creation of skilled jobs through the corridor. This has and continues to be accomplished by **sustaining** the current businesses, highlighting the opportunities within the commercial corridor, and offering tools to help small businesses and entrepreneurs **employ** individuals from within the **community**. I am proud of my history within the City of Milwaukee, moreover on Center Street. Since I have led the Board of Directors, I have provided guidance, leadership, and strategies to many of our current businesses; I also successfully represent BID 39 and businesses in our quest to ask new businesses to locate in the area. I am a voice for the small business owners on Center Street not only on the block, but also at City Hall and throughout Milwaukee. I connect entrepreneurs to each other, **mentor** business owners, and provide visible **outreach** for our Commercial Corridor.

Experience & Work History

BID 39 Board Member and Chairperson (2017 – present) – responsible for leading the board of directors (7 members) through the metrics of the approved operational plan. Through work groups, coordination, outreach, communication, as well as events and planning. Crime prevention and safety awareness focused. Maintains a working relationship with many community-based organizations, block level groups, as well as business owners and residents. Moves the BID 39 vision forward through proved strategies including idea generation for vacant spaces, shop center street promotion, small business Saturday, business events for center street, business collaborations, business technical assistance, knowledge circles, best practices for licensing, mentoring, and advocacy for small businesses resources (grants, loans, and investment) within the commercial corridor.

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RP Former Slave Recently Freed, the new Civil Rights Leader, LLC (2022 – present) – civil rights advocacy & education. Protect and promote the rights and liberties of individuals, businesses, as well as engaging with those that face discrimination and injustice. Community outreach, identification of policies and change ideology, provide support to the community as well as the identification of awareness of rights. Fostering equality and opportunities as well as addressing systemic issues that face many, including potential civil rights violations.

Center Street Nail Technology Academy, LLC – Co-owner / Plant operations director (2020 – present) responsible for marketing, recruiting, as well as disseminating information on behalf of the company for the benefit of the Cosmetology career path (nail technology). Oversee operations and management for the commercial property space, assuring that local codes and ordinances are adhered to, including HVAC, Infection control, space maintenance, and event planning. Conduct commencement planning from inception to realization. Assures that maintenance and operations are efficient. Responsible for oversight of the day-to-day operation and management of the commercial real estate, including tenant interaction and liaison between operators to maximize the value and performance of the property. Accolades include over two hundred alumni – leading to employment, entrepreneurship and family sustaining jobs and lifelong careers.

Center Street Nail Bar – Co-owner (2016 - present) – Co-owner – responsible for overall management and operation of the business. Including the day-to-day activities to include an organized environment, inventory management, space, and equipment management. When necessary, responsible for staff management, to include independent contractor and lessees.

RPZ Clippers – Owner 2007-2013 – a Wisconsin department of Safety and Professional Services Licensed Cosmetology Establishment with over ten cosmetologists, barbers, nail technicians, as well as a licensed cosmetology manager, and instructor. Through the Wisconsin Bureau of Apprenticeship Standards– responsible for four apprentices within the Salon of whom were W2 payroll employees. Responsible for fiscal management of the business and commercial property. Ensuring client and neighborhood relations were intact, to include addressing customer concerns to maintain a positive salon reputation. Responsible for marketing and promotion, including quality control and business development of which was pivotal for the success of the business.

RPZ Convenience Store – Owner 2011-2013 – Successful licensed business in the City of Milwaukee. Responsible for the overall management and operation of the location, including inventory management (purchasing, delivery, and output), hiring staff for stocking and movement of products within the store. Oversaw five individuals and had responsibility of training, assuring licenses were up to date, setting work schedules, ensuring excellent customer service, maintaining a clean and organized

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store environment. Fiscal management included securing funding for the location, to include stock and development of areas for shelving, coolers, and office space. Compliance responsibilities included adherence to regulations related to the city of Milwaukee food licenses, health and safety standards and other legal requirements. All staff were trained and adhered to all rules for operation. Responsible for hiring and monitoring security and vendor relations to assure product price points and relativity were realistic. All facets of business development and management.

Dog N Go (City of Milwaukee Licensed Food Cart) – Owner 2009 -2012 – Responsible for the operation of a mobile food business, selling hot and cold products to consumers in Milwaukee. Responsible for obtaining the necessary licensing and permits to operate the food cart in compliance with health and safety regulations. Hired two individuals to set up, stock items, and provide optimal customer service that was friendly and efficient by taking orders, and handling transactions (cash and card). Responsible for inventory management, price pointing, as well as ordering and stocking supplies. Responsible for procuring equipment approved by the City of Milwaukee Health Department. Passed all inspections both routine and unannounced. Maintained Serve Safe food manager certification as well as adhered to all rules presented by the City of Milwaukee and State of Wisconsin for mobile food establishments. Worked in excellence with the base location for the mobile food establishment.

Potts Family Rentals – 2005-2009 Property developer/owner/manager - (residential and commercial) over 20 years of experience in residential property management, project management, construction oversight, and financial planning. Proven ability to navigate regulatory requirements while delivering high quality developments, both residential and commercial. Responsible for over twenty housing units (single family and duplex), as well as two commercial/Mixed Usage projects.

T-Shirts Galore – Owner 2004-2007 – Sole proprietor – responsible for the design and management of sourcing tshirts locally. From selecting the material, purchasing the equipment, to coordinating the orders, sales, and fulfillment of tshirts in excellence. Inventory management, as well as collaborating with families and individuals that ordered single or in bulk. Provided customer service and quality control of inventory. Business success was seasonal.

Gas Station Store Manager (1984 - 1987) – Total Gas Station – responsible for operational efficiency of the store and the pumps. Responsible for managing six individuals at the single station, including hiring, training, scheduling, and monitoring staff. Ensured excellent customer service, dealing with customer inquiries, and addressing complaints. Maintained a clean and safe environment. Responsible for cash handling and inventory management including coordinating orders, deliveries, as well as collaborating with vendors. A large responsibility was managing fuel levels and pricing of

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which was the gas station (pump) responsibility. Responsible for compliance with the store rules including fiscal and collaborating with the General manager.

Other Skillsets

Coach and Mentor – on the block and in the district – (Current)

Milwaukee Licensed Bartender - (current)

Semi-Pro football player / Janesville Cavaliers in the 1980's (running back)