



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 Sheila Adams Gardner
Organization or Company _____
Street Address 1588 Wood Duck Ct City/State Woodbridge, VA Zip 22191
Telephone 571-214-4431 Fax _____ Email sheila.gardner@AOL.com

2. Honorary Street Name Request

Street name requested Cleotha Adams Way

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

North 5th street between Center and Hadley streets

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 Sheila Adams Gardner Date 2/9/21
Printed Name Sheila Adams Gardner

Honoree: Cleotha Adams

Mr. Cleotha Adams is the sole founder, owner, and operator of Adams Auto Body Shop at 2719 N. 5th Street, Milwaukee 53212. This June, Adams Auto Body Shop will be 55 years old, making it one of the oldest African American owned establishments in Central Milwaukee. At 83 years of age, Cleotha and his staff continue to provide excellent service and community support to the City of Milwaukee.

Cleotha has provided jobs and valuable training in automotive repair skills to countless men and women. He enjoys sharing his wisdom and knowledge. Many of his employees went on to open their own auto body repair shops. Cleotha's exemplary work ethic, generosity, integrity, and caring nature has allowed his business to flourish. His success fuels his desire to give back. He faithfully supports community efforts including donating to schools and participating in their Career Day events; donating to local churches and civic organizations; he regularly entered his 'specialty dish' roasted prime rib in the 100 Black Men 'Men Who Cook' fundraiser. His true nature is best reflected in the countless times he has given to complete strangers who simply come to him in need.

Cleotha Adams was born to Bertha (Coleman) and Willie Adams, Jr. on a farm in Holmes County, Mississippi. He was the fourth of eight children. His mother named him Cleotha after the biblical figure, Cleopas who was the first person to see the risen Christ on Easter morning. The Adams family was steeped in the Christian faith. Cleotha's father and grandfather taught Sunday school and were regional officers in the Baptist convention. It was his family's faith that kept Cleotha safe as he battled tuberculosis as a teen, living in a hospital and missing an entire year of education. With intelligence and hard work, Cleotha persevered and graduated on time with his Geeter High School classmates in 1958 in Memphis, Tennessee. Cleotha is a member of New Testament Church of Milwaukee.

Raised by a long line of Prince Hall Masons with all manner of building, engineering and construction skills passed down to him, Cleotha had the ingenuity to excel in any career. He chose to pursue a career as an entrepreneur in automotive repair. He graduated from Stevinson Auto and Electric School in St. Louis, Missouri, in 1959 and moved to Milwaukee. He began his career in automotive repair at American Motors. In the evenings and weekends, he began his journey into entrepreneurship, finally opening Adams Auto Body Shop in June of 1966.

Cleotha has received many honors including the Black Excellence Award from the Milwaukee Times; The "Against All Odds Award" from the African American Chamber of Commerce of Greater Milwaukee; and the 'Cleotha Adams Day' Proclamation from the Mayor of Milwaukee.

Cleotha is the loving father of five children: Dr. Patricia Adams Cifax, Ph.D.; Regina Adams Allen (deceased); Jacinta Adams Tatum, MS; Sheila Adams Gardner, Esquire, and Brent L. Adams. He is the grandfather of ten and great-grandfather of five. Family is of utmost importance to Cleotha. Every Sunday he hosts Sunday dinner for his children and extended family and friends. Cleotha is a phenomenal cook who regularly hosts holiday parties welcoming all with delicious food and fun.

For these reasons and so many more, the street upon which Adams Auto Body Shop has been located for over 50 years should be honorarily named "Cleotha Adams Way."