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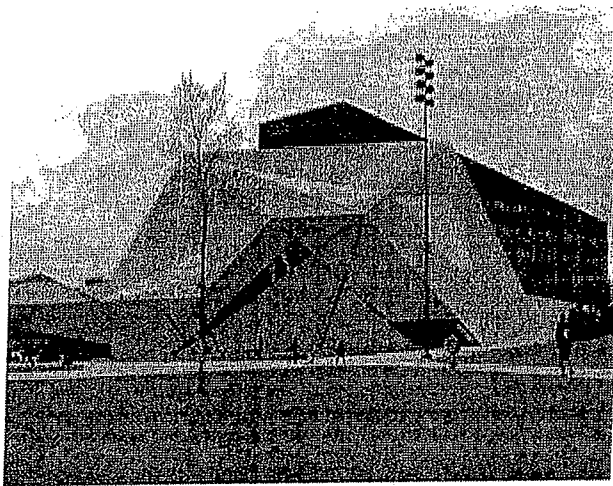
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The Adventures of Johnny Northside

Being the amazing, true-to-life adventures and (very likely) misadventures of a divorced man who seeks to take his education, activism and seemingly boundless energy to the North Side of Minneapolis, to help with a process of turning an arguably-blighted neighborhood into something approaching Urban Utopia. I wouldn't be here if I didn't want to be near my child. This blog is dedicated to my 12-year-old son Alex, and his dream of studying math and robotics at MIT.

Sunday, June 21, 2009

Former JACC Executive Director Jerry Moore Hired By U of M, Neighborhood Leaders Are All, Like, WTF?!!!



Stock Photo, U of M

Word reached me about a week ago from a source that former JACC Executive Director Jerry Moore had been hired by the UROC program at U of M, the nice (but obviously naive) folks bringing North Minneapolis that big, expensive, rather slowly-delivered project at the former Penn-Plymouth shopping center. Another creditable source made some calls and confirmed firsthand this was, in fact, the case. Jerry Moore is now--among many other things--a gopher.

My U of M gopher blood boils with shame. THE SHAME!!!!!!!

Jerry Moore--who has been a plaintiff in a lawsuit against JACC, and was fired from his executive director position for misconduct, (fistfight, cough cough) is nothing if not a controversial figure in the Jordan Neighborhood...

So when word reached certain neighborhood movers and shakers about Jerry being hired by UROC, and being involved with some

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Exhibit 1

kind of "research" about mortgage issues in North Minneapolis, consternation was followed by seething anger. Repeated and specific evidence in Hennepin County District Court shows Jerry Moore was involved with a high-profile fraudulent mortgage at 1564 Hillside Ave. N. The collective judgment of decent people in the Jordan Neighborhood--"decent" being defined as "not actively involved in mortgage fraud"--is that Jerry Moore is the last person who should be working on this kind of task and WHAT THE HELL was U of M thinking by hiring him?

Even assuming (as lawyers say) "arguendo" that Jerry Moore has received a bad rap over 1564 Hillside Ave. N., the problem remains that current JACC leadership will have nothing to do with Jerry Moore, and the Jordan Neighborhood makes up a big part of North Minneapolis. It's not hard to picture situations where the UROC people attempt to engage the leadership of Jordan, but all the "Jordanites" will want to talk about is, "Why the hell did you hire Jerry Moore, and when will you be getting rid of him? Get rid of him and we will talk."

That's the word I'm getting from neighborhood leadership. In fact, my reason for delaying posting about this matter was because I was prevailed upon to avoid airing this dirty laundry until there was a chance, behind the scenes, to call some leaders at U of M and fix this mess. With the matter still pretty much the same as it was a week ago, I was contacted and told to please, please blog about this matter. So: Jerry Moore is working for UROC, and UROC has just lost major cred with North Minneapolis leadership. (The ones not involved with mortgage fraud, anyway, which clearly doesn't include all the self-declared leadership)

In fact, some are going so far as to say UROC has never had the creditability of CURA, which is another program at U of M which has been working with neighborhood issues for a long time, very successfully, though often with a low profile. The question being asked in this time of budget cuts is "Why is there a UROC at all? Why not just have things done under CURA, a program with a proven track record which would never, in a hundred years, pull this kind of stupid bulls****?"

Posted by Johnny Northside at 9:57 AM

Labels: [Jerry Moore](#), [Jordan Neighborhood](#), [UROC](#)

11 COMMENTS:

Ranty said...

And how.

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About Me



Johnny Northside
Workaholic, dreamer,
realistic idealist.

[View my complete](#)

[profile](#)

Blog Archive

▼ 2009 (550)

▼ 06/21 - 06/28 (4)

**Planting Juniper Trees In
The Hawthorne Eco
Villag...**

I would like to add that Mr. Moore's reputation precedes him into other Northside neighborhoods as well.

This is a very troubling move on the part of UROC.

June 21, 2009 11:14 AM

Anonymous said...

I'll name names. Apparently it was Makeda Zulu-Gillespie and Irma McClaren (unsure if I'm spelling that right) who hired Jerry Moore. Makeda, avid JNS readers will remember, gave an impassioned speech during Kenya McKnight's ill-fated challenge to the DFL endorsement where she essentially praised people for being clueless.

I've been at community events with these two, and "clueless" is the absolute best word to describe their relationship to north Minneapolis.

Let's track down the contact information for these people, post it, and have a coordinated effort to remove Jerry Moore and restore credibility to the partnership.

And I am compelled to remind folks that since the U is a public institution, it is YOUR TAXPAYER DOLLARS that are now paying his salary.

June 21, 2009 1:17 PM

Anonymous said...

Any particular person to get a hold of at UROC? Or Just go to the University President?

June 21, 2009 2:22 PM

Anonymous said...

This may well spell the failure of UROC, and Jerry's leadership has done, to a large extent, for the Northside Marketing Task Force.

Thanks for posting this. I have viewed UROC as potentially a huge benefit for North Minneapolis. I now see that this is not possible. Like other organizations supposedly here to help the African American community, they are either blind or determined to "help" those who are doing the most damage.

So disappointing!

June 21, 2009 2:47 PM

Sun Setting On A Rental Property Empire...


Lowry Avenue Bridge Goes Down, Here Is Video...

(Su...

Former JACC Executive Director Jerry Moore Hired B...

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My Blog List

-  **Holding Pond BUT Not Holding Us Down**
This is the most sickening thing I have seen
1 month ago

Anonymous said...

I guess the u has jumped on the "no standards are low enough when it comes to the northside" bandwagon.

maybe your sources can post the names & contact information for the people we should be writing to about this.

June 21, 2009 5:21 PM

Anonymous said...

I suggest we all write to the Board of Regents - they can be reached right here:

http://www1.umn.edu/regents/regent_contact%20info.html

Be sure to include printed pages of blogs, news articles and other documentation of the type of quality leader that Mr Moore exemplifies.

June 21, 2009 7:24 PM

Don "I said it" Allen said...

Email sent to Dr. McClaurin:

Dear Dr. McClaurin,

This email is to give you a heads up on a pending situation, that could possibly turn into a public relations nightmare for the University of Minnesota/Urban Research and Outreach Center.

On last week, allegedly - Mr. Jerry Moore and Mike Kestner were released from the Northside Marketing Task Force board of directors. This comes on the heels of several different scenarios involving Mr. Moore and his relationship with Tynessia Snoddy who is under indictment for mortgage fraud as reported on KSTP-TV - (Read it here: <http://kstp.com/news/stories/S795057.shtml?cat=1>).

Mr. Moore did a deal that remains in question where he received a \$5000 check for "new windows" at 1564 Hillside Avenue North. Mr. Moore put no new windows in said property. This was a conflict of interest, at the time he was JACC's executive director. More importantly - he was not a "window repairman" either.

From the court documents that surfaced in the Larry Maxwell trail with an invoice for \$5000 to JL Moore Consulting and the current

Jordan Livability
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Again

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Eye

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The Deets

Minneapolis' New Sidewalk
Cuts Are Lame

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Endangered House

4 days ago

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That Little Gray House With
The Black Shutters...With a
Big Past!

1 week ago

[www.johnnynorthsidemovie](http://www.johnnynorthsidemovie.com/)
.com/

Jordan Area Community Council court case, I feel there could have been a error in judgment on the part of the UROC in collaborating with Mr. Moore.

There is enough public information to support the claims made in this email, I hope that the U of M's corrective action is swift and covert to avoid more media distribution of this information as it pertains to UROC, the U of M and the connection with Mr. Moore which would be "he gets a check" from the University of Minnesota to discuss Mortgage Foreclosures and other information in the community.

The current story out is here:

<http://adventuresofjohnnynorthside.blogspot.com/2009/06/former-jacc-executive-director-jerry.html>, the Independent Business News Network will consider covering this on Tuesday, but since our media group is trying to do business with the U of M, I will remain cordial and diplomatic - for now.

Dr. McClaurin, I would be glad to forward you names of community stakeholders that are qualified to be topic specific for anything UROC needs to discuss in the community. I would also offer you the services of the public relations branch of V-Media Marketing for any message distribution you might see fit.

If you have any question, please contact me at 612-986-0010.

Very best regards,

Donald W.R. Allen,II - Chairman
V-Media Development Corporation, Inc - A Minnesota Non-Profit,
Public Relations and Advocacy Organization
Email: donny@donny-allen.com
Office: (612) 332-6025
Direct: (612) 986-0010

June 22, 2009 12:18 AM

Anonymous said...

Update: rumor is the position he was hired for is to....

wait for it....

wait for it.....

wait for it....

RESEARCH FORECLOSURES!!!!

Here is an email addy to reach someone in charge: Dr. Irma McClaurin: imcciaur@umn.edu

She can be seen on a video on U-tube if you do a search for UROC.

June 22, 2009 7:02 AM

Anonymous said...

Here is his information:

Jerry L Moore

Appointment: Non/Exempt Temporary or Casual

System Academic Admin, Sr VP

UMN Twin Cities

E-mail Address: jlmoore@umn.edu

Internet ID: jlmoore

Address: 2511 23rd Ave N

Minneapolis, MN 55411

Phone: +1 612-387-0223

June 22, 2009 8:08 AM

Anonymous said...

The person in charge of the UROC Program is:

Robert Jones, PhD

Senior Vice President for System Academic Administration

Contact: 612-624-3533,

or jones012@umn.edu

Ms. McClaurin reports to Dr. Jones and she should be held accountable for her bad decision to hire someone so tied to mortgage fraud.

June 22, 2009 8:34 AM

Anonymous said...

Jerry Moore is already in the system (see below), meaning that he's already been hired.

The good news, however, may be that it appears that his appointment is "temp/casual," meaning that it should be reversible.

I agree that we should be writing to the Board of Regents, since Irma and Makeda are the ones who created this fictitious job for him. I would like to know, in this time when the University is

facing 1200 additional layoffs, who created this position, who wrote the job description, and how it is that a "research" position doesn't require a college education.

I think that this kind of nepotism is something that not only Jerry, but also Makeda and Irma should lose their jobs over.

<http://tinyurl.com/mtvhym>

Jerry L Moore

Appointment: Non/Exempt Temporary or Casual

System Academic Admin, Sr VP

UMN Twin Cities

E-mail Address: jlmoore@umn.edu

Internet ID: [jlmoore](#)

Address: 2511 23rd Ave N

Minneapolis, MN 55411

Phone: +1 612-387-0223

June 22, 2009 8:46 AM

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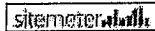
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Tuesday, June 23, 2009

JNS BLOG EXCLUSIVE: Former JACC Executive Director Jerry Moore "Let Go" From U of M UROC...



Photo By John Hoff, January 14 2009

A known, credible source at U of M gave information to a known, credible source in the Hawthorne Neighborhood, who conveyed it to me earlier today:

Jerry Moore, the former Executive Director of JACC, who is currently involved in a lawsuit against JACC, was "let go" from his job at the University of Minnesota UROC program. According to the U of M source....

It was reportedly coverage on this blog which "blew open" the issue of Moore's hiring and forced the hand of U of M decision-makers after the issue had been quietly, respectfully brought to their attention over a week ago. I am told pages were printed from my previous blog post about Moore's hiring by UROC, including the extensive comment stream, and these pages got "waved around" a bit in a discussion at U of M.

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I Have Money Do You?
I make 85\$ an hour posting links from my laptop. What do you?

Exhibit 2

It continues to be my position that if Jerry Moore wants to discuss his point of view in detail, and cite such facts on his behalf as he wishes to cite, I will air his point of view. The comment threads are also open, subject only to relatively brief delays before I hit the APPROVE button.

The issue of other (reported but unconfirmed) controversial hires by U of M UROC continues to be a concern. The question keeps getting asked by neighborhood leaders: WHAT THE HECK IS THE DEAL WITH UROC? Are hiring decisions being made on the basis of tawdry political favors?

I say that merely "letting go" of Moore isn't good enough. The matter of how and why he was hired--and by whom--should be formally investigated by U of M.

Consider:

- * Moore doesn't have a college degree.
- * Moore is currently suing his former neighborhood association, (JACC) one of the neighborhood groups essential to UROC's North Minneapolis mission.
- * Moore admitted being involved in a physical altercation with members of the JACC board in January of this year and was denied employment benefits on the basis of that misconduct. (Unknown if his appeal has been resolved, however) Moore was FIRED for that misconduct.
- * The involvement of Jerry Moore's consulting firm with Larry "Maximum" Maxwell is a matter of public record in the Hennepin County court system. Maxwell just went down for more than a dozen felonies involving mortgage fraud. The LAST THING ON EARTH Jerry Moore should be doing is "research" involving mortgages, particularly research supported by a public entity funded by taxpayer dollars.

Based on any ONE of these factors, Moore shouldn't have been hired by U of M. But here you have all four factors. So what explains his hiring? This wasn't just a bone-headed move, to me this looks like somebody trying to throw patronage in the direction of Jerry Moore after his oh-so-justified termination from JACC, so Moore can be saved, inflated, propped up, and still around to fight battles on behalf of whoever-the-hell Moore fights for. (Would that be the right of poor North Minneapolis folks to get just as rich from mortgage fraud as well-to-do suburbanites?)

The more pressing question becomes: who else was hired by

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About Me



Johnny Northside
Workaholic, dreamer,
realistic idealist.

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UROC who shouldn't have been hired? All hiring decisions made by whoever hired Jerry Moore need to be reviewed and investigated, IMMEDIATELY.

With 1200 U of M jobs being eliminated, Jerry Moore somehow managed to land himself a sweet job for which he was supremely unqualified. This is not something that should be quietly swept under the rug by "letting go" of Moore. And I have reason to believe I'm not the only media entity which has its jaws in the ass bone of this issue.

Posted by Johnny Northside at 12:03 PM

 Labels: **Jerry Moore, Jordan Neighborhood, UROC**

5 COMMENTS:

Anonymous said...

Thanks so much for your pulling and presenting of information. It means a lot.

June 23, 2009 1:36 PM

Anonymous said...

- a) yeah! this is a good sign.
- b) exactly. real equality for the Northside means having our neighborhood leaders held to the same standards as the rest of the city.

June 23, 2009 2:44 PM

Anonymous said...

I do not blame the U of MN entirely, Mr. Moore is truly one of the most charming, manipulative and will try to con anyone whenever possible. He feels entitled to everything and will lie to get it. Jerry has shown no remorse, shame or guilt for his actions in the real estate fraud that has devastated the Northside. He worked with Tynessia Snoddy, then probably turned on her for immunity from prosecution, not because it was the right thing to do, but because he was in a corner. He has no concern on how his behavior impacts others or the community in which he proclaims to care about.

He was probably brought in by someone who he wants to believe he is a good person. Whoever you are, this man has several children by different women that he does not take care of, he had to have his license suspended in order to be compelled to pay child support. He has done really bad thing to really good people. It was

The Rare, Beautiful, Lemon Yellow "Unlawful Occupa...

Nothing Says "Slumlord"

Like Six Basement Egress W...

JNS BLOG EXCLUSIVE:

Defense Brief In

The "True JAC...

JNS BLOG EXCLUSIVE:

Former JACC Executive Director...

Merwin's Liquor May

Eliminate "Butt Fence" Problem...

Chilling At Home In

Affordable NoMi, Fixing The La...

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Alex Learns About The Fun Of Calling 311 (Summer V...

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Former JACC Executive Director...

"People Were Yelling Out In The Street" (Summer Vi... North Side Marketing Task Force Update...Mike Kest...

Taking A Mental Break From Urban Dystopia... (Summ...

A Young Man And His Mower In NoMi...

proven he recieved \$5k in an illegal real estate transaction (1564 Hillside) He has deep-rooted psychological problems and a sociopathical personality. There are many wonderful people on the Northside, who would be in a much better position to work with the U of MN on their ambitious urban agenda. I applaud the U of MN for taking action on this before Jerry had a chance to ruin this very important part of the Northside's revitalization.

June 23, 2009 2:48 PM

Johnny Northside said...

Just for the record: the fact Jerry Moore has some association with Snoddy is well known. He is, for example, her Facebook friend or was when I checked recently.

But saying he worked with her...that is speculation. These are matters which must be proven in court.

I also do not have proof of these child support matters in front of me. If Jerry Moore or anybody else want to come here and dispute these things, they are welcome and I am sure I will approve those comments quickly. Thanks, however, for a substantive discussion.

June 23, 2009 2:55 PM

Anonymous said...

U can't do mortgage research for the people if U steal from the people.

June 23, 2009 7:12 PM

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- Former JACC Executive Director Jerry Moore Hired B...**

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UNIVERSITY OF MINNESOTA

Twin Cities Campus

*Urban Research and Outreach/Engagement Center
Office of the Senior Vice President for System Academic Administration*

*110 Morrill Hall
100 Church Street S.E.
Minneapolis, MN 55455*

*Phone: 612-626-8839
Fax: 612-626-8388
www.uroc.umn.edu*

June 22, 2009

Jerry Moore
1049 7th Avenue North
Minneapolis, MN 55411

Dear Jerry:

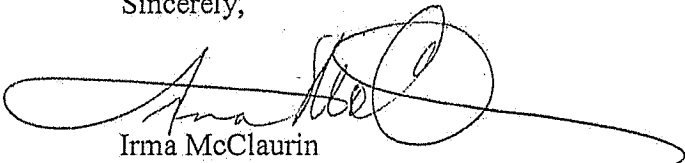
I regret to inform you that your services in the Office of the Senior Vice President for System Academic Administration at the University of Minnesota will no longer be needed; this is official notice that your position will be terminated and your last day of employment will be July 2, 2009. Your final paycheck will be issued on Wednesday, July 15.

Because your position is temporary, casual, and part-time you do not have bumping rights for any other positions and do not qualify to be placed on the layoff list. However, you may want to look for vacancies posted on the U of M Job Center website at <http://www1.umn.edu/ohr/employment/>.

This termination is not a reflection of the quality of your work, but rather results from a change in our need for assistance with the Mortgage Crisis Coalition action plan.

Thank you for your help with the project, and best of luck in your future endeavors.

Sincerely,



Irma McClaurin
Associate Vice President and Executive Director, Urban Research and Outreach/Engagement Center

C: Professor Shonda Craft
Sara Axtell, Community-Campus Health Outreach Liaison
Makeda Zulu-Gillespie, Community Liason
Cheryl Brady, Human Resources Officer

Exhibit 3

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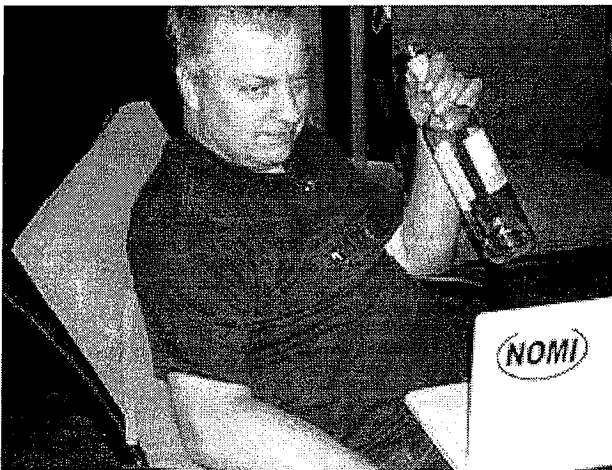
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Monday, June 22, 2009

North Side Marketing Task Force Update...Mike Kestner Takes Johnny Northside To Task...



Somebody Took This Photo With My Camera

Last night I called Mike Kestner to inquire about the current status and composition of the North Side Marketing Task Force. Some questions had arisen in my mind and I needed to find somebody who would talk to me on the record. Mike was willing to talk on the record.

Mike says...

...there are currently only three official members of the task force: himself, Jerry Moore, and GeorgeAnnia Yantos. Mike says Jerry Moore is the Chair.

Well. Isn't that special. At least Mike will talk to me on the record. You gotta give him credit for that.

Here's a few more things Kestner was willing to say on the record, while I was scribbling down notes.

"You (Johnny Northside) do a great disservice to North

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Northside Migraine

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Enotes has summaries, themes, analysis, characters, Q & A, more www.enotes.com/guides/lit

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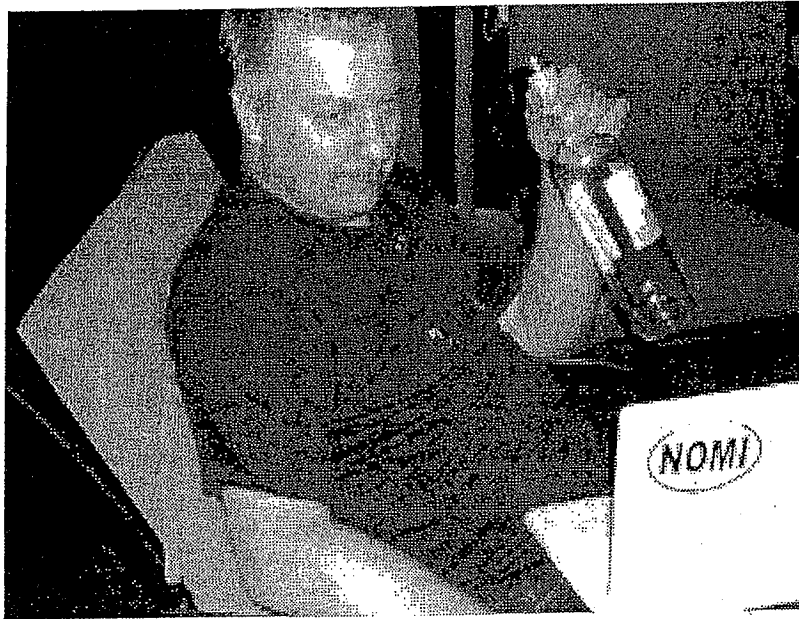
Northside Apt Rental

We Have Over 6 Million Apartments For Rent. Pics, Floor Plans &

Exhibit 7a

Monday, June 22, 2009

**North Side Marketing Task Force Update...Mike
Kestner Takes Johnny Northside To Task...**



Somebody Took This Photo With My Camera

Exhibit 4b