

INTRODUCED: November 13, 2023

AN ORDINANCE No. 2023-336

To designate the corner of West 12<sup>th</sup> Street and Hull Street in honor of the late August Moon.

Patrons - Ms. Robertson, Mayor Stoney, Ms. Lambert, President Jones, Mr. Addison, Ms. Jordan, Vice President Nye, Ms. Newbille, and Ms. Trammel

Approved as to form and legality  
by the City Attorney

PUBLIC HEARING: DEC 11 2023 AT 6 P.M.

WHEREAS, upon information and belief of the Council, August Moon was born Alexander Randolph in the Blackwell neighborhood of the city of Richmond on August 7, 1937, and died on July 12, 2023, after residing in the city of Richmond nearly all of his life, leaving at one time for service in the United States Navy; and

WHEREAS, upon information and belief of the Council, August Moon enjoyed success as an entrepreneur and entertainer, including writing, recording, and producing songs and albums to include “Seven Minutes of Funk,” co-produced with Tyrone Thomas, which became a seminal influence for rap and hip-hop pieces by several national artists; and

WHEREAS, upon information and belief of the Council, August Moon remained committed to his Blackwell neighborhood community, not only by establishing several businesses,

AYES: 8 NOES: 0 ABSTAIN:

ADOPTED: DEC 11 2023 REJECTED:  STRICKEN:

such as Soul on Ice, Taste of Home, and Mr. Wiggles' restaurant, but also by community activism that earned him the affectionate title of the "Mayor of Hull Street;" and

WHEREAS, upon information and belief of the Council, August Moon understood the importance of service and mentorship to change and restore the lives of others, which he exhibited in many activities including serving as Sergeant-at-Arms for the Richmond Crusade for Voters, as a member of the Hull Street merchants' association, the Reverend Jesse Jackson's Rainbow Coalition, his own United Struggle Movement and Stop the Violence campaign, as a regular speaker at Council meetings, and on his "Tell It Like It Is" public access cable television program, which program ran for eight years; and

WHEREAS, upon information and belief of the Council, August Moon left a legacy of advocacy through his wife of 44 years, Dr. Michon Johnson Moon, children, and grandchildren, and especially through his daughters Enjoli Jaudon Moon and Dr. Sesha Joi Moon, who have co-founded the JXN Project, a non-profit, research-based reparative historic preservation organization to promote Jackson Ward as the nation's first historically-registered Black urban neighborhood; and

WHEREAS, the City desires to memorialize the life of August Moon for his contributions to the civic life of the city of Richmond by designating the corner of West 12<sup>th</sup> Street and Hull Street as August Moon Way in his honor; and

WHEREAS, because this designation is honorary only, the provisions of sections 8-7 through 8-10 of the Code of the City of Richmond (2020), as amended, do not apply to the designation made hereby or to any signs erected pursuant to this ordinance;

NOW, THEREFORE,

THE CITY OF RICHMOND HEREBY ORDAINS:

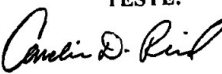
§ 1. **Designation of Street Block for Honorary Name.** The corner of West 12<sup>th</sup> Street and Hull Street shall be designated August Moon Way in honor of August Moon, pursuant to this ordinance.

§ 2. **Effect of Designation.** The designation of the portion of the street made pursuant to this ordinance shall be honorary only, shall not replace the existing name of the street, and shall have no effect on the address of any property with an address on the designated street block. The sole effect of designation pursuant to this ordinance shall be to authorize the placement of commemorative signs in accordance with this ordinance memorializing the designation in honor of the named person.

§ 3. **Administration of Ordinance.** The Department of Public Works shall implement this ordinance by installing, as soon as practicable after the adoption of this ordinance, and maintaining commemorative signs in accordance with this section. The commemorative signs shall be clearly distinct from the street signs used to identify the portion of the street in question such that a reasonable person could not conclude that the commemorative signs reflect the actual name of the street. The commemorative signs (i) shall be affixed to a sign pole installed at the portion of the street designated in section 1 of this ordinance for the purpose of fulfilling the requirements of this section or to any existing sign identifying the portion of the street designated in section 1 of this ordinance located at the portion of the street designated in section 1 of this ordinance and (ii) shall bear the name of the person as set forth in section 1 of this ordinance.

§ 4. **Effective Date.** This ordinance shall be in force and effect upon adoption.

A TRUE COPY:  
TESTE:

  
Carolin D. Reed  
City Clerk



# Richmond City Council

The Voice of the People

Richmond, Virginia

## Office of the Council Chief of Staff Council Ordinance/Resolution Request

**TO** Laura Drewry, Richmond City Attorney

**THROUGH** LaTasha S. Holmes, Council Chief of Staff

**FROM** Joyce L. Davis, Council Policy Analyst  
Office of the Council Chief of Staff

**COPY** Ellen Robertson, 6<sup>th</sup> District Council member  
Tabrica Rentz, Deputy City Attorney  
Tavares Floyd, 6<sup>th</sup> District Liaison

**DATE** October 31, 2023

**PAGE/s** 1 of 3

**TITLE:** **Honorary Street/Block Naming for the late August Moon**

This is a request for the drafting of an **Ordinance** ☒ **Resolution** ☐

### REQUESTING COUNCILMEMBER/PATRON

Council Member Ellen Robertson

### SUGGESTED STANDING COMMITTEE

Land Use, Housing and Transportation

### ORDINANCE/RESOLUTION SUMMARY

Ordinance request to designate the corner of 12<sup>th</sup> and Hull Streets an honorary street/block naming for Mr. August Moon.

### BACKGROUND

The patron is requesting an Ordinance to designate the corner of 12<sup>th</sup> and Hull Streets an honorary street/block naming for Mr. August Moon. This honorary block naming for Mr. Moon is in recognition of his contributions and advocacy for social justice in the city of Richmond. The sign would indicate August Moon Way.

August Moon was born Alexander Randolph on August 7, 1937 in the Blackwell area in the City of Richmond, Virginia. He lived until he was 85 years of age, departing this life on July 12, 2023. He lived in the Richmond

area for most of his life until leaving to serve in the United States Armed forces, with service in the United States Navy.

August Moon enjoyed success as an entrepreneur and entertainer. He was a recording artist known as “Mr. Wiggles”, releasing a tribute to his hometown, Richmond called “Homeboy.” As a music producer, he released at least 18 albums on his own label. In 1976, as a music producer and writer, he wrote an enduring musical legacy, “Seven Minutes of Funk” which he co-produced with Richmond performer Tyrone Thomas, while managing the interracial Richmond-based group the Whole Darn Family. Their song became a seminal influence in hip-hop, with a catchy bassline heavily sampled by artists and recognized as a foundational sampling piece for rap and hip-hop in over 34 popular pieces including Grandmaster Flash, EPMD and Jay-Z.<sup>1</sup> As an entrepreneur, he operated recording studios and record labels such as Sound of Soul, Urban Beat and Golden Triangle. He owned business venues such as Soul on Ice, Taste of Honey and Mr. Wiggles Restaurant best known for the “Wiggle Burger”.

Throughout his life, he remained committed to his community in Southside Richmond. Mr. Moon’s “fierce advocacy on behalf of his beloved and beleaguered Blackwell community and Hull Street corridor earned him the affectionate title “the mayor of Hull Street”.<sup>2</sup>

Mr. Moon used his previous life experiences to serve as a mentor to change and restore the lives of others in the community. Mr. Moon understood the importance of service as demonstrated by his membership in the Crusade for Voters where he served as Sergeant at Arms; the Hull Street Merchants Association; Jesse Jackson’s Rainbow Coalition; and his own United Struggle Movement. He started the Stop the Violence campaign in the 1990s when Richmond had one of the highest murder rates in the country. Mr. Moon was a regular speaker at Richmond City Council meetings providing citizen comments and voicing his honest opinions on a variety of controversial topics and political issues.

Mr. Moon was known for his “Tell It Like It Is” television talk show that ran for more than eight years on Richmond’s Comcast’s public access channel. On the show, Mr. Moon interviewed activists, city officials, the police and fire chief as well as local and national political figures. He often reminded

<sup>1</sup> [http://m.richmondfreepress.com/news/2023/jul/13/august-moon-man-many-names-and-vocations-dies-age-/](http://m.richmondfreepress.com/news/2023/jul/13/august-moon-man-many-names-and-vocations-dies-age/)

<sup>2</sup> [https://richmond.com/opinion/columnists/by-any-name-august-moon-told-it-like-it-was/article\\_db112f3a-24d6-11ee-97a1-33fccb22b7d1.html](https://richmond.com/opinion/columnists/by-any-name-august-moon-told-it-like-it-was/article_db112f3a-24d6-11ee-97a1-33fccb22b7d1.html)

viewers that if you don't stand for something, you'll fall for anything. He was commonly referred to as "the Mouth of the South".<sup>3</sup>

Mr. Moon has left the legacy of his work and influence of advocacy to live on through his wife of 44 years, Dr. Michon Johnson Moon, his children and grandchildren. His two youngest daughters, Enjoli Jaudon Moon and Dr. Sessa Joi Moon work across the city of Richmond as co-founders of a research-based reparative historic preservation non-profit organization called the JXN Project to promote Jackson Ward's history as the nation's first historically registered Black urban neighborhood.

The requested honorary street/block naming will allow the community to know of Mr. Moon's work and contributions to the city of Richmond, Virginia.

The requested date of introduction is November 13, 2023.

#### FISCAL IMPACT STATEMENT

Fiscal Impact Yes ☐ No ☒

Budget Amendment Required Yes ☐ No ☒

Estimated Cost or Revenue Impact

There are costs for the production of the signage. Costs of signage are usually covered from DPW operating funds

Attachment/s Yes ☒ No ☐

Richmond City Council Ordinance/Resolution Request Form/updated 12.22.08/srs

<sup>3</sup> [https://richmond.com/opinion/columnists/by-any-name-august-moon-told-it-like-it-was/article\\_db112f3a-24d6-11ee-97a1-33fccb22b7d1.html](https://richmond.com/opinion/columnists/by-any-name-august-moon-told-it-like-it-was/article_db112f3a-24d6-11ee-97a1-33fccb22b7d1.html)