



MEDIA RELEASE

OFFICE OF COUNTY MAYOR GLENN JACOBS

400 Main Street, Suite 615, Knoxville, TN 37902

FOR IMMEDIATE RELEASE: February 24, 2021

Contact: Mike Donila Abbey Harris
306-1177 cell 215-4579 office
705-1681 cell

Mayor Jacobs' Small Business Series Features Mr. Cool

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviews James and Pamela Brown, owners of Mr. Cool's Complete Auto Care Operations, the first black-owned business to open on Kingston Pike, as part of his small business series.

The operation, which opened in 2002, features a collision center and an air condition and transmission center.

"We do pretty much everything – motors, transmissions, you name it," said Mr. Brown. "Anything people can't do, we do it."

During the series, the Mayor has conducted interviews with small business owners and operators, providing them the opportunity to talk about how the COVID-19 pandemic has impacted their families and employees and share any plans they have for the future. A new vignette runs each week on the county and Mayor's various social media platforms.

In this week's interview, the Mayor and the husband-wife team talked about the business' history, the evolution of the auto mechanics industry and the potential struggles of operating a minority-owned business.

"We try to override that by doing a good job on people's cars," Mr. Brown said. "So, if they have a problem with your color or your skin, we make the car so right that they have no choice but to come back to us. That's what we do. People go by what we do."

The Mayor agreed: "I think so much of it is getting to know people as individuals. It's strange because we all get stereotyped – black folks, and white folks. And then when you meet an actual black folk or white folk, you're like: 'They're just like me.' And if we could relate to each other more on that than the group identity we'd all be better off."

Mrs. Brown also stressed the importance of bringing trades programs back to high schools. "If they had mechanics in high school it would introduce kids to a lot more," she said. "A lot of kids nowadays don't know how to change a tire or if the car runs hot – don't drive it, shut it down."

To hear more of what was said, check out the [video](#).

###