

CITY COUNCIL

Nominations and Appointments

Committee

Monday, September 9, 2013
4:00 pm
City Council Office

The Nominations and Appointments Committee will meet as needed to address nominations and appointments to the City's boards, authorities and commissions.

Committee Members: Stratton Marmarou (Chair), Donna Reed (Vice-Chair) and Randy Corcoran

Although Council committee meetings are open to the public, public comment is not permitted at Council Committee meetings. However, citizens are encouraged to attend and observe the meetings. Comment from citizens or professionals during the meeting may be solicited on agenda topics via invitation by the Committee Chair.

All electronic recording devices must be at the entry door in all meeting rooms and offices, as per Bill No. 27-2012

I. Interviews

- 4:00 - Deborah Lachina - appointment - Housing Authority**
- 4:15 - Delphia Howze - appointment - Diversity Board**
- 4:30 - James McDevitt - appointment - Human Relations Commission**
- 4:45 - Daniel Laws Jr - appointment - DID**

II. Appointment Recommendations

III. Review Pending Applications Memo/BAC Openings/Board, Authority, Commission membership

IV. Other Matters



CITY OF READING
BOARDS AUTHORITIES & COMMISSIONS
APPLICATION FORM

Article X of the City of Reading Home Rule Charter encourages the participation of citizens in their government through the establishment of Boards, Authorities and Commissions to carry out City business. Broad citizen participation is encouraged in the recruitment of appointees and in making appointments.

No appointee of any board, authority, or commission shall hold any other elected public office or any compensated position for the City. No person may serve concurrently on more than one board, authority or commission. The Charter requires all appointees to be residents of the City of Reading. At the discretion of Council, persons not residing in the City may be appointed if they have a significant property holding or business interest in the City.

Name: DEBORAH LACHINA
 Address: 836 MADISON AVE, READING, PA 19601
 Years living at this address: 30

Date of Birth: 1-8-49

Occupation: RETIRED DISTRICT JUDGE

Place of Employment & Address: _____

Telephone: Day 610-374-3887 Evening SMILE
 E-mail: DL.LACHINA@GMAIL.COM

If you need more space for any of the questions below, please use the back of this form.
 If you have a current resume, please attach it to this completed application.

1. What Board, Authority or Commission are you interested in serving on? Why?
CHARTER REVIEW BOARD - TO NEGOTIATE CHARTER, IF NECESSARY
OR READING HOUSING AUTHORITY - PRIOR EXPERIENCE
 ↑

2. In your opinion, what is the primary purpose of this board?

TO RECOMMEND ONLY CHANGES TO FACILITATE CITY GOVERNMENT
IN ADVANCE OF THE CITY AND ITS' PRACTICES & POLICIES

3. What skills, abilities or other characteristics do you have that will help the Board successfully achieve its purpose?

MUCH INVOLVEMENT IN PUBLIC SERVICE - AND EMPLOYMENT
AND AS VOLUNTEER

4. Have you had any previous experience with this particular board? If yes, please describe.

NO

5. Have you served in any other volunteer roles in the community? (e.g. youth organizations, church, etc.) Please list.

RENTAL HOUSING AUTHORITY

6. Have you ever been employed by the City of Reading? If so, please list.

FOR A SHORT PERIOD - APPROX. 3 MON. IN 1991 OR 1992

7. In a business relationship, have you ever provided goods or services for the City? If so, please describe?

NO

8. Have you served previously on any other City of Reading Board, Authority, or Commission or in any other advisory capacity? If yes, please list the position and date(s) of service.

SEE #5 RENTAL HOUSING AUTHORITY -
1987-1994

9. Are you currently a registered voter? Yes No

10. Have you ever been convicted of a felony? Yes No

11. Do you own any properties or businesses in the City? If so, please list?

YES - MY HOME 826 HARRISON AVE

12. Do you have any water/sewer bills, property taxes, codes violations, or fines which are delinquent for 6 months or longer? If so, please list and provide explanation.

NO

I verify that the statements made in this application are true and correct. I understand that any false statements herein are made subject to penalties of 18 PA.C.S. 4904, relating to unsworn falsification of authorities. I consent to and authorize, without reservation, the City of Reading to obtain information relating to my law enforcement record, convictions for other than Summary Offenses, my tax payment record (including all applicable taxes payable to the City of Reading), and my utility payment record. Convictions will not automatically disqualify the applicant. I authorize each applicable agency to which this form is presented to release any results, upon request of the City of Reading, as described above. Copies of this consent that show my signature are as valid as the original signed by me. This consent is valid until the termination of my application process or my affiliation with the City of Reading, whichever is later.

DEBORAH P. LUCIANO
Printed Name

[Signature]
Signature

6-28-13
Date

Please return the completed form to the **City Clerk's Office**
Office 2-24
815 Washington Street
Reading, PA 19601



CITY OF READING
 BOARDS AUTHORITIES & COMMISSIONS
 APPLICATION FORM

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Name: Delphia L. Howze
 Address: 122 Ashley Ave Exeter Township
 Years living at this address: 4

Date of Birth: June 15, 1971

Occupation: Manager of Diversity & Inclusion and Corporate HR

Place of Employment & Address: Penske Truck Leasing
Rt 10 and Pheasant Rd
Reading, PA 19603

Telephone: Day 610.603.8365 Evening 610.401.6154
 E-mail: Personal: delhowze@gmail.com Business: Delphia.howze@penske.com

If you need more space for any of the questions below, please use the back of this form.
 If you have a current resume, please attach it to this completed application.

1. What Board, Authority or Commission are you interested in serving on? Why?
 City Diversity Board

2. In your opinion, what is the primary purpose of this board?
To strengthen the connections of diversity and inclusion within the community

3. What skills, abilities or other characteristics do you have that will help the Board successfully achieve its purpose?
I have been a diversity practitioner for over 10 years. I currently work in that capacity at Penske. I graduated from the Blueprint For Leadership program in April 2013.

4. Have you had any previous experience with this particular board? If yes, please describe.
No

5. Have you served in any other volunteer roles in the community? (e.g. youth organizations, church, etc.) Please list.
No

6. Have you ever been employed by the City of Reading? If so, please list.
No

7. In a business relationship, have you ever provided goods or services for the City?
If so, please describe?
No

8. Have you served previously on any other City of Reading Board, Authority, or Commission or in any other advisory capacity? If yes, please list the position and date(s) of service.
No

9. Are you currently a registered voter? Yes XX No

10. Have you ever been convicted of a felony? Yes No XX

11. Do you own any properties or businesses in the City? If so, please list?
No

12. Do you have any water/sewer bills, property taxes, codes violations, or fines which are delinquent for 6 months or longer? If so, please list and provide explanation.
No

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Delphia L. Howze
Printed Name


Signature

7.16.13
Date

Please return the completed form to the

**City Clerk's Office
Office 2-24
815 Washington Street
Reading, PA 19601**



Mayor Vaughn D. Spencer

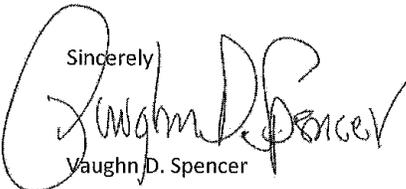
Memo

To: Francis G. Acosta, Council President

From: Mayor Vaughn D. Spencer

Date: August 2, 2013

It is with great pleasure that I endorse Mr. James McDevitt to be appointed to the Human Relations Commission.

Sincerely

Vaughn D. Spencer

Rec'd by: *mak*

Date: *8-5-13*



CITY OF READING, PENNSYLVANIA

MEMORANDUM

TO: Mayor
FROM: Shelly Katzenmoyer, Deputy City Clerk
DATE: June 13, 2013
SUBJECT: Appointment Application

The Council office has received the following application from James McDevitt. Mr. McDevitt is applying for membership to the Human Relations Commission.

Please let the Council office know if you will endorse the appointment of this applicant.





CITY OF READING
BOARDS AUTHORITIES & COMMISSIONS
APPLICATION FORM

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Name: James McDevitt
Address: 449 Spring Garden St. Reading PA 19602
Years living at this address: 4 1/2 yrs
Date of Birth: 02/24/1970
Occupation: Continuing Education Provider
Place of Employment & Address: McDevitt & Kline, LLC
P.O. Box
Wyncote, PA
Telephone: Day _____ Evening 484-794-2454
E-mail: jmcdevitt70@aol.com

If you need more space for any of the questions below, please use the back of this form.
If you have a current resume, please attach it to this completed application.

1. What Board, Authority or Commission are you interested in serving on? Why?

Human Relations Commission

2. In your opinion, what is the primary purpose of this board?

To ensure equality in the Commonwealth of PA,
specifically in labor, housing, and the promotion
of fair + equal rights.

3. What skills, abilities or other characteristics do you have that will help the Board successfully achieve its purpose?

17 years of experience in Philadelphia's
political system. I served as President and
Judge of Elections for the 55-28th Ward in
N.E. Philadelphia which served 1,987 voters.

4. Have you had any previous experience with this particular board? If yes, please describe.

Yes, In Philadelphia, PA.

5. Have you served in any other volunteer roles in the community? (e.g. youth organizations, church, etc.) Please list.

Philadelphia Human Relations Commission, and
the GLAD organization (Gay+Lesbian Lawyers of Phila)
Judge of Election 55-28 (Philadelphia PA)
Gay Mens Health Crisis volunteer

6. Have you ever been employed by the City of Reading? If so, please list.

No

7. In a business relationship, have you ever provided goods or services for the City? If so, please describe?

No

8. Have you served previously on any other City of Reading Board, Authority, or Commission or in any other advisory capacity? If yes, please list the position and date(s) of service.

No

9. Are you currently a registered voter? Yes No

10. Have you ever been convicted of a felony? Yes No

11. Do you own any properties or businesses in the City? If so, please list?

449 Spring Garden St.

12. Do you have any water/sewer bills, property taxes, codes violations, or fines which are delinquent for 6 months or longer? If so, please list and provide explanation.

No

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James McDevitt
Printed Name

James McDevitt
Signature

3/15/2013
Date

Please return the completed form to the

**City Clerk's Office
Office 2-24
815 Washington Street
Reading, PA 19601**



Mayor Vaughn D. Spencer

Memo

To: Francis G. Acosta, Council President

From: Mayor Vaughn D. Spencer

Date: August 21, 2013

It is with great pleasure that I endorse Mr. Daniel Laws Jr. to be appointed to the Downtown Improvement District Authority.

Sincerely

Vaughn D. Spencer

Rec'd by: *mak*

Date: *8-21-13*



CITY OF READING, PENNSYLVANIA

MEMORANDUM

TO: Mayor
FROM: Shelly Katzenmoyer, Deputy City Clerk
DATE: August 20, 2013
SUBJECT: Appointment Application

The Council office has received the following application from Daniel Laws Jr. Mr. Laws is applying for membership to the Downtown Improvement District Authority. He has the support of the DID Authority.

Please let the Council office know if you will endorse the appointment of this applicant.





CITY OF READING
BOARDS AUTHORITIES & COMMISSIONS
APPLICATION FORM

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Name: Daniel B. Laws Jr
Address: 1734 Perkiomen Ave, Reading PA 19602
Years living at this address: _____
Date of Birth: 7/9/80
Occupation: Marketing
Place of Employment & Address: Dabrian Marketing Group
500 Penn, Suite 201
Reading PA 19602
Telephone: Day 610-743-5802 Evening 610-763-0766
E-mail: dlaws@dabrianmarketing.com

If you need more space for any of the questions below, please use the back of this form.
If you have a current resume, please attach it to this completed application.

1. What Board, Authority or Commission are you interested in serving on? Why?

RDIDA to be apart of the changing business
community and provide expertise improve the
attitude of Reading PA

2. In your opinion, what is the primary purpose of this board?

To provide strategic guidance to improve the downtown
Business community

3. What skills, abilities or other characteristics do you have that will help the Board successfully achieve its purpose?

Leadership, Marketing, Communication, and knowledge of
Reading's business communities.

4. Have you had any previous experience with this particular board? If yes, please describe.

NO

5. Have you served in any other volunteer roles in the community? (e.g. youth organizations, church, etc.) Please list.

DIJ committee
Greater Reading Chamber Marketing Committee (2010-2012)

6. Have you ever been employed by the City of Reading? If so, please list.

NO

7. In a business relationship, have you ever provided goods or services for the City?
If so, please describe?

NO

8. Have you served previously on any other City of Reading Board, Authority, or Commission or in any other advisory capacity? If yes, please list the position and date(s) of service.

NO

9. Are you currently a registered voter? Yes No

10. Have you ever been convicted of a felony? Yes No

11. Do you own any properties or businesses in the City? If so, please list?

DeBrian Marketing Group

12. Do you have any water/sewer bills, property taxes, codes violations, or fines which are delinquent for 6 months or longer? If so, please list and provide explanation.

NONE THAT I am aware of.

I verify that the statements made in this application are true and correct. I understand that any false statements herein are made subject to penalties of 18 PA.C.S. 4904, relating to unsworn falsification of authorities. I consent to and authorize, without reservation, the City of Reading to obtain information relating to my law enforcement record, convictions for other than Summary Offenses, my tax payment record (including all applicable taxes payable to the City of Reading), and my utility payment record. Convictions will not automatically disqualify the applicant. I authorize each applicable agency to which this form is presented to release any results, upon request of the City of Reading, as described above. Copies of this consent that show my signature are as valid as the original signed by me. This consent is valid until the termination of my application process or my affiliation with the City of Reading, whichever is later.

Daniel B. Laws, Jr
Printed Name


Signature

7/4/2013
Date

Please return the completed form to the

**City Clerk's Office
Office 2-24
815 Washington Street
Reading, PA 19601**



June 26, 2013

Board of Directors

Chairman
Larry Sundberg
PA Dept. of Health

Vice Chairman
Michael Zielinski
Reading Eagle Co.

Secretary
James Snyder
Stevens & Lee

Treasurer
Richard J. McDougall
Manor at Market Square

Denton Buckley
Gilberts Furniture

Edward Kopicki
Kopicki Photography

Alan W. Shuman
Shuman Development
Group

Solicitor
Joan London
Kozloff Stoudt Attorneys

Staff
Executive Director
Charles R. Broad, MBA

Program Manager
Merle A. Cattani

Administrative Asst.
Lynn Patton

Francis Acosta
Council President
City of Reading, Pennsylvania
815 Washington Street
Reading, PA 19601-3690

Dear President Acosta,

The Board of Directors of the Reading Downtown Improvement District Authority met on Monday, June 24, 2013 to consider a replacement for the vacancy on our board created by the resignation of Larry Sundberg.

The Authority board has voted unanimously to recommend that Daniel Laws, Jr., 1784 Perkiomen Avenue, Reading, 19606, be appointed to the D.I.D.A. board by City Council.

The board believes that Mr. Laws' background and experience will contribute to the success of the Downtown Improvement District Authority.

The board asks that City Council look favorably and expeditiously on this recommendation.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles R. Broad", written over a light blue horizontal line.

Charles R. Broad
Executive Director

c: DID board members

enc. Daniel Laws, Jr. resume

DANIEL LAWS, JR

1784 Perkiomen Ave. | Reading, PA | 6107435602 | dlaws@dabrianmarketing.com

EDUCATION

Alvernia University

Reading, PA

Degree Obtained - December 2008

Master's in Business Administration

Marketing and Communication

West Chester University of Pennsylvania

West Chester, PA

Degree Obtained - December 2004

Bachelor of Science, Marketing

HONORS AND AWARDS

Co-chair, Digital Analytics Association, Philadelphia Chapter

Marketing Committee Member, Reading PA Downtown Improvement District

Contributor, Visibility Magazine

Virtual Speaker, Online Marketing Summit

SKILLS

SEARCH ENGINE OPTIMIZATION

Optimize content

Manage keywords

Linking

PageRank

Develop strategies/processes/procedures

Create recommendations

PAY-PER-CLICK

Manage pay-per-click campaigns

Develop budgets

Monitor PPC

Create recommendations

Optimize conversions

WEB ANALYTICS

Google Analytics Certified

Analyze needs

Plan measurement

Analyze data

Craft reports

Develop strategies

Create recommendations

SOFTWARE

Microsoft Office Suite | Google Analytics | Google AdWords | Bing Ads | SEOmoz | Adobe Search and Promote |
Google Search Appliance | WebTrends | MyEmma | Salesforce | WordPress | Joomla | Omniture |

WORK EXPERIENCE

DaBrian Marketing Group, LLC

Principal, 2008 - Present

Develop/implement internal search engine marketing and web analytics integration to demonstrate success
Improve overall user experience
Improve online conversions by 2-5% for unbranded campaigns
Leverage search engine marketing and web analytics to improve marketing efficiencies
Develop sound strategies for forward movement
Grow revenues an average of 5-15%

CSL Behring – King of Prussia, PA

eMarketing Consultant, 2008-2010

Develop processes and procedures for search engine marketing and search engine optimization
Assist in web marketing development strategies for product/patient programs
Create, design, and develop new KPIs for branded and unbranded website launches
Implement and execute WebTrends data

Idearc Media – Chadds Ford, PA

Marketing Manager, 2008-2008

Record and track use of superpages.com searches
Develop/implement new product launches for search engine marketing products and direct response
Increase distribution of Verizon Yellow Pages and Solutions on Move products
Improve superpages.com local search position utilizing SEO and SEM
Develop new pricing/promotions for multi-dimensional platform of media products

Liberty Mutual – Wyomissing, PA

Marketing Account Manager, 2005-2008

Record/track online marketing promotions to increase sales
Develop/execute email campaigns utilizing Exact Target applications
Analyze/report web statistics utilizing Omniture software
Manage client relationships to optimize profitability and growth
Manage and maintain marketing activities budgets

Sovereign Bank – Reading, PA

Local Marketing Associate, 2002-2005

Create marketing initiatives for local markets
Develop/implement cross-selling, new product, and product launch campaigns
Coordinate/track all direct communication
Coordinate project timelines, budget, creative reviews, approvals, and marketing material distribution
Review promotional materials
Promote customer value proposition

Daniel Laws, Jr.
President/CEO

DaBrian Marketing Group
500 Penn Street, Suite 201
Reading, PA 19602

Office: 610.743.5602
Fax: 888.865.2104

DLaws@DaBrianMarketing.com



MEMORANDUM

TO: Nominations and Appointments Committee
FROM: Shelly Katzenmoyer, Deputy City Clerk
DATE: September 9, 2013
SUBJECT: Pending Applications

The following persons have applications for Boards, Authorities, and Commissions pending:

Human Relations Commission - *3 openings*

- **James McDevitt** - appointment - has Mayoral approval
- **Gricel Navarro** - appointment - needs Mayoral approval

Charter Board - *3 openings*

- **Elizabeth Stanley** - reappointment - awaiting Mayoral approval
- **James Fegley** - appointment - has Mayoral approval
- **Tom Anewalt** - appointment - has Mayoral approval - interview complete

Stadium Commission - *Board full*

- **Christopher Ninfo** - appointment - needs Mayoral approval

Housing Authority - *2 openings*

- **Robert Carvajal** - appointment
- **Deborah Lachina** - appointment
- **Eligio Colon Jr** - reappointment

Diversity Board - *2 citizen openings*

- **Delphia Howze** - appointment

Plumbing Board - *1 opening*

- Brian Miller II - appointment - awaiting Mayoral approval

Downtown Improvement District - *1 opening*

- Daniel Laws Jr - appointment - has Mayoral approval

Redevelopment Authority - *1 opening*

- Chris Heinly - appointment - needs Mayoral approval

Environmental Advisory Council - *2 openings*

- Barbara Reider Coyle - appointment

Electrician's Examining Board - *2 openings*

- Todd Rathman - reappointment

BOARDS, AUTHORITIES & COMMISSIONS

OPEN SEATS

SEPTEMBER 9, 2013

Board, Authority & Commission	Mayor appointment w/ Council approval	Mayor appointment	Council appointment
BOARDS			
Electrician's Examining Board			
			Board Full
Plumbing Board of Examiners	1 opening		
	1 application pending		
Reading HVAC Board			3 openings
Zoning Hearing Board			1 alternate opening
Police Civil Service Board			1 opening
Fire Civil Service Board			Board Full
Board of Historical Architectural Review			3 openings
			1 trades/building opening
Board of Trustees of the Reading Public Library			City positions filled

			2 County openings
Board of Health			1 opening
			1 alternate opening
Board of Ethics			
			2 openings
Building/Fire Code Board of Appeals			
			1 opening
			1 alternate opening
Animal Control Board			
			4 openings
			1 application pending
Charter Board			
			3 openings
			3 applications pending
Housing Board Of Appeals			
			2 openings
			3 alternate openings
Property Maintenance Appeals			
			6 openings
			Bldg/Trades Experience Required
Minority Bus. Board			
			7 openings
Police Diversity Board			
			1 alternate opening
City-wide Diversity Board			
			2 citizen openings
			1 application pending

Solid Waste & Recycling Appeals Board			3 citizen openings
Citizens Advisory Board	4 openings		
Main St Board	3 openings		
Business License Appeals Board	3 citizen openings		
AUTHORITIES			
Reading Area Water Authority			Board full
Reading Redevelopment Authority	1 opening		
	1 application pending		
Reading Housing Authority			2 openings
			3 applications pending
Reading Parking Authority		Board full	
Convention Center Authority			1 opening
Downtown Improvement District Authority	2 openings		
	1 application pending		

COMMISSIONS			
Planning Commission			
	2 openings		
Reading Shade Tree Commission	2 openings		
Stadium Commission	Board full		
	1 application pending		
Reading Human Relations Commission	3 openings		
	2 applications pending		
Legislative Aide Committee			5 City openings
			2 County openings
Public Safety Advisory Committee		Board full	
Blighted Property Review Committee	1 opening		
Environmental Advisory Council			2 openings
			1 application pending
Recreation Commission	Board full		
Audit Committee			Board Full