



CITY OF ALLENTOWN

No: 30463

RESOLUTION

R105 - 2022

Introduced by the Administration on July 20, 2022

BLIGHTED PROPERTY REVIEW COMMITTEE

Resolved by the Council of the City of Allentown, That

City Council does hereby give advice and consent to the following appointment to the Blighted Property Review Committee submitted to this Council by Mayor Matt Tuerk.

Jessica Ortiz

Term Expiration: 01/05/2025

	Yea	Nay
Candida Affa	X	
Ce-Ce Gerlach	X	
Daryl Hendricks	X	
Natalie Santos	X	
Joshua Siegel	X	
Ed Zucal	X	
Cynthia Y. Mota, President	X	
TOTAL	7	0

THIS IS TO CERTIFY, That the above copy of Resolution No. 30463 was adopted by the City Council of Allentown on the 20th day of July, 2022, and is on file in the City Clerk's Office.



City Clerk



**MATT TUERK
MAYOR**

435 Hamilton Street
Allentown PA 18101

OFFICE ♦ 610.437.7546 EMAIL ♦ Matt.Tuerk@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Matt Tuerk
Mayor

DATE: June 21, 2022

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor Tuerk has approved the following appointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Jessica Ortiz	Blighted Property Review Committee	1/5/2025

Jessica was recommended by Kelly McElroy to fill one of the vacant spots on the Blighted Property Review Committee as the designated member from the Redevelopment Authority.

REQUEST FOR APPOINTMENT

DATE 5/11/22

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: BPRC

NAME: Jessica Lee Ortiz

HOME ADDRESS: 523 Tilghman St

BUSINESS ADDRESS:

TELEPHONE NO. (RESIDENCE) 4049510921 **BUSINESS**

EMAIL: jessicaforallentown@gmail.com

PRESENTLY EMPLOYED

BY: EXP REALTY, TORP, TOA LLC

JOB

TITLE: Realtor, Executive Director, CFO

EMPLOYMENT

(Prior):

EDUCATION:

HIGH SCHOOL GRADUATE:

COLLEGE OR UNIVERSITY GRADUATE

DEGREE/FIELD OF STUDY

☒ YES

☐ NO

☐ YES

☒ NO

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES:

Judge of Election, Redevelopment Authority,

LLA, Government Affairs, Diversity Grant Council with GLVR,

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD: Human Relations, PRCP, OATH

(2 current)

DO YOU LIVE IN THE CITY OF ALLENTOWN: ☒ **YES** ☐ **NO**

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

ARE YOU A REGISTERED VOTER: ☒ **YES** ☐ **NO**

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:

As a leader, community leader & business owner I bring a unique perspective that can offer insight on several levels

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION: ☐ **YES** ☒ **NO**

IF YES, EXPLAIN:

IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE HOW MANY TERMS YOU HAVE SERVED _____ AND THE YEAR YOU WERE FIRST APPOINTED _____.

NOTE: This information will be used for making appointments to authorities, boards and commission and in the event you are appointed/reappointed, it may be used as a news release to identify you to the community.


Signature

5/11/22
Date

Please forward this request for appointment, along with a resume to:

**Mayor's Office
City Hall
435 Hamilton Street
Allentown, PA 18101**

Jessica Lee Ortiz

523 W Tilghman St Allentown, PA 18102 484-951-0921
jortizbashomes@gmail.com | jessicaforallentown@gmail.com

PROFILE

Innovative Community leader with years' experience and a strong work ethic. Domestic Violence, Prison, Sexual Abuse SURVIVOR! Certified in community relations, transformational leadership teaching, the life your delt is not the end of your story! Motivated and detail-oriented with extensive interpersonal skills with customers, vendors, and management, bookkeeping and clerical knowledge. Able to generate own business through networking and prospecting. Self-motivated committee member with a passion to serve others.

EXPERIENCE

Executive Board/ Executive Secretary / Director of Public Relations Latino Leadership Alliance

2020- 2022

- Support Local community initiatives
- Advocate Latino initiative
- keep notes and records for board
- Develop Community Relationships
- Create news release and media outreach

Allentown Redevelopment Authority Board

2021-2023

- Planning of Allentown Development
- Strategies & develop community revitalization
- Community Relationships
- Promote development and maintain social infrastructure

Consultant United Way Lehigh Valley Community Foundation

2020- 2022

- Support Local community initiatives
- Strategic Response Team
- Project Equity
- Develop Community Relationships
- Community outreach and initiatives

Executive Director/ Founder The Ortiz Ark Foundation

2019- Current

- Support Local community initiatives
- Create programs and workshops to improve the quality of life
- Develop and introduce successful skills
- Oversea foundation and board
- Develop and create committees
- Develop Community Relationships

CEO/Founder/ Marketing Director The Ortiz Ark LLC

2015- Current

- Create a responsive and market driven organization
- Open New marketing channels and establish strategic alliances
- Develop and introduce successful skills
- Developing new business in new markets
- Developing and Managing Accounts
- Selling the cultural of our company (2 by 2) Developing Our People Growing our Business

Public Speaker/Consultant

2011- Current

- Speaking to various size groups about relevant topics to instruct, educate and inspire
- Connecting to various age groups allowing them to know that their future is limitless
- Educating about the harmful effects of bullying and other societal issues
- Sharing personal experiences to relate and bring the reality of how decisions can change lives
- Strong interpersonal, listening, and rapport-building skills, with aptitude to effectively communicate with customers, coworkers, business associates, and management, maintaining a positive working environment.
- Experienced in general office business practices, answering customer inquiries, addressing problems, and maintaining confidentiality. Receptive to and supportive of team efforts to ensure customer satisfaction.

- Proven ability to plan, organize, and manage fund-raising activities as well as work hand-in hand with business owners, patrons, and the general public.
- Demonstrated ability to work well under stressful conditions while maintaining a sense of humor to see projects through to completion, skillfully combining wit and perseverance in time of crisis.
- Welcome new challenges, accept responsibility, enjoy working with people, value camaraderie, and benefit from a strong network of friends and colleagues.

Campaign Manager/ Stagiist /Field Coordinator/ Campaign Consultant

2016-Current

- Oversaw volunteers and influenced fundraising revenue
- Designed and led volunteer orientation, fundraising workshops and field operations.
- Responsible for hosting community events
- Raise the candidate profile
- Headed center city, Hispanic, black and African outreach
- Designed and led volunteer orientation and fundraising workshops
- Coordinated research, drafting, and approval of strategic communications and messaging
- Ensured that candidate needs, and demands were met
- Served as chief press contact and maintained campaign press relations
- Managed candidate/donor relationships
- Created, controlled, and relayed schedule of events for candidates
- Created potential donor and client profiles
- Provided up to date candidate and donor risk assessments
- Coordinated client social media advertising and targeting
- Designed in-house presentations and graphics
- Wins – 15 Losses -2

COO

OATH Operation Address the Homeless

2017-2018

- Administer duties and responsibilities to board
- Coordinate events
- Recording Keeping
- Recruitment, board members, volunteers & partnerships
- Network or PR
- Orientation and assessment

Creative Consultant

501c3 Community, Cultural and Arts Organizations

2015- current

- Establish Board
- Assist with Established organization - tax, incorporated bylaws
- Advise
- Organize events (bookbag drives, fashion shows, car shows, food drives)
- Network, Public Relations, and Workshops

Realtor

EXP Realty

Better Homes & Garden Cassidon Realty

Weichert

DLP Realty

2019-Current

2017- 2019

2014-2016

2016-2017

- Set and managed appointments to show homes to prospective clients
- Personally, dealt with lenders, home inspectors, pest control operators, escrow companies, and the like to ensure that all terms and conditions of purchase agreement were met before closing
- Kept up to date on competitive real estate knowledge through attending conventions, continuing education courses, reviewing listings
- Generated lists of properties compatible with buyer requests and needs
- Arranged meetings between buyers and sellers when terms needed to be negotiated
- Prepared formal documents such as purchase agreements, deeds, and leases
- Accompanied and advised buyers during visits and inspections to ensure satisfaction with value and condition of property
- Prepared documents such as representation contracts, purchase agreements, closing statements and leases.

Greater Lehigh Valley Association of Realtors Committee Chair

Diversity & Community Outreach Committee

2017- Current

Bethlehem, PA

- Educate and collaborate with local committees and cities
- promote and support equal opportunity and cultural diversity among practitioners and consumers
- advancing the objectives and developing an inclusive association by involving a diverse representation
- providing professional development, knowledge and support to real estate professionals
- Represent committee on State level PAR in Harrisburg

Pennsylvania Association of Realtors Committee Member
Diversity Committee

2017-Current
Harrisburg, PA

- Educate and collaborate with local sectors
- promote and support equal opportunity and cultural diversity among practitioners and consumers
- advancing the objectives and developing an inclusive association by involving a diverse representation
- providing professional development, knowledge and support to real estate professionals
- Represent committee on National level NAR in Washington

Pennsylvania Association of Realtors Committee Member
Young Professionals Network Advisory Committee

2017-2018
Harrisburg, PA

- youthful exuberance to explore, discuss, and share new practices and technologies in the practice of real estate
- provide operational leadership and guidance to local Realtor

Human Relations Commissioner Chair
Allentown Human Relation Commission

December 2016 to 2018
Allentown, PA

- Assuring that all persons enjoy the right to citizenship, equal opportunity housing
- Creating awareness for the commission through community outreach and events
- Leading and directing commission committee
- Review and distribution of case complaints
- City council report and briefings
- Nominating individuals for award and organizing banquet

President
Multicultural Center

2017
Allentown, PA

- Organizing structure of multiple organizations
- Creating schedules and events
- Negotiating contracts & use
- Development of multicultural functions and purpose to benefit organizations and community
- Create mission, vision & bylaws

Puerto Rican Culture Board Administrator
Puerto Rican Culture Preservation Inc

August 2016 to 2018
Allentown, PA

- Creating positions and responsibilities
- Representative of the Multicultural Committee
- Organize events and generating funds
- Overseeing the organization as a whole

Board Member/ Community Outreach Director
Casa Dominicana LV

September 2016- Current

- Community
- Outreach
- Events Planner
- Community Outreach
- Multicultural Affairs

Board Member

JAMACIAN CULTURELA Organization/ One Love In the Valley

November 2016- 2021

- Community
- Outreach
- Events Planner
- Community Outreach
- Multicultural Affairs

Mentor

Career force / Career Link
Born Again Ministries

February 2015- Current
Allentown, PA

- teaching academic and employability skills
- Skills Training
- Job Search and reentry plans
- Business etiquette class Instructor
- One on one mentor sessions
- Motivational speaker
- Leadership workshop instructor

Greater Lehigh Valley Realtors Committee Co-Chair
Government Affairs Committee

May 2014 to Current
Bethlehem, PA

- Reviewing and assessment of laws and regulations to present on individual topics to present to board
- Government Affairs committee member 2016 & Co Chair 2017
- Speaking and interviewing with local government officials in regards to the needs as it pertains to sales and taxes in our area
- Creating awareness for consumers and customers as to their rights
- Advocating for consumers and clients
- Represent committee on national level NAR in Washington

Greater Lehigh Valley Realtors Committee Member
Young Professional Network

January 2014 to Current
Bethlehem, PA

- youthful exuberance to explore, discuss, and share new practices and technologies in the practice of real estate
- provide operational leadership and guidance to local Realtor
- Community involvement and volunteering
- Educating new agents on hot topics and business affairs

Real Estate Relief Processor
America List Dave Capece

April 2011 to September 2013
Allentown, PA

- Document collection and organization for troubled homeowners
- Client orientation and placement into assistance programs
- Financial advisor for client's budget
- Negotiator between homeowners and financial institutions
- Assessment of property conditions and value
- Court advocate

Real Estate Relief Processing Manager
Quick and Company
Ortiz LLC

November 2010 to April 2013

Bethlehem, PA

- Manager and trainer of 6 to 10 employees
- Client orientation and delegation
- Budget management direction
- Court advocate
- Established & Founder Ortiz LLC

Assistant Cheerleading Coach / Choreographer
Parent Liaison
Trexler Middle School

September 2009 to 2013
2009-2014
Allentown, PA

- Choreography
- Pep rally coordinator (cheerleaders only)
- Workshops
- Coaching

Education

Business	1997
William Allen High School	Allentown, PA
Culinary Art / Hotel & Business Management	1997
Lehigh County Vocational Technical School	Schnecksville, PA
Real Estate Sales	2013
Lehigh Valley Real Estate Academy	Allentown, PA
Real Estate Law and Sales continuing education	2015-2017
Greater Lehigh Valley Real Estate Institute	Bethlehem, PA
ELC College	2019
Public Relations	
Human Resources Management	
Alison	2019
Transformational Leadership	
Community Phycology	Current

Certifications

WRAP – Wellness Recovery Action Plan - 2021
 CAN- Certified Nursing Assistant – 2021
 HIPPA Certification – 2021
 Human Resources Manager – 2020
 Leadership - 2020

Committees

EMI – End Mass Incarceration- Current CJAB – Current Project Equity Mujer de Valor	Affordable Housing – Current LVRHAB Advocacy - Current Young Professionals - Current New Era Young Lords - Current	Reentry Coalition -Current SRT Women Voices - Current
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Additional Skills, Awards, & Credentials

Strong Communicator	Expert in Customer Relations	Skills	Effective time management	Excellent Managerial Skills	Staff Motivation
Professionalism	Microsoft				
Resourceful	Dedicated team player				
Zipforms	Pdf files				
Esignature	Bilingual (Spanish)				

Awards

Woman of Valor 2017
 Casa Dominicana Woman and Mentor Award 2018
 Community Volunteer of Excellence 2017

Credentials

Member of National Association of Realtors
 Licensed Realtor
 Appointed / Elected Committees Member State and local level

- Government Affairs (local)
- MLS Task Force (local)
- Diversity Committee (state and local)
- Young Professionals Network (state and local)

AARP Economic Development Committee
 Carelink youth mentor for care and education reinforcement
 Elected Multicultural Center President
 Elected Chair Allentown Human Relations Commission
 Candidate for City Council
 Consultant for Non-Profits
 Operation Address the Homeless COO
 Community Ward Rep
 Community Activist
 Re- Entry mentor