



Ray O'Connell, Mayor
City of Allentown
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TO: Michael Hanlon
City Clerk

FROM: Ray O'Connell *ROC*
Mayor

DATE: July 9, 2020

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor O'Connell has approved the following appointments for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Anna Lightner	Commission on Homeless	
Carolyn J. Hoffman	Commission on Homeless	
Ellen Denizard	Commission on Homeless	
Jennifer Miklus	Commission on Homeless	
Robert Nicoletta	Commission on Homeless	
Larry D. Pickens	Commission on Homeless	
Edwin Ramos	Commission on Homeless	
Hope Sabbagh	Commission on Homeless	
Charlene Smalls	Commission on Homeless	
Benjamin T. Stephens	Commission on Homeless	
Michelle Wagner	Commission on Homeless	

I have attached their resumes to this email for your review.

ROC/kal

Attachments

RECEIVED

MAY 28 2020

REQUEST FOR APPOINTMENT DATE: 5/27/2020

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: MAYOR'S OFFICE
Allentown Homelessness Commission

NAME: Jennifer Miklus

HOME ADDRESS: 316 Mahoning Drive East Lehigh PA 18235

Business Address : Operation Address The Homeless 221 N 7th Street Allentown PA

TELEPHONE NO. (RESIDENCE) 484-6299-584 BUSINESS

EMAIL: info@operationaddresshomeless.org

PRESENTLY EMPLOYED BY: AMAZON

JOB TITLE: Warehouse Worker

EMPLOYMENT (Prior): See attached Resume*

EDUCATION:

HIGH SCHOOL GRADUATE: _____ YES ____x____ NO COLLEGE OR UNIVERSITY

GRADUATE _____ YES ____x____ NO DEGREE/FIELD OF STUDY

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES: _____ Marketing and Corporate
Outreach Director for Operation Address The Homeless - Board
Position _____

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES HELD: _____ None

DO YOU LIVE IN THE CITY OF ALLENTOWN: _____ YES ____x____ NO

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

PLEASE EXPLAIN: _____ YES outreach to "tent City" Work for Operation Address The
Homeless _____

YOU A REGISTERED VOTER: _____x____ YES _____ NO

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE
YOU WILL BRING TO THE BOARD: Interested in appointment to to help the community and
provide solutions for our homeless population. Has connections with many homeless residents
in Allentown PA. I was also born and raised in Allentown.

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN
AUTHORITY, BOARD OR COMMISSION: _____ YES ____x____ 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.

Jennifer Miklus - Signature

Please forward this request for appointment, along with a resume to:
Mayor's Office
City Hall
435 Hamilton Street Allentown, PA 18101
Date 5/27/2020

JENNIFER MIKLUS

An organized professional CMO & Musician with 15 years experience in digital marketing, event promotion, community organizing, project & program management, graphic & website design, ISO, e-commerce, corporate outreach, events, multimedia, and fundraising, in the areas of entertainment, charity, human services, disaster relief, and business management. Skilled with Adobe creative suite Photoshop, Illustrator, Indesign, Premiere. IOS & Windows. Also skilled in music creation, promotion and production.

CHIEF MARKETING OFFICER (BOARD MEMBER) "OPERATION ADDRESS THE HOMELESS" ALLENTOWN PA. – 2017 - PRESENT

Organized new connections and relationships with organizations and city council to advocate for the homeless programs and outreach for the city. Designed all marketing materials including web, signage and branding for organization. Launched campaigns which increased our organizations outreach and fostered OATH's first corporate partnership with LifeStraw by Vestergaard for our Disaster relief in Puerto Rico, rebuilding the Taino Indians community center, and setting up a OATH community center in Gualina PR. (project proposal which I wrote is attached) Managing all social media and video marketing. Spearheaded the core programs, program rules, and operational procedures. www.operationaddressthehomeless.org

OWNER & LEAD SINGER OF "SHE SAID SUNDAY MUSIC LLC" - 2014 - PRESENT
Manages bookings, e-commerce, marketing, promotion, events and planning performance, scheduling, sound technology and technical support. Promoted band to be rated by PBS Philly as one of the areas top cover-bands. She Said Sunday has been selected to play for major events and corporate events by:

The Philadelphia Phillies (yes the baseball team), Enterprise Car Rentals, Allentown BBB, The Greater Lehigh Valley Chamber of Commerce, Drexel University, The Sands Casino, Mohegan Sun, Hollywood Casino, Musikfest, Das Auscht Fest
www.shesaidssunday.com

EDITOR IN CHIEF "NOR'EASTER MAGAZINE" DIGITAL MAGAZINE - 2016 - PRESENT
Designed and edited layout and graphic design of entire magazine (issue 2). Every piece of that is something I designed. Our former editor in chief Dean Smith passed away. The magazine is on hiatus until next year. Link: I designed everything and wrote the article "The cost of Opioids, when are we going to wake up?" I am also "Lady Bird Friday" Link: <http://online.fliphtml5.com/xnna/ipxp/#p=1>

VOCAL & PIANO INSTRUCTOR "SCHOOL OF ROCK LEHIGH VALLEY" – 2011 - 2017

Music teacher beginner and intermediate piano (ages 5-18) Advanced vocal instructor: vocal health, breath and vocal control. Early Education (ages 2-7) "Little Wing" Program manager. Executed, scheduled, and promoted the program which focused on teaching groups of young children about basic rhythm and beat counting. Rookies program manager (ages 7-8) which focused on teaching kids how to physically play guitar, bass, drums and piano in a group setting (up to 12 in a group) It was like trying to corral chickens. Also did graphic design for the rookies program and provided design templates that School Of Rock used for the "rookies" birthday parties. Invitations that looked like realistic concert tickets.

OWNER & LEAD SINGER OF "BEYOND EDEN" – 2009-2015

Beyond Eden takes its listener on journey with every song. They describe their sound as "harder rock fused with R&B undertones and a theatrical edge." They teamed up with Grammy Nominated producer, writer, and engineer, David Ivory (the engineer who discovered the Grammy Wining band Halestorm) in the spring of 2012 and recorded their first single, "Rosebud War". The song, which is about domestic violence, has managed to attract the attention of internet magazines, internet radio, and main stream radio stations alike. In September 2012 the band successfully funded their KICKSTARTER campaign and their dedicated fans helped them raise nearly \$1,700 to use towards their EP with David Ivory. Now they return to the studio as a newly signed artist on David Ivory's Label, FlexiTone Records, to finish their long awaited EP. They have played with the GRAMMY winning band Halestorm, the Michael Schenker Group, George Lynch, Madam Adam, Sister Sin, and many more.

A 6 time nominee and winner of 2011 "Best Loud Rock Performance" in the nationally recognized Lehigh Valley Music Awards, the bands fan base voted and earned them 10 nominations in the 2012 awards. Two of their songs "Rosebud War" and "Queen of Ice" were nominated and up against each other for best original song. They credit their fans for their success. Beyond Eden still has a facebook page but no longer has a website as we have retired. We still have our SESAC and Grammy voting membership.

SKILLS

What I lack in formal education, I make up for in real world skill. Music creation, performance, production, song writing and recording. Marketing and graphic design. Editorial and creative writing. Business management promotion and advertising. Social media advertising and user engagement. Product and promotional product design. Writing: copy. Organizational development, professional fundraising and budget planning. Project management and execution. Corporate and business outreach. Community engagement and human services.

REFERENCES

David Ivory - Grammy Nominated Producer - Former National NARAS Board of Trustees
Member - Former President of the Philadelphia GRAMMY Chapter - Owner David Ivory
Productions - Owner FlexiTone Records - 529 Plymouth Rd. Gwynedd Valley PA 19437
267.446.6233

Gloria Domina - Grammy Winning Producer - Board member and Co-Founder of The Lehigh
Valley Music Awards - <https://lehighvalleymusicawards.org> -

Sue and Ray Thierrin - Owners - School of Rock Lehigh Valley (Allentown & Easton Locations)
621 North 19th Street Allentown PA 18104 610.434.7625

Tomas Rodriguez - Founder and Board President - Operation Address The Homeless 501C3 -
Owner "All Inkclusive Tattoo" - 221 N 7th Street Allentown PA 18102 - 215.800.5001