



CITY OF ALLENTOWN

No: 30354

RESOLUTION

R211 - 2021

Introduced by the Administration on December 15, 2021

Ethics Board of Appeals Appointment

Resolved by the Council of the City of Allentown, That


City Council does hereby give advice and consent to the following reappointment to the Ethics Board submitted to this Council by Mayor Ray O'Connell.

Donna-Marie Daday

Term Expiration: 12/15/2024

| | Yea | Nay |
|-------------------------------|-----|-----|
| Candida Affa | X | |
| Ce-Ce Gerlach | X | |
| Daryl Hendricks | X | |
| Cynthia Mota | X | |
| Joshua Siegel | X | |
| Ed Zucal | X | |
| Julio A. Guridy, President | X | |
| TOTAL | 7 | 0 |

THIS IS TO CERTIFY, That the above copy of Resolution No. 30354 was adopted by the City Council of Allentown on the 15th day of December, 2021, and is on file in the City Clerk's Office.



 City Clerk

Allentown

All Inspiring

Ray O'Connell, Mayor
City of Allentown
435 Hamilton St, 5th Floor.
Allentown, PA 18101-1699
Office 610.437.7546
Fax 610.437.8730
Ray.OConnell@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Ray O'Connell *ROC*
Mayor

DATE: December 6, 2021

SUBJECT: Authorities, Boards, Commissions Appointments

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

| <u>Name</u> | <u>Authority/Board/Commission</u> | <u>Term to Expire</u> |
|-------------------|--|-----------------------|
| Scotty G. Smith | Property Rehabilitation and Maint Code Board of Appeals | 08/05/2024 |
| Donna-Marie Daday | Ethics Board | 12/15/2024 |

Mr. Smith is currently a member of the Property Rehab and Maint Code Board of Appeals. Attorney Daday has been appointed to the Ethics Board. Her term expires 12/15/2021.

ROC/kal
Attachments



RECEIVED

OCT 04 2021

REQUEST FOR APPOINTMENT **MAYOR'S OFFICE** **DATE** October 3, 2021

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: Ethics Board

NAME: Donna-Marie Daday

HOME

ADDRESS: 2829 Crest Avenue North, Allentown, PA 18104

BUSINESS

ADDRESS: 2001 Market Street, Suite 1800, Philadelphia PA, 19103

TELEPHONE NO. (RESIDENCE) 610.740.0437 **BUSINESS** 610.349.5099

EMAIL: donna.daday@pwc.com

-

PRESENTLY EMPLOYED

BY: PricewaterhouseCoopers LLP

-

JOB

TITLE: Director

EMPLOYMENT

(Prior): City of Allentown, City Solicitor's Office

EDUCATION:

| | | | | |
|---------------------------------------|-------------------------------|------------|---------------|-----------|
| HIGH SCHOOL GRADUATE: | <u>X</u> | YES | <u> </u> | NO |
| COLLEGE OR UNIVERSITY GRADUATE | <u>X</u> | YES | <u> </u> | NO |
| DEGREE/FIELD OF STUDY | <u>BA, Psychology; JD Law</u> | | | |

BA from Gettysburg College

JD from Dickinson School of Law

CURRENT MEMBERSHIP IN ORGANIZATIONS AND

OFFICES: President of the Board of The Hillside School (2017 - current)

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD: Allentown School Board Director (2008 - 2011); Girl Scouts of Eastern Pennsylvania,

Treasurer (2008 - 2013); Pennsylvania Youth Ballet, Vice President (2007-2008), Secretary (2008-2009)

Board Member (2006-2011); Allentown Symphony, Board Member (1999- 2009), Treasurer (2001- 2003)

Vice President (2007-2008); Lehigh Valley Economic Development Committee , Finance Committee (1995-2006)

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

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

My husband and I own an apartment /office building and parking lot within the City of Allentown
in which he operates his law practice. Until recently, we also held 4 other buildings in the
City as rental properties. We also own our home in the City.

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:

I am interested and honored to be considered for the position. I believe I am uniquely qualified,
having served the City in a prior legal capacity. I am already very familiar with the City operations
and believe I am able to work with other appointed individuals to administer the City's Code of Ethics.

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.

Ann Marie Fladay

Signature

October 3, 2021

Date

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

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

Donna-Marie Daday, Esq.

2829 Crest Avenue North
Allentown, PA 18104

(610) 349-5099
donna.daday@pwc.com
donna.daday@gmail.com

SUMMARY

Accomplished attorney with more than 25 years of diverse employment, administrative, state and local tax, municipal and state government law experience. A collaborative leader with strength in forging strong, sustainable relationships, building effective teams, developing talented staff and driving business.

EXPERIENCE

PRICEWATERHOUSECOOPERS LLP, PHILADELPHIA PA

Director, State and Local Tax

September 1996 to Present

- ✓ Serve as the site leader of the Philadelphia sales and use tax practice within the State and Local Tax group since 2003, successfully managing an annual average of \$3.0 million for the last two fiscal years in individual revenue and staff of up to three senior associates and four associates.
- ✓ Provide high level business consulting on behalf of manufacturers, service providers and non-profits in identifying and resolving issues relating to state tax controversies, resulting in cash savings and tax minimization.
- ✓ Leverage supportive leadership style to foster development and career advancement for 6 individuals from associate to management level employees.
- ✓ Lead various internal and external training sessions on Tax Consulting Fundamentals, State and Local Tax Aspects of Mergers and Acquisitions, and State and Local Tax Issues Facing Non-Profits.
- ✓ Act as a leader with regard to participation in the Firm's initiatives surrounding Work/Life Flexibility, Diversity, Women's Networking and Recruiting.

CEDAR CREST COLLEGE, ALLENTOWN, PA

Adjunct Professor, Business Law

January 2008 to December 2011

- ✓ Adjunct instructor in the Business and Management Department responsible for instructing Business Law courses to undergraduate students.
- ✓ Areas of instruction include contracts, corporate entity selection, real estate law, and employment law.

CITY OF ALLENTOWN, SOLICITOR'S OFFICE, ALLENTOWN, PA

Assistant Solicitor,

February 1994 to September 1996

- ✓ Served as an assistant attorney in the City Solicitor's office primarily responsible for municipal legal determinations, memoranda of law, drafting of contracts and litigation involving municipal law.
- ✓ Served as primary assistant attorney in charge of business privilege tax, earned income tax and municipal liens.
- ✓ Initiated various collection programs including filing of municipal liens for unpaid water, sewer and trash as well as business privilege tax audits and contractor registration program.
- ✓ Coordination of various municipal legal determinations and litigation including business privilege tax, earned income tax and municipal liens before the Court of Common Pleas and Commonwealth Court.

PENNSYLVANIA DEPARTMENT OF REVENUE, OFFICE OF CHIEF COUNSEL, HARRISBURG, PA

Assistant Counsel,

June 1991 to February 1994

- ✓ Served as assistant counsel charged with managing Inheritance Tax and Sales and Use Tax appeals and inquiries.
- ✓ Drafted sales and use tax regulations and administrative policy statements which were adopted to implement significant law changes in 1991.
- ✓ Successfully litigated a \$1983 fee case in favor of the Commonwealth before the Commonwealth Court which resulted in a significant savings to the Commonwealth.

COMMUNITY ACTIVITIES

THE HILLSIDE SCHOOL, MACUNGIE, PA

Board Member & President,

October 2017 to Current

- ✓ Recently elected Board president of small, independent private school for children Grades 1 – 8 with learning disabilities.
- ✓ Serve on Finance and Executive Committees

ALLENTOWN SCHOOL BOARD, ALLENTOWN, PA

School Director,

October 2008 to December 2011

- ✓ Elected official responsible for managing school district functions on behalf of 17,000 + students.
- ✓ Worked closely on implementation of budget reductions and union contract negotiations.
- ✓ Served as representative to the Carbon Lehigh Intermediate Unit where I also participated on the negotiation committee.

GIRL SCOUTS OF EASTERN PENNSYLVANIA, PHILADELPHIA PA

Treasurer

May 2007 to May 2013

- ✓ Responsible for \$42 million portfolio of assets including various real estate holdings and investments.
- ✓ Instrumental in implementation of various business and financial policies following merger of three councils.
- ✓ Instrumental in selection of banking vendor, auditor(s) and investment counselor.

Pennsylvania Youth Ballet, Bethlehem, PA

Board Member (2006 – 2011); Vice President (2007 - 2008); Secretary (2008-2009)

Allentown Symphony Orchestra, Allentown PA

Board Member (1999 – 2009); Treasurer (2001-2003); Vice President (2007 - 2008)

Lehigh Valley Economic Development Corporation, Bethlehem, PA

Administration & Finance Committee (1995 – 2006)

EDUCATION

GETTYSBURG COLLEGE, Gettysburg, PA

Bachelor of Arts in Psychology, May 1988, *Magna Cum Laude*

Minor: Music

Phi Beta Kappa

DICKINSON SCHOOL OF LAW, Carlisle, PA

Juris Doctorate, May 1991