



CITY OF ALLENTOWN

No: 31038

RESOLUTION

R44 - 2025

Introduced by the Administration on April 16, 2025

Authorities, Boards, Commissions Appointments

Resolved by the Council of the City of Allentown, That

City Council does hereby give advice and consent to the following appointment to the Human Relations Commission submitted to this Council by Mayor Matt Tuerk.

HUMAN RELATIONS COMMISSION

Erlinda M. Aguiar

Term Expiration: 4/17/2028

	Yea	Nay
Candida Affa	X	
Ce-Ce Gerlach	X	
Cynthia Y. Mota		
Santo Napoli	X	
Natalie Santos	X	
Ed Zucal	X	
Daryl Hendricks, President	X	
TOTAL	6	0

THIS IS TO CERTIFY, That the above copy of Resolution No. 31038 was adopted by the City Council of Allentown on the 16th day of April, 2025, 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: March 31, 2025

SUBJECT: Authorities, Boards, Commissions Appointments

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

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Erlinda M. Aguiar	Human Relations Commission	4/17/2028

Erlinda Aguiar and Craig Taylor will be filling vacant seats on the Commission. Their resumes are attached.

Erlinda M. Aguiar, MBA, CFEI®
ifeellikeitproductions@gmail.com / (610) 604-2548

EMPLOYMENT

United Way of the Greater Lehigh Valley

09/2023-Present

Bank On Lehigh Valley Ambassador

Manages the Bank On Lehigh Valley Coalition, including workgroups and Committees, to fulfill its mission of improving the financial stability of individuals and families in the Greater Lehigh Valley region. Creates marketing and outreach strategies to reach residents and connect them to safe and affordable banking products such as the Bank On Certified accounts. Serves as a resource to the Coalition and the community about banking and financial empowerment issues. Creates and teaches financial education classes to serve the clientele of community service organizations in Lehigh, Northampton, and Carbon Counties

Lehigh Carbon Community College (LCCC)

08/2018-05/2023

Adjunct Professor, and Mathematics Recitation Coach

Adjunct for the School of Arts, Communications, and Design; the Department of Computer Science and Information Technology, and the School of Science and Engineering. Also served as Recitation Coach from Fall 2019 through Spring 2021 working one-on-one with students attending Mathematics 190 at Main Campus (Schnecksville) and Donley Center (downtown Allentown)

CIVIC360/Democracy for All-PennFuture (DFA-PA)

03/2020-07/2022

Central/East Pennsylvania Area Director/Consultant (2022)

Worked as Area Director/Consultant assigned to advance DFA-PA's Civic Engagement Strategic Plan in the Central and East Pennsylvania regions. Responsible for successfully advancing programs such as non-partisan voter registration; Get out the Vote (GOTV) campaigns; vote by mail digital campaigns; community education and organizing. Led the implementation of community organizing fieldwork around social and environmental issues affecting communities of color. Hired, trained, and developed staff, as well as managed day-to-day operations necessary to successfully accomplish our Diversity, Equity, Inclusion, and Belonging (DEIB) program goals. Participated in the 2021-2022 Affiliate Equity and Justice Learning Cohort, a professional development program by the State Voices Affiliated Network. Responsible for reconciling program expenses; complying with budget; training and development of staff, and supervising operations from our Allentown office.

Senior Team Lead/Consultant (2021)

Assigned by Civic 360 to hire, train, and lead a team of organizers for DFA-PF's 2021 Voter Registration Campaigns in Lehigh and Northampton Counties. Our small team achieved a 200% increase in registrations compared to 2020 results. Completed VAN Data Management Certification Program by State Voices (PA); ran text and phone banks; wrote articles for newsletter (English/Spanish); translated website content into Spanish, and conducted extensive research projects necessary to formulate and advance our strategies for 2022.

Quality Control/Data Management Director/Consultant (2020)

Assigned by Civic 360 to work with DFA-PA's Quality Control operations to ensure the highest standards of accuracy and quality of all non-partisan outreach communications for simultaneous campaigns in 2020. Our team surpassed 800,000 connections with potential voters (call/text). Provided feedback to Senior and Regional Civic Engagement leaders. Generated multiple reports and training tools using various apps. Organized and participated in statewide educational events to increase awareness and empowerment of disenfranchised communities. Translated content from English to Spanish to use in social media, and marketing materials.

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Wild for Congress Campaign, Regional Field Organizer

2018 Elections

Worked for the Campaign to elect Susan Wild to the Seventh Congressional District of the United States House of Representatives. Main responsibilities included canvassing, phone banking, and providing relevant information in English and Spanish to potential voters and supporters.

For Our Future Action Fund, Regional Field Organizer

2016 Elections

Responsible for non-partisan community outreach and voter education activities in Lehigh and Northampton Counties. Used superior bilingual (English/Spanish) communication and public speaking skills to inform and educate the public about voting, empowerment, climate and environmental issues, and community organizing, including running for office. Recruited and trained volunteers to assist staff with outreach activities. Used VoteBuilder/VAN and other software to generate reports for management.

City of Allentown, Pennsylvania

05/2003-12/2010

During my tenure with the City of Allentown I served as liaison to the community, and represented the City on local, regional, and State Boards, Committees, and Commissions to meet the City's business and community development goals. In addition, attended national conferences to find investors and developers for sites available within the City. Also represented the Office of the Mayor, when necessary, at public events, press conferences, and award presentations. Additionally, conducted presentations (English and Spanish) for different groups as part of the City's marketing and business and community development programs.

Real Estate Development Specialist - 06/2006-12/2010

Grant Management: Allentown's \$1 Million Revolving Loan Fund for Brownfield Redevelopment Projects in partnership with U.S. Environmental Protection Agency (U.S. EPA); \$4.5 Million grant and Section 108 Loans from U.S. Housing and Urban Development Agency (U.S. HUD); PA Department of Community and Economic Development (PA DCED), and Department of Environmental Protection (PA DEP). In charge of City's compliance with funding requirements (audits, budgets, reports, site visits, etc.) from State and Federal agencies. Additionally, planned, developed, and executed all marketing strategies to:

- a) Promote sale, development and/or cleanup of key brownfields and green properties within City
- b) Recruit new startups, and retain existing businesses
- c) Increase use of internal and external resources available to businesses and constituents
- d) Establish and advance partnerships and joint initiatives with not-for-profit organizations and other Government agencies to advance the City's business and community development goals
- e) Advance sustainability and energy efficiency efforts

Business Development Specialist - 01/2005-06/2006

Designed and implemented loan and grant programs for small businesses to foster development in Allentown's Central Business District. Monitored compliance with budget, program goals, and reporting requirements. Responsible for marketing programs, as well as underwriting and presenting all applications to the Review Committee. Successfully awarded \$1.5 Million in loans and grants to small businesses located within Allentown's Central Business District

Codes Coordination Specialist – One Stop Shop

05/2003-01/2005

Managed all aspects of Allentown's One-Stop-Shop, part of the City's Department of Building Standards and Safety. Responsible for all marketing efforts to promote awareness and use of the new One-Stop-Shop by internal and external customers. Served as internal liaison to successfully guide the permit process to assist constituents, including businesses.

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Community Action Development Corp. of Bethlehem (CADC-B) 03/2001-05/2003
Agency Director/Program Manager

Managed all CADC-B operations and supervised staff and volunteers. Managed completion of the Community Study by Sasaki Associates leading to the formation of the Southside Vision 2012. Established CADC-B's first Bilingual Start Your Business Program to foster entrepreneurship. Re-established the Farmers Market in Southside Bethlehem, and created the Great Southside Sale in partnership with Lehigh University. Designed, developed, and implemented the Agency's marketing strategies and materials. Secured public and private funding. Helped recruit and train new Board members to expand CADC-B's community impact.

SUMMIT BANCORP – Financial Analyst; Commercial Credit Analyst; Admin 03/1989-05/2000

Reported to CFO and Senior Management of Summit Financial Services Corporation (SFSG).

Supervised four employees plus temporary staff. Major accomplishments included:

- Automation of entire compensation process for Summit Financial's Sales Force (average \$1.5MM weekly commissions payroll; 1035 exchanges, sales allowances, etc.)
- Development of Training Program and materials to launch new compensation process
- Design and implementation of new reporting tools to improve the quality and timeliness of information provided to Sales force, Senior Management and staff
- Development of SFSG's first Policies and Procedures Manual, including redesigning of operational procedures to increase efficiency
- Design and implementation of SFSG's first broker database in partnership with IT team

Worked with accounting staff to reconcile and close accounts and assisted in the preparation of financial reports and statements. Also served as liaison to vendors, brokers, and other Bank departments. Conducted training and presentations at Regional Meetings.

In January 1998 was promoted to Credit Analyst, becoming responsible for the preparation of comprehensive analyses for loan requests of new and existing commercial banking commercial customers, including multibank participations. Conducted extensive research to identify industry and company risks and prepared recommendations for Loan Committee. Analyzed financial statements and prepared projections as required by Credit Manager and/or Loan Officer. Conducted internal audits to ensure customer compliance with financial covenants required by Summit Bank.

While completing a bachelor's degree in the evenings occupied administrative positions for the following departments: Commercial Credit; Middle Market Lending; Mortgages; Real Estate Administration, and Commercial Loans.

EDUCATION

- Master of Business Administration (MBA), Moravian University, Bethlehem, PA

- Bachelor's Degree, Economics, Moravian University, Bethlehem, PA

Honors:

- Alpha Sigma Lambda National Honor Society for Students in Continuing Education
- Omicron Delta Epsilon International Honor Society of Economics and Business

ADDITIONAL EDUCATION

- Certified Financial Education InstructorSM or CFEI®, National Financial Educators Council (NFEC)