

Allentown

All Inspiring

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

FROM: Ray O'Connell *ROC*
Mayor

DATE: November 30, 2021

SUBJECT: Authorities, Boards, Commissions Appointments

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

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Kelly McEllroy	Property Rehabilitation & Maint Code Board of Appeals	08/05/2024

Ms. McEllroy is replacing Eileen Moser whose term expired. Ms. McEllroy is currently employed with the city. She is the Housing Supervisor in the Bureau of Building Standards and Safety. I have attached her resume for your review.

ROC/kal
Attachments



REQUEST FOR APPOINTMENT

DATE

11/15/21

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO:

Property Rehabilitation & Maintenance Code of Appeals

NAME:

Kelly McElroy

HOME ADDRESS:

20 Mellon School Lane Fleetwood PA 19522

BUSINESS ADDRESS:

TELEPHONE NO. (RESIDENCE)

610-406-8988

BUSINESS

EMAIL:

PRESENTLY EMPLOYED BY:

City of Allentown

JOB TITLE:

Housing Supervisor

EMPLOYMENT (Prior):

Redevelopment Authority

EDUCATION:

HIGH SCHOOL GRADUATE:

YES

NO

COLLEGE OR UNIVERSITY GRADUATE

YES

NO

DEGREE/FIELD OF STUDY

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES:

Habitat for Humanity Committee Member

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES HELD: _____

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

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

It is my job to insure Code Compliance on public properties within the City of Allentown

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 have my Real Estate license & similar w/ PM Codes & Building requirements & within the City

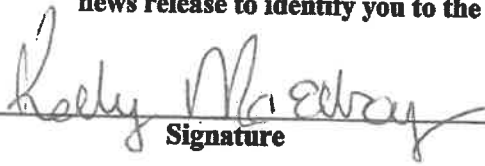
Process

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


Date

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

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

Kelly L. McElroy

610-406-8583

kellymppmg@gmail.com

20 Melon School Lane, Fleetwood, PA 19522

Objective

To enhance my knowledge and experience with a challenging position that utilizes my skills and allows me the opportunity to learn new things and cultivate a successful partnership.

Skills

- Extremely organized
- Excellent Customer Service and Courtesy Skills
- Quick learner, go-getter
- Quick relationship builder
- Dedicated and passionate
- Excellent planner
- Expert in web-based Property Management programs like, MLS, Appfolio and Tenant Pro
- Excellent Microsoft Office user
- Expert Knowledge in Tenant/Landlord Law
- Skilled in Contract language and understanding of its requirements

Experience

Assistant Director/Associate Director 2017-Present

Redevelopment Authority of the City of Allentown

Responsible for communicating effectively with the Board of Directors at the Public monthly meetings and as needed, while providing all information necessary for the Board to function properly and to make informed, timely decisions on budget/finance, grant funding, internal processes and the overall success of the Authority.

Responsible for drafting, finalizing, sound business plans and practices and ensuring the implementation of them.

Ensure that properties slated for the Blight process have followed the Urban Redevelopment Law 1712.1 and present these properties to the Blight Property Review Committee, Allentown Planning Commission, City Council and Redevelopment Authority as required.

Oversee the Acquisition, Property Management and Disposition of all inventory properties of the Authority, including proper due diligence periods, Agreements of Sale documents, Eminent Domain process, Rehabilitations, Title issues, Settlement requirements and other City/State Processes as required.

Assist the Direct of the City of Allentown with Research, Preparation, submittal, reporting of, for various grants and contracts as needed.

Oversee the daily actives of the Authority and ensure the Mission of the Authority.

Property Management/Real Estate Agent/Office Manager 2016 – Present

Century 21 Pinnacle/Pinnacle Property Management | Allentown, PA

Manage Online Program for property management for over 100+ properties; including new rentals, renewals, collection of rents, notices or violations to tenants, and magistrate filings (if needed).

Field maintenance calls, contractor scheduling and billing after completion.

Create and implement marketing material for PPMG including new website, social media, flyers, brochures and procedures for new clients.

Oversee loan documentation paperwork, bank deposit reconciliation for operating and escrow accounts, researching overages and shortages and rectifying findings.

Property Inspections, which include working with clients and rectifying issues.

Support site managers and new agents, with various tasks and also review market fluctuations and collaborate on new marketing tactics.

Real Estate Agent tasks include: assisting buyers and sellers, home showings, completing timely transactions from start to finish, following regulations, conducting business ethically at all times.

Property Management/Office Manager- 2011 – 2016

ERA Rudy Amelio Real Estate | Allentown, PA

Maintained over 200+ apartment leases to include: new rentals, renewals, collection of rent, bills and payment, sending notifications and magistrate filings (if needed).

On call evenings and weekends, field and schedule emergency calls.

Managed Freddie Mac/Homesteps listings (Foreclosure listings that follow a rigorous procedure from start to finish of real estate transaction). This also includes completing weekly inspections of 100+ properties.

Liaison to inspectors and contractors for various rental properties, listings and work orders to ensure repairs and payments were completed in a timely manner.

Sales and Marketing Manager A Brownfield Development 2007 – 2011

Selvaggio Enterprises | Nazareth, PA

Created an advertising and marketing plan including materials for new home communities. i.e., flyers, website, logo, and tagline.

Greet prospects professionally and provide tours through model homes and communities.

Management of prospecting events and functions to garner interest in new homes.

Prepared all sales documentation and maintained prospect database involved in all real estate transactions.

Liaison to management, construction staff, realtors, mortgage companies, attorneys and clients.

Sales and Marketing Coordinator/Office Manager 1998-2007

Traditions of America | Macungie, PA, Easton, PA and Philadelphia, PA

Liaison to management, construction staff, homeowners association, community residents, mortgage companies, and appraisers.

Responsible for all administrative support for upper management, sales consultants, and sister communities, as needed.

Work with team members to develop marketing materials for new community setup and plan events throughout the year for grand openings and potential prospects.

Maintained all sales and marketing reports, including sales schedules, charts, customer database, pricing schedules, advertising schedules, traffic surveillance and homeowner surveys.

Trained new employees' on site – travel required.

Education

Northampton Community College

2018-2019 (12 College Credits) – Construction Management Course

Codes, Building Materials, Plan Reading, Construction Management

Emmaus High School

1992 | Diploma Received

PA Real Estate License

2003 | Continuing Education Credits on an annual basis

Volunteering

Presently

Hamilton District Main Street Program, volunteer for various festivals or events in Downtown Allentown throughout the year.

American Cancer Society, gala committee board member for event in October 2018 at LVIA.

MS Society, volunteer for various events throughout the year, typically in fundraising and host a variety of events in the Lehigh Valley.

References

Available upon request

Referral letters available as well