



CITY OF ALLENTOWN

No: 29667

RESOLUTION

R - 2018

Introduced by the Administration on June 20, 2018

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 Arts Commission submitted to this Council by Mayor Ray O'Connell.

Allentown City Council hereby approves the following appointment to the Arts Commission.

ARTS COMMISSION

Louis Holzman

1001 S. 8th Street

Apartment 2

Allentown, PA 18103

Term Expiration: 01/03/2021

	Yea	Nay
Candida Affa	X	
Julio A. Guridy	X	
Daryl Hendricks	X	
Cynthia Mota	X	
Courtney Robinson	X	
Ed Zucal	X	
Roger MacLean, Pres.	X	
TOTAL	7	0


THIS IS TO CERTIFY, That the above copy of Resolution No. 29667 was adopted by the City Council of Allentown on the 20th day of June, 2018, and is on file in the City Clerk's Office.


 City Clerk



Ray O'Connell, Interim 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 
Interim Mayor

DATE: June 11, 2018

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>
Louis Holzman	Arts Commission	01/03/2021

Mr. Holzman will be replacing Ms. Ilene Hochberg (Wood). She no longer resides in Allentown and does not have a business in the city. I have attached Mr. Holzman's resume for your consideration.

ROC/kal

Attachments

RECEIVED

JUN 02 2018

MAYOR'S OFFICE

REQUEST FOR APPOINTMENT

DATE May 31, 2018

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: Redevelopment Authority

NAME: Louis Wyker Holzman

HOME

ADDRESS: 1001 S 8th St Apt 2 Allentown PA 18103

BUSINESS

ADDRESS: 417 State Rt Emmaus PA 18049

TELEPHONE NO. (RESIDENCE) 6106742870 **BUSINESS** 6104218601; 122

EMAIL: Louisholzmannutrition@gmail.com

PRESENTLY EMPLOYED

BY: Altitude Marketing

JOB

TITLE: Manager, Business Development

EMPLOYMENT

(Prior): Omne Solutions

EDUCATION:

HIGH SCHOOL GRADUATE:	<u>Yes</u> YES	<u>NO</u> NO
COLLEGE OR UNIVERSITY GRADUATE	<u>Yes</u> YES	<u>NO</u> NO
DEGREE/FIELD OF STUDY	<u>B.S. Athletic Training</u>	

CURRENT MEMBERSHIP IN ORGANIZATIONS AND

OFFICES: Allentown Youth Soccer Club, Coach, Board Member and Director of Marketing and Web Services

Allentown Young Professionals. Board Member and Secretary Officer

Queen City Realty, LLC, Owner

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD: Startup Grind LV- Event Specialist

Chamber of Commerce, Ambassadors Council and Young Professional Council Marketing Committee
Greater Lehigh Valley Chamber of Commerce-Ambassadors Council, Young Professionals Council Marketing Committee
South Parkland Youth Association- Coach

Relay For Life- Participant

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

HAVE YOU EVER BEEN ARRESTED?

Yes

IF SO, WHY?

Falsely accused of small amount of marijuana in high school. Was not convicted.

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

Queen City Realty, LLC was founded in 2017 with the intent to invest in Allentown Property. Currently, one 2 unit building is the portfolio, with a second and third in the works of acquisition by 2019.

ARE YOU A REGISTERED VOTER: Yes YES NO

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

I am interested in giving back to the community, in any way I can. Born and raised and currently living in Allentown with no plans on leaving. I'd like to build a real estate portfolio, have started that process, am in the beginning stages of becoming a licensed realtor and would like to get more involved in the redevelopment of Allentown for my own knowledge, connections, and to be able to broadcast and highlight Allentown's offerings to outside investors and individuals to help grow our city.

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

Louis Holzman

Signature

May 31, 2018

Date

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

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

Louis Holzman

1001 South 8th Street Apt 2 • Allentown, PA • 18103
CELL (610) 674-2870 • E-MAIL louisholzmannutrition@gmail.com

EDUCATION **Bachelor of Science**

West Chester University, West Chester, PA
Graduated 2015

TECHNOLOGY Proficient in HubSpot CRM, Microsoft Office Suite, Google Suite and Salesforce.

EXPERIENCE	Altitude Marketing, Emmaus, PA	October 2016- Present
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Manager, Business Development

Responsible for the entire process from acquiring new clients, navigating the sales triage of inbound requests, promotion and marketing of brand and business development locally and nationally.

Omne Solutions, Media, PA **September 2015- October 2016**

Business Development and Marketing Director

Responsible for Allentown, PA branch office including management of team, all marketing efforts such as design maintenance and distribution of promotional materials, creating and implementing comprehensive marketing plans and strategic branding campaigns, market research, handling various social media accounts as well as business development for the region.

Clinical Experience, Various Locations	2013- 2015
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Student Athletic Trainer

COMMUNITY	Allentown Youth Soccer Club (AYSC) – Board Member, Director of Marketing and Web Services, Head Coach 2010 - Present
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INVOLVEMENT Allentown Young Professionals - *Board of Directors, Secretary* **2016 - Present**

South Parkland Youth Association (SPYA) – Head Coach **2015 - 2016**

Greater Lehigh Valley Chamber of Commerce: Member, YPC marketing committee (2015 – 2017) and Chamber Ambassador (December 2016 – 2017)

621 North 30th Street • Allentown, PA • 18104 • **CELL** (610) 674-2870 • **E-MAIL** louisholzmannutrition@gmail.com