



Ray O'Connell, Mayor
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To: The Honorable Daryl Hendricks, City Council President
And Members of City Council

From: Mayor Ray O'Connell *RO'C*

Re: Nomination of Irene C. Woodward

Date: January 13, 2020

This memorandum is to inform Allentown City Council that Ms. Irene C. Woodward is the Administration's nominee to City Council for the Bureau of Planning and Zoning Director.

Ms. Woodward's resume is impressive and is attached for your review and consideration.

Irene received a Bachelor of Arts degree in Art History with a concentration in Architecture from Ithaca College. She has AICP Certification from the American Institute of City Planners and a Master's in City Planning with a concentration in community and economic development from the University of Pennsylvania.

Irene is a city planning professional. I am certain that Irene's relevant skills in grant writing and management, experience in affordable housing, economic development strategy and leadership will continue to ensure that matters of importance to this City will be handled in a proficient manner.

I am confident that Irene will be a tremendous asset to the Planning and Zoning Bureau and will work well with City Council and the Administration as we move Allentown forward.

I welcome your prompt consideration of her nomination.

IRENE C. WOODWARD | M.A. in City Planning

1115 Patricia Drive, Allentown, PA 18103 | (484) 225-8549 | woodward.irene@gmail.com

SUMMARY: City planning professional with 10+ years of experience specializing in affordable housing, grant writing + management, and strategic planning. Expert in economic development with a proven track record of executing city and urban planning strategies on time and under budget. Strong attention to detail for effective project management coordination.

PROFESSIONAL EXPERIENCE

Associate | Triad Associates Inc, Vineland, NJ

January 2018 – present

- Implements affordable housing services including administrative agent services for communities in New Jersey
- Develops action plans and other HUD documents for entitlement communities in collaboration with leadership
- Creates economic development strategies for municipalities and developers to identify assets and opportunities that can lead to specific projects, investments and policies that can transform communities
- Provides grant writing services that include local, state and federal opportunities for non-profits, developers and government entities

President | Woodward Rusnock Consulting, LLC | Bethlehem, PA

June 2014 – December 2017

- Develop economic development strategies for downtowns that include details on implementation strategy
- Provide services in city planning, public finance, business development, marketing and public relations
- Ensures identification of available grant resources and submission of corresponding applications for various development projects and initiatives
- Create/write and execute pitches on behalf of clients through the development of a project plan
- Develop creative solutions to problems for clients through research and analysis
- Cultivate marketing plans for businesses and organizations to advance initiatives and special projects

Consultant | Triad Associates Inc | Vineland, NJ | October 2015 – December 2017

- Developed Consolidated Action Plan for Montgomery County by compiling infrastructure projects, housing projects and public services from non-profits and municipalities
- Ensure that all federal guidelines are followed including public participation; compile feedback and budget into a plan that supports the goals and objectives identified in the 5-year Consolidated Plan
- Completed all related HUD documents required for Community Development Block Grant, HOME Investment Partnership Program funds, ensuring approvals for project implementation

Community and Economic Development Program Coordinator | Department of Community and Economic Development, City of Bethlehem | Bethlehem, PA

January 2013 – April 2014

- Oversaw all aspects of Community Development Block Grant and HOME Investment Partnership Program implementation including compliance regulations, work with non-profits and city department programs
- Planned, coordinated and administered activities within the Department of Community and Economic Development to identify opportunities for in-fill development, 5-year plan, and increased efficiency.
- Oversaw completion of application and strategic plan for new Commonwealth of Pennsylvania incentive, Community Revitalization & Improvement Zone (CRIZ) that was one of two awarded in the State.
- Implementation and tracking of local, State and Federal Economic Development programs including LERTA, Façade, Keystone Innovation Zone and oversight of the Bethlehem Small Business Loan fund
- Supervision of Housing Rehabilitation Program, Enterprise Zone Program and Economic Development Programs and corresponding staff

- Led research and development of two projects for former Bethlehem Steel site to complement existing and future uses
- Managed a staff of five professionals

Housing and Community Development Planner

July 2005 – December 2012

- Planned, organized, controlled, and completed projects and programs designed to increase supply of affordable housing, in collaboration with leadership team
- Oversaw the administration of matching state funds for priority economic development projects including the rehabilitation of an industrial building for a community college's urban campus, funding for a brownfield warehouse and office development, and the creation of a multifaceted arts & cultural campus
- Insured that federal and state funds including the Community Development Block Grant Program and Home Investment Partnership Program are administered within the parameters specified
- Headed the development of 8,000 sq. ft. post-incubator facility for early stage technology companies
- Supervised Housing Rehabilitation Program, Enterprise Zone Program, Elm Street Program and Economic Development Programs and corresponding staff

FORMAL EDUCATION

University of Pennsylvania | Philadelphia, PA | Master's in City Planning with a concentration in community and economic development

AICP Certification | American Institute of City Planners

Ithaca College | Ithaca, NY | Bachelor of Arts degree in Art History with a concentration in Architecture

PROFESSIONAL AFFILIATIONS

Member of American Planning Association and Pennsylvania Planning Association | *2006 – ongoing*

Illick's Mill Partnership | Bethlehem, PA – Board Member | *2007 – 2011*

Neighborhood Housing Services of the Lehigh Valley | Allentown, PA – Board Member | *2008 - 2014*

Lehigh Valley Community Land Trust | Bethlehem, PA – Board Member | *2009 – 2014*

Rising Tide Community Loan Fund | Bethlehem, PA – Board Member | *2012 – 2014*

RELEVANT SKILLS

- | | | |
|---------------------------------------|---------------------------------|-------------------|
| • Grant Writing & Management | • Development Leadership | • Strategic Plans |
| • Affordable Housing | • Economic Development Strategy | • Team Leadership |
| • Project Management & Implementation | • Budget Management | • Public Finance |