



# CITY OF ALLENTOWN

No: 30170

## RESOLUTION

R - 2021

*Introduced by the Administration on April 7, 2021*

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Authorities, Boards, Commissions Appointments

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***Resolved by the Council of the City of Allentown, That***

City Council does hereby give advice and consent to the following appointment to the Commission on Homeless submitted to this Council by Mayor Ray O'Connell.

**COMMISSION ON HOMELESS**

Chris Cassidy

1529 Spring Street

Bethlehem, PA 18018

**Term Expiration: 03/10/2025**

	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. 30170 was adopted by the City Council of Allentown on the 7<sup>th</sup> day of April, 2021, and is on file in the City Clerk's Office.***

  
 City Clerk



**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 *RO'C*  
Mayor

**DATE:** March 10, 2021

**SUBJECT:** Authorities, Boards, Commissions Appointments

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

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Chris Cassidy	Commission on Homeless	03/10/2025
Abigail Goldfarb	Commission on Homeless	03/10/2025
Roslyn Kuba	Commission on Homeless	03/10/2024
Santo Napoli	Commission on Homeless	03/10/2024

The names submitted on this list will bring the commission up to its 15-member allocation. I have attached their resumes for your review.

ROC/kal

Attachments

RECEIVED

DEC 18 2020

**REQUEST FOR APPOINTMENT**

**DATE** 12/17/2020

MAYOR'S OFFICE

**AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT**

**TO:** Allentown Commission on Homelessness

**NAME:** Chris Cassidy

**HOME**

**ADDRESS:** 1529 Spring Street, Bethlehem, PA 18018

**BUSINESS** CACLV

**ADDRESS:** 1337 East Fifth Street, Bethlehem, PA 18015

Sixth Street Shelter

219 North Sixth Street, Allentown 18102

**TELEPHONE NO. (RESIDENCE)** 484-226-0413

**BUSINESS** 484-893-1047

**EMAIL:** ccassidy@caclv.org

**PRESENTLY EMPLOYED**

**BY:** Community Action Committee of the Lehigh Valley (Sixth Street Shelter and Second Harvest

Food Bank of the Lehigh Valley and Northeast Pennsylvania)

**JOB**

**TITLE:** Senior Planner and Compliance Manager

**EMPLOYMENT**

**(Prior):** Primarily freelance writing. Please see attached CV for details.

**EDUCATION:**

**HIGH SCHOOL GRADUATE:**

☒ YES

☐ NO

**COLLEGE OR UNIVERSITY GRADUATE**

☒ YES

☐ NO

**DEGREE/FIELD OF STUDY**

Archaeology

Bachelor of Arts in Communication, California State University, Chico; Bachelor of Arts in Anthropology,

University of Colorado; Master's degree in Archaeology, University of Reading (England)

**CURRENT MEMBERSHIP IN ORGANIZATIONS AND**

**OFFICES:** I currently serve on the governing board of the Lehigh Valley Regional Homeless

Advisory Board and on the board of directors for Bethlehem Emergency Sheltering.

**PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES**

**HELD:** I am a former co-chair of the Lehigh Valley Regional Homeless Advisory Board and former  
member of the board of the Eastern Pennsylvania Continuum of Care.

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

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

I have been the planner for the Sixth Street Shelter (219 North Sixth Street, Allentown, 18102) for over 11 years. I was a member of the 100 Day Challenge in Allentown, which worked to develop strategies to end homelessness. This committee has evolved into the Prevention Action Team of the Lehigh Valley Regional Homeless Advisory Board and strives to prevent households from entering homelessness. This work is focussed primarily in Allentown.

**ARE YOU A REGISTERED VOTER:** X YES NO

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

Homelessness will never be ended unless we work collaboratively. I think this Commission has the potential to bring people together to develop systems that can address the root causes of homelessness. I would like to be a part of that effort. I believe that my background in fund development and research and my understanding of policy (including HUD) will make me an asset to this effort.

**DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION:** YES X 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.**



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**Signature**

12/17/2020

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**Date**

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

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

**CHRIS CASSIDY**  
1529 Spring Street  
Bethlehem, PA 18018  
(484) 226-0413  
c.l.cassidy@gmail.com

## **WORK EXPERIENCE**

### **COMMUNITY ACTION COMMITTEE OF THE LEHIGH VALLEY, INC. (Bethlehem, PA):**

#### **Senior Planner and Compliance Manager (2009-present)**

- Write competitive grant proposals (resulting in over \$8 million in awarded grants since 2009) to government, corporate, and private/public foundations.
- Work extensively with the Pennsylvania Department of Community and Economic Development (including the Neighborhood Partnership Program), Feeding America, the United States Department of Agriculture, the Department of Housing and Urban Development-funded McKinney-Vento Act Continuum of Care funding programs and NeighborWorks America Project Reinvest.
- Served a three-year term as co-chair of the Lehigh Valley Regional Homeless Advisory Board and governing board member of the Eastern Pennsylvania Continuum of Care board. Member of Lehigh Valley Regional Homeless Advisory Board governing board. Plays key role in facilitating, strategizing and coordinating the regional and local response to homelessness.
- Assist in coordination of the HUD-mandated annual Point-in-Time Count of people experiencing homelessness. Responsible for managing volunteers, organizing mandatory training, compiling data, and submitting the reporting.
- Strategize policy initiatives and develop new programming based on extensive data analysis.
- Develop neighborhood revitalization plans, in partnership with municipalities and other key stakeholders.
- Facilitate a neighborhood-based committee with the mandate of improving the health and wellness of the community of south Bethlehem; assist smaller non-profits in creating development strategies and diversifying funding sources resulting in expanded youth programming (including creating a community garden on the grounds of the local housing authority for one program and the awarding of Pennsylvania Department of Education Educational Improvement Tax Credit status to another).
- Develop and implement monitoring processes for contract compliance.
- Orchestrate review and execution of contracts for entire agency.
- Develop and implement trainings for staff on grants compliance, data acquisition and analysis, and HUD policy.
- Tackle "other duties as assigned" with efficiency, innovation, and tenacity: served as interim director at Second Harvest Food Bank for four months (including during the start of the COVID-19 pandemic) and trained new director; facilitated a disaster relief program for low-income homeowners impacted by Hurricane Sandy; wrote and produced a video promoting the agency; organized agency-wide opioid overdose training in partnership with Lehigh Valley Health Network Street Medicine Team; and spearheaded community festivals to celebrate south Bethlehem.

#### **Freelance Writer, Editor, Researcher and Communication Consultant (1992-2009)**

Worked with a number of clients on a wide array of projects, including:

- Lucasfilm, Ltd., San Francisco, CA (1999-present): On short list of contract writers invited to submit work. Wrote and edited as part of team for *The Star Wars Encyclopedia*. Wrote a short story that appeared on StarWars.com, Lucasfilm's official website. Co-wrote two stories published in short story anthology *Star Wars: Tales from the New Republic* (Bantam Publishing, 1999).

- Journal of Moravian History: Bethlehem, PA (2008-2009): Edited articles for the journal for readability, accuracy and grammar. Edited a volume pertaining to Moravian education in the 18<sup>th</sup> century.
- Craig Palmer, PhD: University of Missouri, Columbia, Missouri (2004-present): Assists Dr. Palmer with researching, writing, fact checking, and editing of journal articles and other projects. Edited *The Supernatural and Natural Selection*, a book on the origin of religion (Paradigm Publishers, 2008).
- Independent Order of Foresters: Toronto, Ontario, Canada (1994-1996): Led strategic communication teams to convey company objectives.
- UPS Canada: Mississauga, Ontario, Canada (1995-1996): Wrote brochures, newsletters, magazine articles and speeches for training and informational purposes.
- Each One, Teach One: Toronto, Ontario, Canada (1996): Wrote material designed to generate awareness and raise funds for teen mentoring program. Created an information package for potential volunteers.

DEPARTMENT OF ANTHROPOLOGY, UNIVERSITY OF MISSOURI (Columbia, MO):  
Research Assistant (2006)

- Conducted field interviews and research on the spread of the 1918 Spanish flu in Newfoundland, Canada, with Dr. Craig Palmer. Researched, co-wrote and edited articles on the project.
- Worked as researcher, editor, co-writer and fact checker on numerous other journal articles.

INDEPENDENT ORDER OF FORESTERS (Toronto, ON and Solana Beach, CA):  
Senior Writer and Producer (1989-1993)

- Scripted and produced monthly video newsmagazine program for sales force.
- Created and produced various sales training tapes and print materials.
- Wrote and designed marketing material promoting the IOF and its financial products.
- Created video news releases, public service announcements, and other promotional material for public relations department.

Editor of Internal Publications (September 1991- February 1992)

- Participated in a six-month employee job exchange program in Toronto.
- Served as editor and writer of monthly news magazine and weekly newsletter distributed to the employees at the International Headquarters.
- Instrumental in communicating organizational objectives.

**EDUCATION**

University of Reading, Berkshire, England  
Master of Arts in Archaeology (with Merit), December 2003

University of Colorado, USA  
Bachelor of Arts in Anthropology, December 2001

California State University, Chico, USA  
Bachelor of Arts in Communication, May 1989

Swissing: Holderbank, Switzerland  
Intermediate German, 2004-2005

Instituto Guatemalteco Americano: Guatemala City, Guatemala  
Introductory and Intermediate Spanish, 1997-1998