


MATT TUERK
MAYOR

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TO: Michael Hanlon
City Clerk

FROM: Matt Tuerk 
Mayor

DATE: October 10, 2023

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>
Jessica Ambler	Arts Commission	1/3/2026
Victoria Beck	Arts Commission	1/2/2027
Daniel Djuro-Goiricelaya	Arts Commission	1/2/2027
Kyle Edwards	Arts Commission	1/3/2026
Abigail Simmons	Arts Commission	1/3/2026

Jessica Ambler, Victoria Beck, Daniel Djuro-Goiricelava, and Kyle Edwards will replace four vacant seats on the Arts Commission as artistic professionals living and/or working in the City of Allentown. Abigail Simmons will replace Max Weintraub on the Commission as representation for the Allentown Art Museum.

Kyle L. Edwards



Kyle Edwards is an artist and creative based in Breinigsville, PA. His areas of focus are art and graphic design, large and small-scale murals, inspired apparel, event coordinating and entertainment, and creative consultation.

As a creative consultant and muralist, Kyle has worked with clients such as The Philadelphia Eagles, FOX Sports, FOX 29, The NFL, Intuit Quickbooks, The Promenade Shops at Saucon Valley, Powerhouse Gym, AW Selvedge, PPL Center, AutoProved, Gabriella's Salon, Lost Tavern Brewery, Lashes by Gab, Bar Louie, Brixmor Property Management Group, Lu Taqueria, Rhino Global, City Hope, Life Church, Elizabeth Anthony Salon, In Hs Image wrestling academy, BB DeCheine, Saucony Brewery, Keystone running, Manito equestrian center, and a host of non-profits, schools, charities and local municipalities. Since taking up mural work in 2020, he has successfully completed and installed more than a dozen murals internationally.

Kyle's story and work have been recognized both locally and globally on televised shows and in print. In 2022 he was selected to be featured in *FIG Magazine* where he was described as a "dreamer and contributor". He wears those labels with pride.

The brand, *a true l.o.v.e story*. (looking on to victory everyday), was birthed from a great tragedy, the loss of a sibling. After a six-month battle with stage four esophageal cancer, Kyle's sister passed. As he puts it, "She was a warrior. She never shed a tear..it is now my morale obligation to take up my cross with the same courage, the same warrior's spirit."

Kyle believes seeded within every great tragedy is an opportunity for great triumph. "Someday, this pain will be useful," he says. Through art, apparel and entertainment, his goal is to inspire others to first, learn to love themselves and in doing so, be inspired to follow their dreams and ultimately contribute to the greater good. "Life, for many, can be brutal." Kyle explains. "My deepest desire is to aid others in their efforts to fall in love with themselves and dream again. As long as I am here, through art, apparel and entertainment, I will continue to do just that...dreams provide strength. They provide hope. They inspire visions of what is possible. As the great, James Allen put it, 'The dreamers are the saviors of the world.' My contributions are my dreams materialized."

Besides working on commissioned projects, Kyle has a passion for community outreach. Whether painting the faces of children living in impoverished communities or feeding and clothing the homeless, Kyle lives a life of "Less talk. More walk."

When he isn't working or contributing, Kyle loves spending time with his wife, two children and friends. He is a bit of a foodie and enjoys living an active lifestyle.