Graffiti Resource Council Sponsors Latino Leaders Network Event at 84th Annual U.S. Conference of Mayors

The Graffiti Resource Council (GRC) attended the 84th Annual Meeting of the U.S. Conference of Mayors (USCM) in Indianapolis from June 24-27th. The conference, which was attended by 204 mayors and numerous city officials, members of the business community, and executive branch staff, gave the GRC a unique opportunity to meet with many mayors to discuss its programs. Distinguished speakers included presumptive Democratic nominee for President Hillary Clinton, His Holiness the Dalai Lama, and Grammy award winning artist Lady Gaga. Notably, the GRC sponsored the live stream of the Latino Leaders Network Tribute to Mayors, where the Antonio Villaraigosa Leadership Award was presented this year to Mayor Buddy Dyer of Orlando and Mayor Ken Miyagishima of Las Cruces.

The USCM holds Winter Meetings each January in Washington, D.C. and annual meetings each June in a different U.S. city. The Annual Meeting is a celebration of Mayors and a showcase for the host city. The Annual Meeting is an ideal forum where mayors can share ideas and information. GRC has been active in its advocacy and providing assistance and guidance to cities faced with graffiti vandalism, and participation with USCM is part of the council’s outreach effort to cities. As such, GRC is a member of the USCM Business Council. GRC’s Board Member and Chair, Gregory L. Johnson of The Sherwin-Williams Company, attended along with GRC staff.

Prior to the Annual Meeting, GRC emailed over 1300 mayors and city council members to announce our "Be Smart!! Know the Difference Between Graffiti and Art!!" campaign. The primary outreach for this campaign is a poster which GRC is distributing to communities across the country upon request. The poster is free and is suitable for posting in schools, libraries, transit centers and many other locations. Prior to the USCM Annual Meeting, GRC had already distributed over 600 posters to communities in 8 states across the country.

In addition, this year, GRC also was a key sponsor for the Latino Leaders Network Tribute to Mayors reception, which honored Mayors Buddy Dyer and Ken Miyagishima. This award is presented to mayors who demonstrate outstanding commitment to addressing the needs of the Latino Community. The reception is a must-attend activity and attracts dozens of mayors, including USCM President Mayor Stephanie Rawlings Blake, to attend. The Latino community across the country is hard hit by graffiti vandalism and would benefit from GRC’s positive, innovative anti-graffiti strategies. The GRC is proud to partner with and sponsor the Latino Leaders Network’s first live stream of this awards reception, sent by over 3,000 mayors via email.

The GRC looks forward to a long relationship with the USCM and the Latino Leaders Network.

Contact the GRC’s Heidi McAuliffe or Javaneh Nekoomaram for more information.