



**CITY OF GLENDALE, CALIFORNIA
REPORT TO THE SENIOR SERVICES COMMITTEE**

AGENDA ITEM

Report: Proposed 2025 May is "Older Americans Month" Activities

1. Motion to approve the proposed 2025 May is "Older Americans Month" activities

COMMISSION/COMMITTEE ACTION

Item Type: Action Item

Approved for February 12, 2025 **calendar**

ADMINISTRATIVE ACTION

Submitted by:

Onnig Bulanikian, Director of Community Services & Parks

Prepared by:

Aylin Isayan, Community Services Supervisor

Maggie Kavarian, Community Services Manager

Reviewed by:

Tereza Aleksanian, Deputy Director of Community Services & Parks

RECOMMENDATION

Staff is requesting that the Senior Services Committee review and approve the Proposed 2025 May is “Older Americans Month” activities.

BACKGROUND/ANALYSIS

Each May, the Community Services & Parks (CSP) department celebrates Older Americans Month to honor the contributions of over 49,000 seniors in the Glendale community. Older Americans Month is a national campaign led by the federal Administration for Community Living. The theme for 2025 is “Flip the Script on Aging.”

CSP kicks off Older American’s Month by preparing a Proclamation, which is read at a City Council Meeting by the Mayor. Special guests are invited to accept the Proclamation on behalf of all seniors in the community.

CSP Senior Services Section organizes a Senior Street Fest and 90 Plus Birthday celebration during the month of May to commemorate Older Americans Month, featuring vendors, entertainment, speeches by dignitaries, dancing, lunch service, and raffle. The event typically hosts over 200 participants, 20+ vendors and organizations, and 10-15 staff members and volunteers.

Historically, the event was held at the Artsakh Paseo. However, in 2024, the location was changed to Parcher Plaza to accommodate the event’s growth. This change was well-received by participants and allowed for more vendors and organizations to participate.

Sponsorship opportunities will be available for vendors and organizations interested in having a booth at the event.

A local musician, artist, or disc jockey is selected to emcee the event, making announcements, playing music, and conducting a raffle.

Lunch is provided as part of the event, including an entrée, drinks, and dessert. Each year, Elior, the City’s caterer for the Elderly Nutrition Program, prepares a special meal at the Adult Recreation Center, which is then delivered to the event site by City staff.

Proposed 2025 Older Americans Month Activities:

Older Americans Month Proclamation

- Present the Proclamation at the first available May 2025 meeting of City Council and invite the Council to attend the Senior Street Fest and 90 Plus Birthday Celebration event. (City Council Date to be determined)
- Choose 3-4 attendees to accept the Proclamation and speak on behalf of seniors to reinforce the Older Americans Month 2025 theme, “Flip the Script on Aging.”

Senior Street Fest and 90 Plus Birthday Celebration

- Proposed date and time: Thursday, May 15, 2025, from 10:30 a.m. to 1:30 p.m.

- Event Location: City Hall Parcher Plaza, 613 E. Broadway, Glendale, CA 91206
- Proposed levels of sponsorship:
 - \$1,000 Gold Sponsorship - Organization logo will be included on all event related outreach/materials, including two (2) booths at the event, and sponsorship level announcement during the event.
 - \$500 Silver Sponsorship - One (1) booth at the event, and sponsorship level announcement during the event.
 - \$100 Bronze Sponsorship - One (1) booth at the event to promote their programs.

FISCAL IMPACT

May is Older Americans Month activities are funded in part by the City's General Fund 1010 Senior Programs and 2700 Senior Nutrition Program and was appropriated as part of the FY 2024-2025 budget. Any additional expenses will need to be covered directly by sponsors, as they have in previous years.

Existing Appropriation		
Amount	Account String	Funding Source
\$4,097	1010-CSP-3107-P5471	1010 General Fund Senior Services (general supplies)
\$700	1010-CSP-3005-P5231	1010-General Fund ARC Facilities (general supplies)
\$1,125	43110-2700-CSP-0020 Project # CSP01170AG	Nutritional Meals Grant Fund (meals)

ALTERNATIVES

Alternative 1: Senior Services Committee may approve the proposed 2025 May is Older Americans Month Activities as recommended by staff.

Alternative 2: Any other alternative not proposed by staff.

EXHIBITS

N/A