



C I T Y O F RENO

Memorandum

DATE: June 6, 2025

TO: Honorable Mayor and City Council

THROUGH: Jackie Bryant, City Manager

FROM: Izabella Baumann, Senior Engagement Coordinator
Cynthia Esparza, Director of Community Engagement and Services

DEPT: Community Engagement and Services

SUBJECT: 2025 Older Americans Month Overview

The City of Reno organized a variety of events throughout the month of May in honor of Older Americans Month (OAM), national celebration that honors the achievements and contributions of older adults. Over 866 participants engaged throughout May, and a comprehensive summary is as follows.

Events:

Date	Event	Participants
May 5 – June 13	Senior Art Show	56
May 5 & 19, 2025	Line Dancing	82
May 1, 2025	Information Fair	120
May 8, 2025	Senior Art Show Reception	80
May 8, 2025	Ice Cream Social at Paradise Park	118
May 14, 2025	Art Appreciation Day	32
May 15, 2025	Ice Cream Social at Dorothy McAlinden Park	25
May 21, 2025	Budget-Friendly Cooking Class	100
May 22, 2025	Ice Cream Social at Neil Road Recreation Center	90
May 23, 2025	Downsizing Seminar	18
May 29, 2025	Scam Jam – Fraud Prevention Fair	60

May 30, 2025	Annual Sock Hop	85
Total Participants:		866

Event Descriptions

Annual Information Fair: The annual Information Fair at the Washoe County Senior Center kicks off the month by showcasing local senior resources. This year, about 120 seniors visited the City of Reno’s table to learn about Reno Seniors EngAGED activities.

Senior Art Show Reception: The fourth annual Senior Art Show provided an opportunity for seniors to showcase their creativity by submitting up to two pieces of artwork for display. The reception featured light refreshments and live music.

Ice Cream Socials: Three ice cream socials were hosted at Paradise Park, Dorothy McAlinden Park, and the Neil Road Recreation Center. The event also provided on-site shredding services, giving seniors the opportunity to safely dispose of unwanted documents. Approximately 6,250 pounds of documents were shredded.

Line Dance Classes: Free line dance classes by Sara B Dancin’ are held every Monday at the Evelyn Mount Northeast Center. The line dance classes have experienced remarkable growth, attracting a significant number of senior participants.

Art Appreciation Day: In partnership with the Sierra Arts Foundation, staff organized a creative art class where seniors painted rocks and created collages.

Budget-Friendly Cooking Classes: In collaboration with Councilmember Meghan Ebert, Reno Recipes, and the Senior Citizen Advisory Committee (SCAC) offer seniors budget-friendly meal ideas in a fun, live cooking show format with tastings.

Downsizing Seminar: Many seniors find downsizing and the idea of moving challenging, often leading to frustration. This presentation shared practical tips and guidance to help make the process more manageable and efficient.

Scam Jam – Fraud Prevention Fair: In partnership with AARP, this seminar to raised awareness about scams targeting seniors. The event featured a panel discussion with experts from the Reno Police Department, AARP, Northern Nevada Legal Aid, the Better Business Bureau, and the Federal Trade Commission.

Annual Sock Hop: Each year, the City of Reno and Washoe County collaborate to host the Sock Hop Dance, where seniors enjoy ice cream, music, and dancing in a fun, lively atmosphere.

Photos



Scam Jam Prevention Fair Panelist



Senior Art Show



Annual Information Fair