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DEPARTMENT OF SOCIAL SERVICES

NEVADA COUNTY BOARD OF SUPERVISORS

Board Agenda Memo

MEETING DATE: October 28, 2025

TO: Board of Supervisors

FROM: **Rachel Peña**

SUBJECT: Resolution proclaiming November 8-16, 2025, as Military Appreciation Week in Nevada County.

RECOMMENDATION: Approve the attached Resolution.

FUNDING: N/A

BACKGROUND: This year marks the fourth consecutive year that Nevada County has shown appreciation to its military and veteran community in this way.

In 2020, Nevada County leadership-initiated efforts to strengthen community recognition and support our service members, veterans, and their families. These efforts culminated in the County's first annual Military Appreciation Week in November 2021. Since that time, Military Appreciation Week has become a collaborative, countywide tradition supported by the County of Nevada, the Nevada County Consolidated Veterans Council, the cities of Grass Valley and Nevada City, local chambers of commerce, the Grass Valley Downtown Association, Sierra Harvest, the Economic Resource Council of Nevada County, *The Union*, and other valued community partners.

This week of recognition is highlighted by several meaningful events, including the celebration of the United States Marine Corps' 250th Birthday, participation in *Operation Green Light for Veterans*—a national initiative led by the National Association of Counties (NACo) designed to raise awareness of the challenges faced by veterans and the resources available to support them. As part of this effort, the Eric Rood Administrative Center, Brighton Greens, and the Grass Valley Veterans Memorial Building will be illuminated in green throughout the week to demonstrate the County's steadfast commitment to veterans, especially those residing in rural communities who often face barriers to accessing essential services.

Another vital element of the week's activities is the annual retirement ceremony of American flags, conducted by local scout troops. This meaningful ceremony honors our nation's symbol and

the values it represents while providing the community with a dignified way to retire worn or damaged flags. Throughout the year, flags are collected at seven dedicated retirement drop-off locations established across Nevada County through a collaborative effort between Nevada Union High School, the Nevada County Veterans Service Office, and community partners. These collection sites were built with community investment and are maintained year-round by volunteers, reflecting the County's shared respect for patriotism and service.

Equally impactful is the Veteran Business Discount Program, which began as an effort to assist local businesses in recovering from the post-COVID economy while simultaneously showing appreciation to the County's military service members, veterans, and their families. What began as a small initiative with 80 local businesses offering discounts during Military Appreciation Week has grown into a countywide program that now includes 103 participating businesses offering discounts year-round. This initiative has strengthened the connection between the veteran community and local commerce, fostering both economic vitality and community pride. Participating businesses can be easily identified by the "We Support Our Veterans" sticker displayed prominently in their windows.

Nevada County is home to more than 8,500 veterans, their dependents, and surviving spouses, many of whom receive services through the Nevada County Veterans Service Office (VSO) under the Department of Social Services.

Therefore, I urge the Board of Supervisors to adopt the attached Resolution proclaiming November 8–16, 2025, as Military Appreciation Week in Nevada County.

Approved by: Rachel Peña, LCSW Director of Social Services