

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE NEIGHBORHOOD/COMMUNITY AFFAIRS COMMITTEE AT ITS DECEMBER 20, 2017 MEETING AND DIRECTING THE CITY OFFICE OF COMMUNICATIONS TO CREATE A MARKETING CAMPAIGN FOR THE FREE SWIMMING AND WATER SAFETY PROGRAMS OFFERED FOR INFANTS AND CHILDREN BY THE CITY OF MIAMI BEACH PARKS AND RECREATION DEPARTMENT.

WHEREAS, on December 13, 2017, the City Commission referred a discussion regarding a potential resolution to establish free swimming lessons for every infant and child in Miami Beach to the Neighborhoods/Community Affairs Committee ("NCAC"); and

WHEREAS, the Parks and Recreation Department currently offers free learn-to-swim programming to Miami Beach residents. The pools at Flamingo Park and Normandy Isle Park host *Aqua Babies I* for ages 6 months to 2 years on weekends (April to September), and the pool at the Scott Rakow Youth Center offers a 12-week Infant and Toddler Water Safety Program twice a year, for ages 6 months to 5 years. Additionally, children in grades K-5 enrolled in the After-School programs at the Flamingo, Scott Rakow, and North Shore Youth Centers also receive free swim lessons during the fall and spring months; and

WHEREAS, from Fall 2016 to date, 158 infants and toddlers have participated in both *Aqua Babies I* and in the Infant and Toddler Water Safety program (34 – Infant and Toddler Water Safety, 124 – *Aqua Babies I*). From January 2017 to date, 252 After-School program participants have taken advantage of free learn-to-swim classes; and

WHEREAS, at its December 20, 2017 meeting, the NCAC recommended that the City feature more marketing for the City's current learn-to-swim programming and that the City's Office of Communications further promote these classes which are free of cost to Miami Beach residents, and the City Commission accepts such recommendation as it will benefit the public health, safety, and welfare by encouraging greater participation in such water safety programs.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, the Mayor and City Commission hereby accept the recommendation of the Neighborhood/Community Affairs Committee at its December 20, 2017 meeting, and direct the City's Office of Communications to create a marketing campaign for the free swimming and water safety programs offered for infants and children by the City of Miami Beach Parks and Recreation Department.

PASSED and ADOPTED this _____ day of _____, 2018.

ATTEST:

Dan Gelber, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

for City Attorney

1/8/18

Date