

**CITY OF HAMILTON**

**MOTION**

**Council Date: June 22, 2016**

**MOVED BY COUNCILLOR S. MERULLA.....**

**SECONDED BY COUNCILLOR .....**

**Establishing Beach Crawls**

WHEREAS the perception of Hamilton beaches are not in line with the fact that beaches in Hamilton are safe to access for swimming and recreational use; and

WHEREAS a communications plan to mitigate the inaccurate perception would help to encourage people to access Hamilton's beaches and Waterfront.

THEREFORE, BE IT RESOLVED

That staff be directed to establish Beach Crawls throughout the summer months to encourage residents and non residents to access and enjoy the City of Hamilton's Beaches in conjunction with the arts community and food truck industry.