

Attn: Stephanie Paparella
Legislative Coordinator
Office of the City Clerk

Re: General Issues Committee
9:30 a.m.
Wednesday, June 15, 2016
Hamilton City Hall
Council Chambers, 2nd Floor
71 Main Street West, Hamilton

I, Dana Simpson, represent my family's swimming pool business of 44 years on the Hamilton East Mountain and industry peers present in support of the presentation made by Executive Director Robert Wood of The Pool and Hot Tub Council of Canada.

It is my position to assure Mayor Eisenberger and the members of Council that the Swimming Pool Industry stands united in the message presented today by our Pool and Hot Tub Council. Your local swimming pool professionals present here today, meet and participate in trade shows, seminars and not only review new industry innovations but table talk about what each of us do to succeed, grow and educate our client base.

For safety awareness, our team presents clients with Pool Shoppe Water Watcher Tags - an idea shared with us in a round table discussion at one of our American Trade Shows. New pool owners receive one during their pool orientation along with a maintenance and detailed safety checklist. We feel they are a substantial tool in relaying the important message that pool owners think for themselves and learn to provide constant, focused and sober supervision to children in and around their swimming pool. It is outside of "arms reach" that accidents happen and it is our belief that education and safety awareness are the only things that will fully protect a child from pool side accidents.

It is of our opinion, based on comments of existing pool owners as well as current pool shoppers, that the proposed 4th sided fence will create feelings of resentment and will form a false sense of security. We also feel that we are missing the opportunity to provide safety awareness to new homeowners buying homes with existing pools. It is this client base that will not receive proper water safety education as one would receive with a new build and oddly, would be grandfathered altogether from any proposed 4th sided fence by-law currently on the table.

Empower parents and homeowners to be ALERT, to be AWARE, to be ACCOUNTABLE for their own home and their own actions. We suggest to educate the public rather than try to think for them. Your local Swimming Pool Professionals and active Pool and Spa Council Members are prepared to work with the City of Hamilton in establishing a public water safety awareness campaign.

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