



MEMORANDUM

To: Mayor and City Council

From: Brad Reid, Director of Parks and Recreation

Date: May 26, 2015

Reference: Presentation of an award from Jeff Ellis and Associates recognizing the Coppell Aquatic and Recreation Center as the recipient of the 2014 Platinum International Aquatic Safety Award

2030: Excellent City Services with High Level of Customer Satisfaction
Recreation Programs and Services for all Generations

Introduction:

Jeff Ellis and Associates (E&A) is the City's aquatic safety and risk management consulting firm. E&A provides lifeguard training programs and safety audit assessments for the Aquatic and Recreation Center's staff and programs.

Analysis:

The "Platinum International Aquatic Safety Award" is E&A's highest award, and is presented each year to the E&A clients who have shown exemplary performance during safety audits. E&A conducts four (4) unannounced audits each year, which include hidden camera observations of lifeguards during their shifts, to ensure that the guards are maintaining constant vigilance and professionalism as per the very-strict E&A guidelines.

Earning this award demonstrates that the Aquatic and Recreation Center consistently exceeds industry standards in risk management, and epitomizes aquatic safety excellence.

Steve Miller, Coppell's Client Manager with E&A, will present the 2014 "Platinum International Aquatic Safety Award" to the City.

The Aquatic and Recreation Center staff will be represented by:

Jessica Carpenter, Aquatic Center Manager
Nathan Cox, Aquatic Coordinator

Lauren Sutton, Head Lifeguard

Legal Review:

Agenda item did not require legal review

Fiscal Impact:

There is no fiscal impact attached to this agenda item.

Recommendation:

No action required.