



**Burleigh-Morton COVID-19 Task Force
Business Community Subcommittee
MEETING MINUTES
Thursday, August 20, 2020
3:30 PM via Teams**

PRESENT: Brian Ritter, Katie Schiltz, Jannelle Combs, Sheri Grossman, Maxine Herr, Erin Ourada, Tim Conover, Kayla Hieb, James Eastin, Chuck Clairmont, Jen Wilson, Dot Frank, Renae Moch, Scott Staudinger, Dawn Kopp

1. **Call to Order:** Brian called the meeting to order at 3:31 PM.
2. **Review of Action Items from Last Meeting:**
 - a. **Sheri: will contact Grand Forks and other communities to determine if there are guidelines / protocols / best practices being developed at the community level and bring them to the next meeting.** Sheri gathered guidelines from the management company responsible running the Alerus Center in Grand Forks, colleagues from around the country and Marriot. Brian asked if we should distribute this to groups beyond the Business Subcommittee to which Sheri responded that there are only specific groups that would benefit. She will identify those groups and form a distribution list to which the information she has gathered can be distributed.
 - a. **Dawn: will investigate if there are examples similar to that of San Bernardino where the community somehow promotes businesses who are complying with restart guidelines and bring them to the next meeting.** Dawn led a review of the five 'certification' examples she found from around the country where Chambers, Cities and Counties are 'certifying' businesses who comply with re-opening guidelines. Jim thought there was some value, but Maxine advised that we avoid the use of word of compliant given that ND Smart Restart guidelines are only that; guidelines. To follow-up, Dawn will contact the ND Department of Commerce to determine if there is a more substantive 'certification' than the badge to be posted on your website if you receive an Economic Resiliency Grant, in development.
 - b. **Dot: will develop a sample social media post regarding the most recent ND Smart Restart Guidelines so that subcommittee members**

can share them as part of a coordinated effort to make sure businesses comply with them and share those with the subcommittee. Dot shared the thought process behind the development of the graphic set to which Brian added they would be doing 2 – 3 posts a week with a standard link back to the ND Smart Restart Guidelines. Members of the Subcommittee were encouraged to share these on their own social media platforms and with any other organization who can help spread the word.

c. Brian: will develop a sample social media post regarding testing sites & times so that the subcommittee members can share them as part of a coordinated effort to ensure that businesses know about them and share those with the subcommittee. Earlier in the week, Brian had shared a graphic developed by his team and noted that they would update it once a Thursday static testing site and time were finalized. Erin added that Northland Health Centers was working to stand up such a site and that should be finalized soon so that Bismarck-Mandan will have static testing 5 days a week.

3. Discussion Regarding Specific Messaging to Bars & Restaurants, Gyms, Hair Salons and/or Other Businesses. Kayla mentioned that at the outset, there was an ‘ask’ of the community and now we need to have an ‘ask.’ We should be pro-active and that if mask wearing is that pro-active ask, let’s say that. Chuck suggested that if mask wearing is going to be that ‘ask’ of the community, then what is the motivation? What is the reason that businesses are going to encourage or require mask wearing? He also asked if there was a “red-line” that the Governor is using a threshold that if crossed, would cause him to pull back the State’s risk level to yellow? Brian agreed that he would pose this question to the Governor’s office and report back. Both Dot and Jen then offered that if the Business Subcommittee were to make an ‘ask’ of the community, then it needs to be the entire community; both businesses and consumers in order to make a difference. Consequently, Brian agreed to coordinate with the rest of the COVID-19 Task Force Steering community. On the topic of specific messaging to certain industries, Brian reported that the Chamber EDC had developed and distributed a message to their bar and restaurant members with the help of Jim and Tim. Erin added that a similar message would be valuable to gyms, hair salons and other personal care industries.

4. Discussion Regarding the Normalization of Mask Wearing in Businesses: The conversation generated by agenda item number three effectively addressed this agenda item as well.

5. Other Business: Brian noted that both Scott and Kayla had provided some of their best practices for large employers and with their permission, would pare it down to something that can be shared on social media. Regarding next steps, they are as follows:

a. Sheri: will identify groups, and develop a distribution list, who would most benefit from receiving the information regarding large gatherings.

b. Dawn: will contact the ND Department of Commerce to learn more about the ERG badge and whether or not anything more is being developed.

c. Brian: will contact the Governor's office regarding any possible "red line," gather more information regarding any public information campaign with the steering committee and work on the list for large employers.

d. All: begin sharing the infographics that have been developed as part of a broader effort to raise awareness.

6. Adjourn: There being no other business, the meeting was adjourned at 4:29 PM.