

Burleigh-Morton COVID-19 Task Force

Business Community Subcommittee

MEETING MINUTES

Thursday, August 27, 2020

10:00 AM via Teams

PRESENT: Brian Ritter, Dot Frank, Sheri Grossman, Renae Moch, Maxine Herr, Kayla Hieb, Chuck Clairmont, Jannelle Combs, Katie Schiltz, Dawn Kopp, Scott Staudinger & James Eastin

- 1. Call to Order.** Brian called the meeting to order at 10:01 AM.

- 2. Update on Burleigh-Morton County COVID-19 Statistics.** Renae Moch provided the latest Burleigh-Morton COVID-19 dashboard. Dot asked how we can provide an accurate picture of the outbreak to the community? Chuck added that with new guidance from the CDC on who should get tested, the positive percentage will go higher to which Renae responded that local guidance has not changed. Dawn suggested a press release from the local health units and/or the State noting that would be helpful. Renae went on to explain that a Health Analytics Subcommittee has been formed and that they would welcome input from the Business Subcommittee as to what kind of information should be presented to present a more accurate picture. Chuck then forwarded an infographic presenting a “COVID-19 Risk Index” he received from another safety council.

- 3. Review of Action Items from Last Meeting:**
 - a. **Sheri:** Sheri’s team at the CVB is developing a new one-page document / graphic highlighting best practices for medium and large gatherings pertinent to our community. When completed, Sheri will share it with the rest of the Subcommittee for further distribution.

 - b. **Dawn:** Dawn reached out to the ND Department of Commerce regarding the digital ‘badge’ being offered to those companies who receive an Economic Resiliency Grant and asked whether or not the program would be expanded into a broader certification? State

officials responded that they have considered doing so, but have made no decisions at this point. Dawn will keep the Subcommittee informed should this change.

- c. **Brian:** Brian reported that he had reached out to the Governor's office regarding any 'redline' which would have to be crossed for the risk level to move to yellow and the response was that there was no single indicator, but rather 11 that the Governor takes into account. Brian, Scott and Kayla are also working on a graphic highlighting the top 5 best practices for large employers or those with large areas that will be shared upon completion. Finally, Brian reported that the Burleigh – Morton COVID-19 Task Force Steering Committee had recently engaged Agency MABU to create a public information campaign that will focus on: mask wearing, people that are noncompliant with isolation and quarantine and large gatherings. As such, the Business Subcommittee will not pursue a business-specific campaign along these same lines.
- d. **All:** Members of the Business Subcommittee have started sharing the graphics developed previously and were asked to continue doing so.

4. Discussion Regarding the Normalization of Mask Wearing in Businesses (Continued): There was no consensus amongst the group as to whether or not there is more or less mask wearing in the community. Katie shared her experience from Target, where masks are required, and indicated that most people have been willing to comply. Other members of the Subcommittee noted that larger retailers have more leverage in requiring patrons to wear masks whereas some small businesses fear that such a requirement (without a larger mandate) may drive patrons away. Others offered that at this point, there has already been plenty of education done regarding the benefits of mask wearing and now the task is to convince people to actually wear the mask, no matter the reason. Finally, it was agreed that with Agency MABU engaged to develop a public information campaign, there was nothing more to do at this point other than exhibit mask wearing behavior ourselves and encourage our members to do so.

5. Other Business: Renae noted that Northland Health Centers would be standing up a static testing site each Thursday which would give Bismarck-Mandan static testing each day of the week. Brian then asked Maxine the status of a video/commercial focused on the 20 – 29 demographic to which she responded that she had turned over the Young Professional leads developed previously to Agency MABU. Brian will send an Outlook Invite for next week’s meeting which will focus on the initial dashboard and providing feedback as to what we believe the business community will find valuable. As for next steps, they are as follows:

- a. **Sheri:** Will develop and distribute the one-pager / graphic of best practices for gatherings.
- b. **Brian:** Will develop and distribute the one-pager / graphic of best practices for large employers.
- c. **Renae:** Will update and solicit feedback from the Business Subcommittee on the proposed dashboard being developed by the Health Analytics Subcommittee.
- d. **All:** Will continue to share the information developed by the Business Subcommittee with their members, constituents, etc.

6. Adjourn. There being no other business, the meeting was adjourned at 10:51 AM.