

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

PRESENT: Brian Ritter, Maxine Herr, Sheri Grossman, Kalen Ost, Mike Mabin, Kayla Hieb, Dawn Kopp, Jennifer Wilson, Trish Helgeson & Scott Staudinger

1. **Call to Order:** Brian called the meeting to order at 3:30 PM.
2. **Review of Action Items from Last Meeting**
 - a. **Sheri:** Will develop and distribute the one-pager / graphic of best practices for gatherings. Sheri's team will now distribute it to meeting and event planners, but did develop the document so that it could be shared with any business or group.
 - b. **Brian:** Will develop and distribute the one-pager / graphic of best practices for large employers. With the assistance of both Kayla and Scott, the document was developed and shared with the rest of the Subcommittee earlier in the week.
 - c. **Renaë:** Will update and solicit feedback from the Business Subcommittee on the proposed dashboard being developed by the Health Analytics Subcommittee. No action was taken on this item.
 - d. **All:** Will continue to share the information developed by the Business Subcommittee with their members, constituents, etc. Members of the Subcommittee were encouraged to continue sharing the graphics, resources, etc. that have been developed to date with their constituents.
3. **Discussion Regarding the Burleigh / Morton County COVID-19 Dashboard:** Renaë was unable to attend the meeting and as such, no discussion took place.

4. **Discussion Regarding Agency MABU's Efforts to Create a COVID-19-related Information Campaign.** Mike led the Subcommittee through a review of the public information campaign, its intent, targets, etc. Upon completion, Sheri asked if the tool kit was to be shared with individual organizations who would then simply reproduce or should we utilize it as we see fit? Mike responded that organizations could do either and that we be prepared to share it with their memberships as well. Dawn added that the Downtowners would be willing to share with their constituents as a kind of membership benefit per Mike's suggestion. Brian added that people haven't been losing jobs, so there's no need to focus on a campaign utilizing that approach but should appeal to the 30 – 39 demographic and wearing a mask so kids can go to school. Jen offered that in an effort to make wearing a mask 'cool' as Scott suggested, we should focus on the fashion aspects given that she's seen that be successful in the mall. Maxine asked if moving the COVID-19 risk level from green to yellow would lead to layoffs? Brian responded that that assumes all businesses follow the guidelines and even if they did, it would be essentially a case-by-case basis. Sheri suggested another angle for the information campaign is to appeal for mask wearing in an attempt to get people back into the office. Brian then suggested that the campaign needs to be bi-lingual given the area's increasingly diverse workforce to which both Scott and Kayla agreed. Brian also noted an increasing amount of feedback indicating that community members, business people, etc. are more motivated by not having to isolate or quarantine than actually getting the disease and asked how we address that? Dawn offered her support of a mask mandate as a means of increasing mask wearing while Jen responded that we need to encourage mask wearing not only at work, but at home given her experience that most COVID-19 positives can be traced outside the workplace. When asked what worked at Bobcat, Kayla responded that it took lots and lots of reinforcement before eventually gaining acceptance. She then added that mask wearing is step one, but the next step is simply to reinforce social distancing so that you're not termed as a close contact and forced to isolate. Mike ended the conversation with a note that his team could develop artwork that could be personalized to some extent by our organizations in an effort to spread the word. Members of the Subcommittee agreed that that would be a good idea and well received.

5. **Other Business:** Brian will contact Renae to determine whether or not she is able to be at the next meeting, tentatively scheduled for Thursday, September 10 at 3:30. If there was no reason to meet, then we won't schedule a meeting simply to have a meeting.
6. **Adjourn.** There being no other business, the meeting was adjourned at 4:22 PM.