

Burleigh-Morton COVID-19 Task Force
Business Community Subcommittee
MEETING MINUTES
Friday, October 2 2020
10:30 AM via Teams

PRESENT: Brian Ritter, Scott Staudinger, Kayla Hieb, Jennifer Wilson & Chuck Clairmont

1. **Call to Order:** Brian called the meeting to order at 10:31 AM.

2. **Update Regarding Burleigh/ Morton COVID-19 Cases.** Brian led the Subcommittee through a review of the North Dakota Department of Health's new Health Metrics dashboard at <https://www.health.nd.gov/healthmetrics>. There were no questions from the Subcommittee.

3. **Discussion Regarding COVID-related Developments in Business.** Brian noted that in yesterday's press conference, Governor Burgum had announced updated guidance regarding close contacts. More specifically, that if a person who has tested positive for COVID-19 and anyone else deemed a close contact were both wearing masks, those deemed close contact would not have to quarantine. Both Scott and Kayla noted that this would be a tremendous benefit to their businesses as they already mandate masks for all employees. The only concern noted was whether or not close contacts and/or those who test positive would be truthful? Chuck added that this provides an incentive for employees and patrons to wear masks given that they now have a tangible benefit. That being that if they were a mask and their co-workers wear masks, should someone test positive, they wouldn't have to quarantine as a close contact and consequently miss work. Jen said the new guidance would have a tremendous impact on retailers as well given that at least 75% of stores in Kirkwood already require all employees to wear masks and approximately one-third of stores require patrons to do the same. This is because retail and service sector businesses are already operating at minimum staffing levels which are

complicated by quarantines due to close contact. Brian then asked how we can get this message into the business community. Chuck responded that the messaging is critically important to which Jen added that it should be framed as a “Did You Know...” campaign. Scott and Kayla both responded that in addition to that framing, the message should be kept short and simple. Brian ended the conversation by noting that the Chamber EDC’s communications team would work to develop a short graphic to that point that would be shared with the Subcommittee.

- 4. Other Business:** Jen noted that she still receives comments and questions from Kirkwood Mall employees and patrons regarding the daily COVID-19 numbers. Jen responded that it was important to understand the whole picture and not just take one statistic out of context. The members of the Subcommittee then reviewed the Health Metrics dashboard to put those day’s COVID-19 numbers into context as an example.
- 5. Adjourn.** There being no other business, the meeting was adjourned at 10:54 AM.