

Burleigh-Morton COVID-19 Task Force

Business Community Subcommittee

MEETING MINUTES

Thursday, November 5, 2020

9:00 AM via Zoom

PRESENT: Brian Ritter, Janelle Combs, Dot Frank, Sheri Grossman, Kalen Ost, James Eastin, Kayla Hieb, Scott McCarthy, Maxine Herr, Renae Moch, Chuck Clairmont, Scott Staudinger, Dawn Kopp and Jen Wilson

- 1. Call to Order:** Brian called the meeting to order at 9:01 AM.
- 2. Discussion Regarding the City of Bismarck's Pandemic Mitigation Strategy.** Brian provided an overview of the Pandemic Mitigation Strategy including the requirement of mask wearing in public. Janelle added that there were changes to gathering size requirements, restrictions, etc. and that the City has made assistance available from Public Health should businesses need help determining how many people could gather at their business. Sheri added that within hospitality, they have not heard of any negative reactions to the recently approved Pandemic Mitigation Strategy. James and Dawn both added that while they've not seen or heard any negative reactions either, they've also not seen mask wearing increase dramatically either.
- 3. Discussion Regarding Strategies to Incentive Mask Wearing in Business.** Brian asked how we can incentivize businesses to increase mask wearing. James noted that in their business, they've worked to make it fun and not try and penalize people. Scott noted that at Cloverdale, the incentive for wearing masks is to keep people working and keep their families safe. Kayla said that they saw a change at Bobcat when they (Bobcat) said they didn't need to do it when they could maintain social distancing measures which she felt led to 'peer pressure' to comply. Scott McCarthy then led an overview of a website he and a partner created, www.YourDakota.com The website is intended as a resource for businesses to share their updated hours of operation, COVID precautions being taken, etc. that

could also be consulted by consumers. Members of the Subcommittee felt this could be a good resource for all involved, but that the biggest challenges would be getting businesses to update the info and then promoting the website to the public. Specifically, Sheri added that it needs to be broad-based and not just focused on one sector or another. Jim added that no matter how good the idea is, some simply won't take the time to update their information. Kayla asked if there was any data quantifying how businesses that require masks are faring versus those who don't. Brian responded that there wasn't, but Jen added that their experience at Kirkwood Mall is that most mall patrons and nearly all stores are already wearing or require masks, but the most successful are those who provide masks to those patrons who don't have one. Chuck then asked if we could incentivize businesses by increasing their capacity if they're wearing or mandating masks. Jannelle responded that the City of Bismarck specifically altered some of the language with the Pandemic Mitigation Strategy in order to address capacity issues. Brian then asked the other associations present if they'd help promote YourDakota.com as a means of incentivizing businesses to comply with the Pandemic Mitigation Strategy to which they agreed.

4. **Other Business:** Dawn asked if we could use CARES dollars to provide signage for those who would comply with the Pandemic Mitigation Strategy to which Renae responded that there were funds still available and any allowable use would be considered.
5. **Adjourn:** There being no other business, the meeting was adjourned at 9:59 AM.