BACK-TO BUSINESS Toolkit

Brought to you by:

CITY OF MELROSE MINNESOTA

Melrose Area Chamber Of Commerce

Melrose Area Chamber Of Commerce

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Dear Business Owner,

The purpose of this toolkit is to help business owners get the information they need in order to open, what steps should be taken to put you on the best path of success, and how to assess your business needs.

This year of COVID-19 is anything but business as usual and is truly uncharted territory for you, as well as your employees and your customers.

Reopening must be balanced with careful planning and diligent follow through to help protect those that depend on you for employment and those that rely on your goods and services.

Remember, we only have one shot at opening the right way, and each business could have a profound affect on whether everyone gets shut down again.

Things to consider:

- What inventory, supplies, equipment and other items do you have or need?
- What kinds of government assistance might you be able to access?
- What's the feedback from employees, customers, suppliers and creditors/investors?
- What's your business's financial position?
- Have any of your key customers and/or suppliers been affected by the disaster, and if so, how will this impact your business?
- What will be your sanitation and disinfection process? Assessing the health and temperature of your employees? Social distancing measures? Training your employees on the process?
- What online updates and notifications do you need to do?
- Do you need to change the way you do business to reach your customers?
- How will you market and advertise your reopening?

Lastly, We have provided information directly from resources such as the Center for Disease Control (CDC), Stearns County Covid-19, Occupational Safety and Health Administration (OSHA) and others, but understand this guidance is advisory in nature and informational in content. It may or may not be a standard or a regulation, and it neither creates new legal obligations nor alters existing obligations.

GET PREPARED - UPDATE YOUR POLICIES

HR Policies (Excerpts from the CDC website)

Review human resources policies to make sure that policies and practices are consistent with public health recommendations and are consistent with existing state and federal workplace laws.

Sick Leave

- Ensure that sick leave policies are flexible and consistent with public health guidance and that employees are aware of and understand these policies.
- Maintain flexible policies that permit employees to stay home to care for a sick family member or take care of children due to school and childcare closures.
- Additional flexibilities might include giving advances on future sick leave and allowing employees to donate sick leave to each other.
- Employers that do not currently offer sick leave to some or all of their employees may want to draft non-punitive “emergency sick leave" policies.
- Employees who have symptoms (i.e., fever, cough, or shortness of breath) should notify their supervisor and stay home.
- Sick employees should follow CDC-recommended steps. Employees should not return to work until the criteria to discontinue home isolation are met, in consultation with healthcare providers and state and local health departments.
- Employers should not require a positive COVID-19 test result or a healthcare provider’s note for employees who are sick to validate their illness, qualify for sick leave, or to return to work. Healthcare provider offices and medical facilities may be extremely busy and not able to provide such documentation in a timely manner.
- Employees who are well but who have a sick family member at home with COVID-19 should notify their supervisor and follow CDC recommended precautions.

Physical Distancing Policies

- Discourage workers from using other workers’ phones, desks, offices, cashier stations or other work tools and equipment, when possible. If necessary, clean and disinfect them before and after use.
- Physical distancing should be implemented if recommended by state and local health authorities. Think about what this means for break-rooms, cafeterias, shift meetings, group tasks, client meetings, etc.
- Review your policies or create new ones for telecommuting from home, flexible work-hours, staggering shifts, meeting requirements, and travel options where applicable.

PLANNING A SAFE REOPENING

A Reopening Plan should be posted in your business and here's the best practices we recommend to protect your business from liability as well as keeping your customers and employees safe:

- **Wearing Face Masks and proper usage.** (Recommended, not required) The Governor has mandated that essential businesses wear face masks during all 3 phases of COVID restrictions when working with the public until the executive order expires or is rescinded. (We are still seeking clarification on this for non-essential)
- **Taking Employee Body Temps**. (Recommended, not required) We recommend Employees take their before going onto their shift area. A temp of 99°F should be monitored every 1-2 hours, if it goes to 100+, then they must immediately isolate themselves and watch for symptoms. (CDC considers 100.4°F a fever). Touchless Infrared Forehead Thermometers are recommended. If you cannot get access to a touchless thermometer, then any other body thermometers must be carefully sanitized before usage, using approved disinfection products and procedures.
- **Symptom Monitoring**. Ask Employees to report if they feel sick or have any of the following symptoms (may appear 2-14 days after exposure): Fever, Cough, Shortness of breath or difficulty breathing, Chills / Repeated shaking with chills, Muscle pain, Headache, Sore throat, New loss of taste or smell.
- **Disinfecting Plan**. Disinfecting solutions should be at every public interaction area and employee work area and a plan should be made as to how often areas are cleaned and disinfected, including restrooms, cashier stations, POS stations, credit card readers, doorknobs, handrails, public areas, employee areas, company vehicles, offices, workstations, phones, keyboards, phones, staplers, and other work equipment.

  Customer Contact Recommendations:
  - Sanitize hands after physical interaction with a customer or any monetary exchange.
  - Sanitize any areas that a customer has touched at a service counter before interacting with the next customer.

  Disinfecting Solutions:
  - To make a bleach solution, mix 5 tablespoons (1/3rd cup) bleach per gallon of water, OR 4 teaspoons bleach per quart of water
  - Alcohol solutions with at least 70% isopropyl alcohol may also be used
  - Any commercial disinfecting product labeled to kill coronavirus can be used
  - Read labels carefully and research before mixing chemicals.
- **Physical Distancing Plan.**
  - (Recommended) All desks, customer service areas and seating, individual work stations, or work areas need to be separated by at least six feet.
  - (Recommended) Markings have been placed at least six feet apart at customer line areas inside the store and/or on sidewalks to public entrances. Aisles are marked with 1-way directional notices.
  - (Recommended) Order areas are separated from Pick up areas to prevent customers from gathering.
  - (Recommended) Implement or maintain physical barriers for high-contact settings (e.g. see-through shields at cashier stations).
- **Crowd Control.** Plan on how you will monitor the number of customers onsite and how you will be notifying arrivals when the maximum allowed has been reached, along with what steps they should do to wait. The maximum number will be based on which reopening phase the county is in and cannot exceed your business maximum occupancy given physical distancing measures (think about if everyone was standing 6-feet apart, how many customers could there possibly be?). (Stay tuned for County exemption request update to state).
- **Employee Training & Test Runs.** (Recommended) Make sure all employees understand the plan, how to wear their face mask, what symptoms they should be monitoring themselves for, the sanitation schedule, and crowd control. Make sure to test run the sanitation plan, and add new areas as needed.

A SAMPLE REOPENING PLAN

SAMPLE BUSINESS REOPENING PLAN - NOT A REAL BUSINESS - NOT GUIDELINES

EMPLOYEE SAFETY

- **Employees are required to wear a face mask.** The business will work on behalf of employees to obtain reusable face masks should they not be able to get their own. We will train every employee on proper usage and sanitation of their face masks and display posters on recommended procedures.
- **Employees will wash hands** when first entering the building, prior to taking their temperature.
- **Taking Employee Body Temps**. After washing their hands, employees will take their temperature and record it on a tracking sheet, sanitizing before and after use with alcohol. Any employees having temperatures of 100°F or higher will be sent home and instructed to isolate themselves and watch for symptoms.
- **Symptom Monitoring**. Employees will be asked to call in prior to their shift if they have any of the following symptoms: Fever, Cough, Shortness of breath or difficulty breathing, Chills / Repeated shaking with chills, Muscle pain, Headache, Sore throat, New loss of taste or smell. Employees exhibiting any of these symptoms will be asked to remain home, isolate and monitor their symptoms.

BUSINESS DISINFECTING PLAN

- **Sanitizing Solutions.** A bleach disinfection solution containing 5T of bleach per gallon, and an 70% alcohol disinfecting solution set will be at the check out counter and the customer assistance counter, as well as in the back office and restrooms. The bleach solution is meant to be sprayed on countertops and other non-porous areas, and the alcohol solution is meant for hand sanitizing and areas where bleach is not recommended. Employees will be trained on proper usage of each.
- **Employee cleaning plan**
  - **Bathroom**. Employees will be sanitizing the bathroom toilet handles, door knobs, faucets, and soap dispensers every hour, or when any employee uses the bathroom. A logbook will be kept in each bathroom and reminders set at each hour.
  - **Office.** Before we sit down in the office, we will sanitize keyboards, computer mouse, and desk area.
  - **Public areas**. Employees will be sanitizing entrance, any other door knobs, and any display case handles.
  - **Customer Contact**. Employees will sanitize their hands with alcohol after physical interaction with a customer or any monetary exchange, along with any areas that a customer has touched at a service counter before interacting with the next customer.

PHYSICAL DISTANCING PLAN

- There is only 1 office, 1 break room, & 1 check out counter and right now all are more than 6 feet apart.
- Markings have been installed on the floor every 6 feet at the check out counter.
- We have put up a see-though barrier at the check out counter.
- Employees and delivery people have been instructed to maintain their physical distance between each other. There is a plan to alternate breaks and lunch periods.

CROWD CONTROL

- Normally, our maximum occupancy is 50. Our public space is 900 square feet, so the maximum number when taking in physical distancing guidelines is 25. Realistically, even though it's an open space, people don't congregate that way, so based on typical usage we have amended the maximum to 15 people.
- In phase 1, we will only allow a maximum of 10 people at any one time, and will increase to 15 at phase 2, which we will hold until all restrictions are lifted or changed.
- There will be a sign placed on the front entrance stopping customers from entering when the maximum is reached. Employees will keep a count of people and activate the sign when at capacity.

COMMUNICATION AND MARKETING

- We have loaded this plan onto our website and Facebook pages, and will be doing a post to customers letting them know when we are open. We have updated our hours of operations on all platforms and notified suppliers we are back in business. An email will be sent to our existing customers letting them know opening details.

SAMPLE

YOUR ONLINE CHECKUP - HELP YOUR CUSTOMERS DO BUSINESS WITH YOU

#BackToBusinessMelrose

GOOGLE

GOOGLE YOUR BUSINESS

Google your business and make sure the sites listed on your front page results contain your current information (hours of operation, special instructions for customers, and so forth). This is the first page your customers will see when they Google information about you - make sure it's correct!

SOCIAL

UPDATE SOCIAL MEDIA

Update your business hours on your "About" page. Create a post that includes your current hours of operation, procedures on shopping, and sanitation process, if applicable, so your customers know what to expect. Pin this post to the top of your page so customers see it first.

EMAIL

EMAIL BLAST

If you have an email list, use MailChimp, Constant Contact, or a direct email (blind-copy all addresses) to **welcome your customers back, and include any new processes or procedures they can expect when visiting you**. This is a great time to give your email subscribers an exclusive, members-only discount or coupon to bring them back in!

CALL

CALL CUSTOMERS

Nothing beats a personal call and talking directly to your customers and clients. Spend some time each day to **call customers and let them know that you're back in business!**

Run a social media contest for a prize to reengage customers with your brand.

Check your social media platform's guidelines for contest rules.

Broadcast "LIVE" on Facebook during your first week to give customers a virtual tour around your business, showcasing any physical distancing you've put in place.

IMPROVE YOUR ONLINE PRESENCE

This is the perfect time to start working on your online business presence. The ability to do business online gives you the flexibility to more easily pivot during a crisis.

If you don't have a merchant web site set up yet, consider working on this now so you are able to sell your merchandise or services online.

Melrose Area Chamber of Commerce

City of Melrose Minnesota

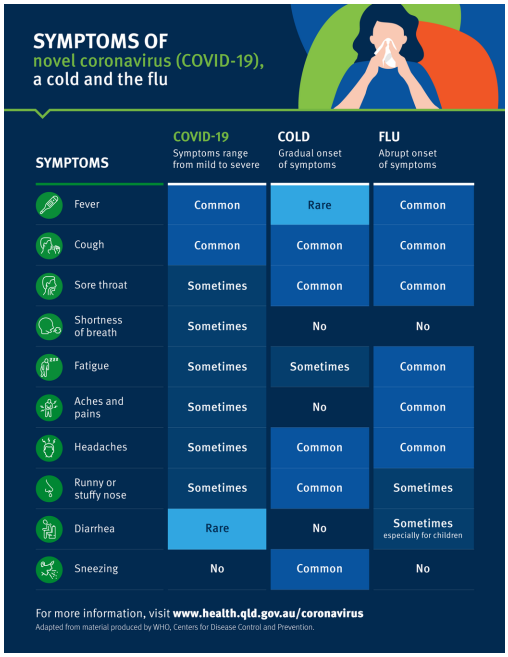
Here to Help

As you work your way through the reopening process, let us know what you're doing to engage customers so we can share your success with the community. Tell us what you need. We are here to help.

POSTERS

The next 4 pages are posters you can print off and display at your entrance, in your business, or in employee areas.

These are sized for 8.5 x 11 paper

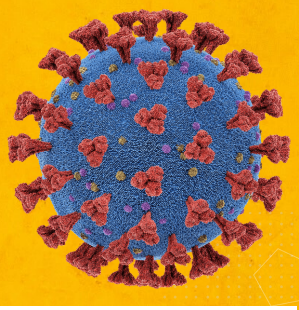


SYMPTOMS	COVID-19 Symptoms range from mild to severe	COLD Gradual onset of symptoms	FLU Abrupt onset of symptoms
Fever	Common	Rare	Common
Cough	Common	Common	Common
Sore throat	Sometimes	Common	Common
Shortness of breath	Sometimes	No	No
Fatigue	Sometimes	Sometimes	Common
Aches and pains	Sometimes	No	Common
Headaches	Sometimes	Common	Common
Runny or stuffy nose	Sometimes	Common	Sometimes
Diarrhea	Rare	No	Sometimes especially for children
Sneezing	No	Common	No

For more information, visit **www.health.qld.gov.au/coronavirus**

Adapted from material produced by WHO, Centers for Disease Control and Prevention.

COVID-19 NOTICE



_____

Has a COVID-19 Business Plan in place

- ☐ Disinfection and Sanitation plan
- ☐ Physical distancing measures
- ☐ Protective gear (masks, gloves, barriers)
- ☐ Employee Training on COVID-19 plan
- ☐ Temperature & Symptom Checks on Employees

MAXIMUM OCCUPANCY: _____

We have done our best to minimize the possibility of exposure to Coronovirus, but exposure cannot be completely eliminated.

PLEASE ENTER AT YOUR OWN RISK.

DO YOUR PART, PLEASE:

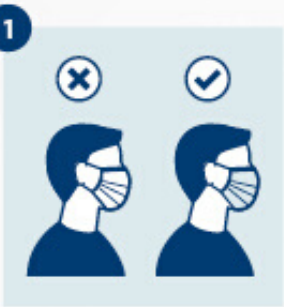
- Limit Groups
- Do not enter if you feel sick
- A face mask is strongly recommended
- Maintain a distance of 6-feet between people
- Leave at risk people at home when possible

Melrose Area Chamber of Commerce

City of Melrose Minnesota

How to properly wear a face mask

1



ENSURE THE PROPER SIDE OF THE MASK FACES OUTWARDS

2

SECURE THE STRINGS BEHIND YOUR HEAD OR OVER YOUR EARS

3

PRESS THE METALLIC STRIP TO FIT THE SHAPE OF THE NOSE

4

COVER MOUTH AND NOSE FULLY MAKING SURE THERE ARE NO GAPS

5

WEAR MASK

6

DO NOT TOUCH THE MASK WHILE USING IT, IF YOU DO WASH YOUR HANDS

7

REMOVE THE MASK FROM BEHIND BY HOLDING THE STRINGS WITH CLEAN HANDS

FACTS. OVER FEAR

COVID-19

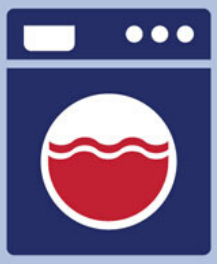
FACE COVERINGS

CDPHE

GUIDANCE FOR EFFECTIVE USE

TRY NOT TO TOUCH YOUR FACE WHEN PUTTING ON AND TAKING OFF A FACEMASK

WASH YOUR CLOTH FACEMASK ROUTINELY WITH YOUR REGULAR LAUNDRY.



ALWAYS WASH YOUR MASK IF YOU HAVE BEEN AROUND SICK PEOPLE OR WHEN IT BECOMES WET OR VISIBLY DIRTY.

WASH YOUR HANDS BEFORE PUTTING ON YOUR MASK AND AFTER TAKING IT OFF.

MAXIMUM CAPACITY REACHED

PLEASE WAIT FOR SIGN TO BE TURNED OR SOMEONE TO EXIT

SYMPTOMS OF
novel coronavirus (COVID-19), a cold and the flu

SYMPTOMS	COVID-19 Symptoms range from mild to severe	COLD Gradual onset of symptoms	FLU Abrupt onset of symptoms
Fever	Common	Rare	Common
Cough	Common	Common	Common
Sore throat	Sometimes	Common	Common
Shortness of breath	Sometimes	No	No
Fatigue	Sometimes	Sometimes	Common
Aches and pains	Sometimes	No	Common
Headaches	Sometimes	Common	Common
Runny or stuffy nose	Sometimes	Common	Sometimes
Diarrhea	Rare	No	Sometimes especially for children
Sneezing	No	Common	No

HELPFUL LINKS & INFO

STATE & FEDERAL LINKS

Safe at Home: https://www.sos.state.mn.us/safe-at-home/about-safe-at-home/

Dept of Labor - Coronavirus Resource: https://www.dol.gov/coronavirus

US Chamber of Commerce - COVID: https://www.uschamber.com/coronavirus

OSHA Guide: https://www.osha.gov/Publications/OSHA3990.pdf

Families First Coronavirus Act:
Https://www.dol.gov/agencies/whd/pandemic/ffcra-employer-paid-leave

CDC Business Resources:
Https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html

Filing Unemployment: https://www.uimn.org/applicants/needtoknow/news-updates/covid-19.jsp

SBA (Small Business Association) - EIDL & PPP Loans: https://www.sba.gov/

LOCAL LINKS

Centracare: https://covid19.centracare.com/

City of Melrose: www.cityofmelrose.com

Stearns County Health:
https://co.stearns.mn.us/Government/CountyDepartments/HumanServices/CommunityHealthAssessmentData

Melrose Area Chamber of Commerce: http://www.melrosemn.org/covid-19.html