

MERCHANTS OF WHITEFISH BAY (BID)
BOARD MEMBERS MEETING MINUTES

April 29th, 2020
ZOOM Meeting

Present: Jeff Commer, Jamie Lynn Fritsch, Marty Stilling, Paul Boening, Bryan Schauland, Phil Aiello, Katie Commer, Katie Hoven, Tim Blakeslee, Ted Balistreri, Kevin Schuck, Charlie Stalle', Ann Christiansen (NS Health Department)

Absent:

8:37 a.m. Meeting called to order by Jeff Commer, BID President

April 17th, 2020 Minutes approved by Kevin, seconded by Charlie

Discussion around COVID-19

Conversation:

Ann Christiansen, Director of the NS Health Department

Protocol for opening up businesses:

- As of today, cases in NS were 113, 4% of Milwaukee County cases. She felt that was attributed to the early measure that were taken to close businesses.
- Most people getting it are infected at work or in a long-term care facility
- Cases will increase once we re-open businesses
- How to minimize spread as we open up:
 - Lower level of risk with social distancing of 6' with a 10 rule, do not be close to that person for more than 10 minutes
 - Personal protective equipment, mask, gloves
 - Hand sanitizing, washing stations
 - What to demonstrate to customers that we are protecting you and our employees with clear signage.
 - Encourage signage for customers that if you are not feeling well do not come into the place of business.
- What can we do? Next Steps?
 - Badger Bounce Back – gradual reintroduction
 - Phase 1 – reintroduce small number of groups, 10 or fewer
 - Different sectors will have different rules
 - Public recommendation is to wear masks
 - Store owner can determine if they mandate mask wearing of employees and customers
 - Complication with mask is a false sense of security
- Charlie Stalle" – if a person gets infected what is the protocol?
 - Health Department notified, but sometimes 10-12 days after positive test
 - Once notified, they contact person and trace where they have been and who they have been with
 - Employer would come into play if employee was at work
- Phil Aiello – How available are tests? What about temperature checks?
 - Imperfect system. Within the last few weeks Healthcare Systems have scaled back due to lack of supplies.

- Guideline now is to test if you are symptomatic.
- Challenges continue.
- 30% of COVID Cases have a fever – if person has no temperature a false sense of security.
- Kevin Schuck – is there any enforcement from the Health Department?
 - Nothing from the Health Department, customers would be the one to call if your business is not following any protocol
 - Just because you practice the guidelines there is NO GUARANTEE

Ann left the call – discussion with BID members only now:

- As a BID we will use RevPop to create marketing materials that demonstrate all we are doing to minimize the risk. Posters, stickers, banners. Do Video with Mina.
- We will not provide ‘Sanitizing Packages’ to each business, they are @\$100 each with equal \$11,000. Hard to distribute.
- Katie and Paul will reach out to DHS to see if their parking lot can be a waiting area for individuals going into DR or Salon appointments that have to wait to be called in for service.

Meeting Adjourned: 9:43 a.m. Phil and Bryan seconded.

Board Meetings 2020

May 1, 2020
 June 5, 2020
 July 3, 2020
 August 7, 2020
 September 4th, 2020
 October 2, 2020
 November 6, 2020
 December 4th, 2020

Event Schedule for 2020

Annual Awards Meeting - March 12, 2020 -
~~Bay Day – May 2nd, 2020 Canceled~~
 Farmers Market – July 10 - October 16, 2020 Location TBD
 Art Festival – July 11 – 12, 2020 – NOT CONFIRMED
 Side Walk Sale – July 17 – 18th, 2020 - NOT CONFIRMED
 Trick or Treat – October 24, 2020
 Holiday Stroll – November 27, 2020