

# BACK-TO-BUSINESS toolkit



# What's Inside...



Page 3	Get Prepared with Policy Updates
Page 4	Plan a Safe Reopening
Page 5	Sample Reopening Plan
Page 6-7	Online Assessment
Page 8-13	Printable Posters Signage
Page 13	Helpful Links

Dear Business Owner,

This year of COVID-19 is anything but business as usual and is truly uncharted territory for you, your employees, and your customers. To champion your efforts to reopen and begin recovery, the Chamber has compiled this Back-to-Business Toolkit to help guide you through the process. Reopening must balance careful planning and diligent follow through to 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 correctly and each business's actions will have a profound effect on whether everyone gets shut down again. Here are some things to consider as you begin:

- 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?
- Do you need to change the way you operate?
- Have any of your key customers and/or suppliers been affected and how will that impact your business?
- What process will you put in place for your cleaning and disinfection process?
- How will you implement safety standards for your employees and customers?
- What online updates and notifications will you need to do?
- How will you market and advertise your reopening?

Lastly, we have provided information directly from resources such as the Center for Disease Control (CDC), Mason 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 supersedes existing obligations.

Since 1967 the Chamber has been providing resources to benefit the Mason County community. If you need any personal assistance, additional information, or would like to share ideas on how to better streamline reopening, our staff and I are here for you.

Sincerely,

Pam Volz  
President & CEO  
pvolz@northmasonchamber.com  
(360) 275.4267

## 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 – create a safe reopening

## Reopening Plan

This should be posted in your business. Here are the best practices recommended to protect your business from liability while keeping your employees and your customers safe.

**Wearing Face Masks and proper usage.** *(Recommended, not required)* People should wear cloth face coverings when they are in public settings where they cannot maintain 6 feet of distance from others. This might include trips to the grocery store, pharmacy, hardware store, health clinic, or similar places. It is not a mandate that you must wear a face covering; it is considered an additional layer of protection.

**Employee Body Temperatures.** *(Recommended, not required)* We recommend employees take their temperature before going into their shift area. A temp of 99°F should be monitored every 1-2 hours. If it increases to 100.4°F or higher, the employee must immediately isolate themselves and watch for symptoms. If you cannot get a touchless thermometer, any other thermometer must be carefully sanitized before usage with approved disinfection products and procedures.

**Symptom Monitoring.** Ask employees to report if they feel sick or have any of the following symptoms: fever, cough, shortness of breath or difficulty breathing, chills or repeated shaking with chills, muscle pain, headache, sore throat, and/or new loss of taste or smell.

**Disinfecting Plan.** Disinfecting solutions should be made available 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

- For bleach solution, mix 5 tablespoons (1/3 cup) bleach per gallon of water or 4 teaspoons bleach per quart.
- 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, not required)*

- All desks, customer service areas and seating, individual work stations, or work areas need to be separated by at least six feet.
- 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.
- Order areas are separated from Pick up areas to prevent customers from gathering.
- 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, how you will notify arrivals when the maximum number has been reached, and what steps they take while waiting. 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 (e.g. if everyone is standing six feet apart, how many customers can occupy the space?).

**Employee Training & Test Runs.** *(Recommended)* Ensure all employees understand the plan, how to wear their face mask, what symptoms they should be monitoring for, the sanitation schedule, and crowd control. Make sure to test run the sanitation plan and add new areas as needed.



# PLANNING – sample reopening plan

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

### Employee Safety

**Employees are required to wear a face mask.** We 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, give verbal report from home temperature check or take their temperature at work site.

**Employees will take their temperature.** 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.

**Employees will monitor for symptoms.** 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 or 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.

### Disinfecting Plan

**Sanitizing Solutions.** A bleach disinfection solution containing 1/3 cup 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 counter tops 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 one office, one break room, and one check out counter; all are more than six feet apart.
- Markings have been installed on the floor every six feet at the check out counter.
- A see-through barrier has been installed 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

- The maximum occupancy is typically 50. The public space is 900 square feet, with physical distancing guidelines our occupancy would be 25. Realistically, based on typical usage of our public space, we have amended the maximum to 15 people.
- In Phase One, we will allow a maximum of 10 people at any one time, this will increase to 15 in Phase Two, 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

Our reopening plan is posted on our website and Facebook pages. We posted our reopening date and 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 of opening details.

## GET ONLINE - platform checklist

### GOOGLE

GOOGLE  
YOUR  
BUSINESS

Google your business and make sure the sites listed on your homepage 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 to welcome your customers back, including any new processes or procedures to expect when they visit you. This is a great time to give your email subscribers an exclusive, members-only discount or coupon to bring them back in!

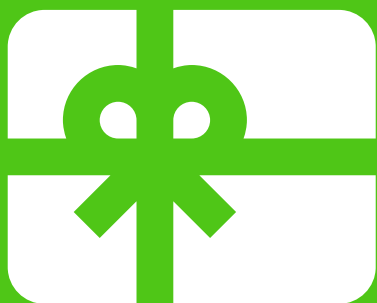
### CALL



CALL  
CUSTOMERS

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

## GET ONLINE - other ideas



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

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



Improve your online business presence. The ability to do business online gives you the flexibility to pivot more easily 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.



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.

**We're  
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 – print them for your business

The next five 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.

These posters can be ordered with custom sizing at:

**The Shopper**  
2505 Olympic Hwy N  
Suite 220B  
Shelton, WA 98584  
(360) 426-4677

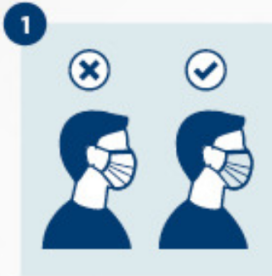
**Copy That**  
23730 WA-3 F  
Belfair, WA 98528  
copythatrepro.com  
(360) 552.2755

# Business Matters



*Open for Business*

# How to properly wear a face mask



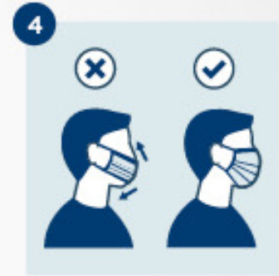
1  
ENSURE THE PROPER  
SIDE OF THE MASK  
FACES OUTWARDS



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

## FACE COVERINGS

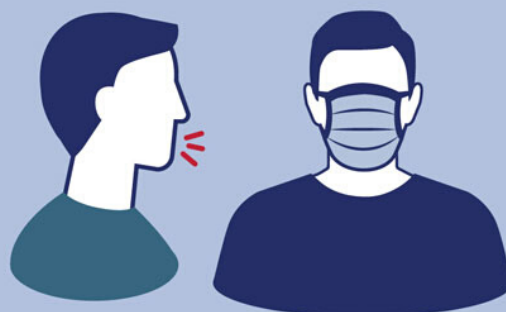
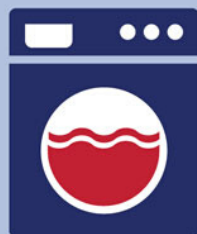


### GUIDANCE FOR EFFECTIVE USE



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.





# 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 Coronavirus, but exposure cannot be completely eliminated.  
ENTER AT YOUR OWN RISK.**

## please do your part:

- a face mask is strongly recommended
- leave at risk people at home when possible
- maintain a six-foot distance from others
- do not enter if you feel sick
- limit groups

**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	COLD	FLU
	Symptoms range from mild to severe	Gradual onset of symptoms	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

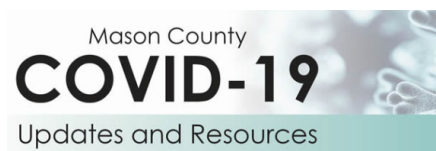


## Links and Resources

### Local Links



North Mason County Chamber of Commerce  
(360) 275.4267  
<https://www.northmasonchamber.com>



(360) 427-9670 ext. 599  
Mason\_PIO@co.mason.wa.us  
[facebook.com/MasonCountyWAHazard](https://www.co.mason.wa.us/COVID-19/)  
<https://www.co.mason.wa.us/COVID-19/>

### Helpful Links

**Stay Home, Stay Healthy Order:** <https://coronavirus.wa.gov/>

**WA State LNI:** <https://lni.wa.gov/safety-health/safety-topics/topics/coronavirus>

**Washington State Business Resources:** <https://www.awb.org/covid-19-resources/>

**Dept of Labor Coronavirus Resources:** <https://www.dol.gov/coronavirus>

**US Chamber of Commerce COVID Response:** <https://www.uschamber.com/coronavirus>

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

**CDC Resources:** <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

**Filing for Unemployment:** <https://www.esd.wa.gov/unemployment>

**Small Business Association - EIDL & PPP Loans:** <https://www.sba.gov/>