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From: Ashland Chamber of Commerce <info@visitashland.net>
Sent: Thursday, April 16, 2020 4:26 PM
To: officemgr@visitashland.com
Subject: Business Updates 04-16-2020



COVID-19 E-Blast Update 4-16-20

Lots of information today.

This upcoming webinar will be great for retailer's of all sizes and shapes!! Please register and join us next Tuesday for the first of a series!

Small Businesses... Retail, Food & Beverage, Lodging.... etc. etc.

Look at these fun webinars coming up with NWWIB Mari Kay-Nabozny's Team!!

The staff from the Northwest Workforce Investment Board otherwise known as NWWIB is working with us to hold a series of FUN ways you can learn and improve your social media presence as a retailer, restaurant or other customer-driven business. This is the time to hone in on those social media skills and if you aren't sure of how they work, this is a great time to learn. We are offering a series of 3 modules for our EPC group and other small businesses.

The first session will be Tuesday, April 21st at 10am.

Topic: Using Social Media to Engage Socially Distanced Customers: Facebook

Every Tuesday we will offer another valuable lesson on how to use social media to engage your socially distant customers!!

- April 21: Using Social Media to Engage Socially Distanced Customers - Facebook
Host: Mari Kay-Nabozny
10-11am [REGISTER HERE](#) for Week 1: Facebook
 - April 28: Social Media Engagement for socially Distanced Customers - Instagram
10-11am [REGISTER HERE](#) for Week 2: Instagram
 - May 5: Social Media Engagement for Socially Distanced Customers - TikTok
10-11am [REGISTER HERE](#) for Week 3: TikTok
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Gov. Tony Evers has signed legislation to address the COVID-19 pandemic in Wisconsin despite concerns that the measure left critical needs unmet.

Evers signed the bill Wednesday just one hour after it passed the Senate 32-0 and a day after it passed the Assembly [on a 97-2 vote](#).

It lifts a one-week waiting period for unemployment insurance in Wisconsin and requires health insurers to cover COVID-19 testing. It also bars insurers from discriminating against people who have or have had the virus.

The new law will also clear the way for Wisconsin to qualify for additional federal Medicaid funding made possible by [the \\$2 trillion U.S. CARES Act](#) that passed Congress last month.

"My pen has been waiting for weeks to sign legislation that guarantees Wisconsin will capture our fair share of federal dollars under the CARES Act and ensures workers experiencing unemployment and underemployment won't be forced to wait an extra week for needed benefits to kick in," Evers said in a statement Wednesday. "This bill is finally a step in the right direction, but there is much more work to be done."

FOR IMMEDIATE RELEASE: April 16, 2020

Contact: GovPress@wisconsin.gov or 608-219-7443

MADISON — Gov. Tony Evers today directed Wisconsin Department of Health Services (DHS) Secretary-designee Andrea Palm to extend the Safer at Home order from April 24,

2020 to 8 a.m. Tuesday, May 26, 2020, or until a superseding order is issued. The order implements some new measures to ensure safety and support the progress we've made in containing COVID-19, but also allows certain activities to start up again. The order is available [here](#).

“A few weeks ago, we had a pretty grim outlook for what COVID-19 could mean for our state, but because of the efforts of all of you, Safer at Home is working. That said, we aren't out of the woods just yet,” said Gov. Evers. “As I've said all along, we are going to rely on the science and public health experts to guide us through this challenge. So, as we extend Safer at Home, I need all of you to continue doing the good work you've been doing so we can keep our families, our neighbors, and our communities safe, and get through this storm together.”

“Before we lift Safer at Home, the steps of testing and more robust public health measures must be in place,” explained Secretary-designee Palm. “These steps will help us reduce the risk of a second wave of the virus. If we open up too soon, we risk overwhelming our hospitals and requiring more drastic physical distancing measures again.”

The extension of the Safer at Home order includes a few changes. Some changes allow more businesses and activities to open back up, while other changes help make businesses safer for employees and customers. The changes in this order include:

Businesses and activities ramping up service and operations:

- **Public libraries:** Public libraries may now provide curbside pick-up of books and other library materials.
- **Golf Courses:** Golf courses may open again, with restrictions including scheduling and paying for tee times online or by phone only. Clubhouses and pro shops must remain closed.
- **Non-essential Businesses:** Non-essential businesses will now be able to do more things as Minimum Basic Operations, including deliveries, mailings, and curbside pick-up. Non-essential businesses must notify workers of whether they are necessary for the Minimum Basic Operations.

- **Arts and Crafts Stores:** Arts and craft stores may offer expanded curb-side pick-up of materials necessary to make face masks or other personal protective equipment (PPE).
- **Aesthetic or Optional Exterior Work:** Aesthetic or optional exterior law care or construction is now allowed under the extended order, so long as it can be done by one person.

Safe Business Practices:

- **Safe Business Practices for Essential Businesses and Operations:** Essential Businesses and Operations must increase cleaning and disinfection practices, ensure that only necessary workers are present, and adopt policies to prevent workers exposed to COVID-19 or symptomatic workers from coming to work.
- **Safe Business Practices for Retailers that Essential Businesses and Operations:** Retail stores that remain open to the public as Essential Businesses and Operations must limit the number of people in the store at one time, must provide proper spacing for people waiting to enter, and large stores must offer at least two hours per week of dedicated shopping time for vulnerable populations.
- **Supply Chain:** Essential Businesses and Operations that are essential because they supply, manufacture, or distribute goods and services to other Essential Businesses and Operations can only continue operations that are necessary to those businesses they supply. All other operations must continue as Minimum Basic Operations.

Other changes include:

- **Schools:** Public and private K-12 schools will remain closed for the remainder of the 2019-2020 school year.
- **Local parks and open space:** Local health officials may close public parks and open spaces if it becomes too difficult to ensure social distancing or the areas are being mistreated.
- **Travel:** People are strongly encourage to stay close to home, not travel to second homes or cabins, and not to travel out-of-state if it is not necessary.
- **Tribal Nations:** Tribal Nations are sovereign over their territory and can impose their own restrictions. Non-tribal members should be respectful of and avoid non-

essential travel to Tribal territory. Local government must coordinate, collaborate, and share information with Tribal Nations.

- **Duration:** The changes in this order go into effect on April 24, 2020. The order will remain in effect until 8 a.m. on May 26, 2020.

If you have questions, a Frequently Asked Questions (FAQ) document is available here for your review.

The public should continue to follow simple steps to avoid exposure to the virus and prevent illness including:

- Avoiding social gatherings with people of all ages (including playdates and sleepovers, parties, large family dinners, visitors in your home, non-essential workers in your house);
- Frequent and thorough hand washing with soap and water;
- Covering coughs and sneezes;
- Avoiding touching one's face; and
- Staying home.

This is a rapidly evolving situation, and we encourage you and the public to frequently monitor the DHS website. We encourage you to follow @DHSWI on Facebook, Twitter, or dhs.wi on Instagram. Additional information can be found on the CDC website.

[Complete EMO28- Saferathome.pdf](#)

Ashland Area Development Corporation & UW Small Business Development Center are hosting one this Monday, April 20th at 1pm.

Topic: Resources for Businesses in Ashland County (Covid-19)

Here is the information:

Ashland County businesses owners and non-profit managers are invited to participate in an informational webinar outlining financial resources available during the time of Covid-19. The webinar, will be co-hosted by Ashland Area Development Corporation (AADC) and the Small Business Development Center (SBDC) at UW-Superior. Webinar participants can submit questions during the webinar by using the chat

function. Participants do not need to pre-register for the webinar, but will need to download Zoom onto their laptop, iPad, or smart phone prior to the webinar. Please use the following information to sign in shortly before the meeting begins.

Topic: Resources for Businesses in Ashland County (Covid-19)

Join Zoom Meeting

<https://us04web.zoom.us/j/74755569684?pwd=aXBLa2FtZkZtTk50ZzEvZ1d4MS9Rdz09>

Meeting ID: 747 5556 9684

Password: 015640

By phone, dial (312) 626-6799

Are you wondering where your stimulus check is?

Click this link to find out. <https://www.irs.gov/coronavirus/economic-impact-payments>

SCAM ALERT

NEVER PAY A SITE
TO HELP WITH UNEMPLOYMENT
INSURANCE CLAIMS.



**NORTHWEST WISCONSIN
WORKFORCE INVESTMENT BOARD**

This is to alert you to a scam relating to the DOL website www.CareerOneStop.org and UI claims filing. This is a scam; you should not apply for these jobs; and you should not pay for these services.

The scammers offer to help people file a UI claim for a fee of \$49.50. The scammers say they are calling on “behalf of CareerOneStop which is a product of the USDOL/ETA.” This is not true.

BUSINESS UPDATES

Please continue to email information regarding your business to info@visitashland.com as we will continue to update the website and Facebook pages. We will continue to work with our state and federal agencies via webinars and remote meetings to keep everyone updated on the latest information that will assist businesses and employees.

SUPPORT YOUR SMALL BUSINESSES

Check out our **One Stop Gift Certificate Shop** on our E-commerce page at visitashland.com. Many people are home from work and receiving a paycheck, and very concerned about our small businesses that have been severely impacted. Providing a one-stop shop for folks to show support of our small businesses and purchase gift cards will hopefully help some of you in this crisis situation. These are certificates for the individual businesses. This is a work in progress so please be patient and keep checking back. If you don't see your business and would like to be listed on our Chamber Store site, please email info@visitashland.com. <https://shop.visitashland.net/15-chamber-store>

CHAMBER HOURS

In an effort to limit our people to people contact, the Ashland Area Chamber of Commerce will close the office. We want to assure you that one of our highest priorities is the health of our staff, customers and the well-being of our community regarding COVID -19. If you need anything, please call our office; we have remote access to the phone lines 715-682-2500. If you need chamber dollars reimbursed, please email Mary at info@visitashland.com and we can take care of that as well.

Other Links

- [Travel Advisory for Ashland County](#)
 - [Travel Advisory for Bayfield County](#)
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