

From: Ashland Chamber of Commerce <info@visitashland.net>
Sent: Thursday, April 30, 2020 4:44 PM
To: officemgr@visitashland.com
Subject: Business Update for 4-30-2020



COVID-19 Update 4-30-2020

Tomorrow is the “Run” through town starting on 2nd Street (Main Street) in your cars!! Meet on Main Street at 3pm by Schraufnagel Glass. we’ll be taking a long ride through Ashland starting on Main Street to Ellis Ave to 3rd Street West to Beaser Ave to 11th Ave West to 7th Ave East and back down Main Street to the start. This is a Happy event so decorate your cars or trucks with sunshine, smiley faces, balloons, fiesta, rainbows, etc. etc. It’s really important that we practice social distancing so please don’t get out of your car while we line you up. This is a fun ride through Ashland, honk your horn, play your radio, decorate your car and smile, smile, smile, type of event. The Ashland Fire Department will be leading the pack with Tomlinson’s Picking up the rear! It’s a car following car social distancing fun event!!

- [Please take a moment and go and look at our Updated Business Listing and let us know if anything has changed for your business. We would like this to be as updated as possible.](#) Email any changes to info@visitashland.com.

Fishing opener is this weekend and it's going to be BEAUTIFUL! This is a
communique from the Department of Natural Resources -

THE 2020 WISCONSIN FISHING OPENER FAQ

CAN I STILL FISH?

Yes! Under Gov. Evers Safer at Home order, outdoor recreation is listed as an
essential activity. As such, the fishing season opener will proceed as normal. We
encourage anglers to use waterbodies close to home and in their community.

DO I NEED A LICENSE?

Wisconsin residents and nonresidents who are 16 years or older need a valid
2020-2021 fishing license to fish in any waters of the state. You can easily
purchase a fishing license on the DNR Go Wild Web page.

WHERE CAN I FISH?

As of May 1, all State-owned launches and access points are open. Please check
with individual parks regarding changes to shore fishing access and boat
launches. Anglers are encouraged to use the DNR boat and shore fishing access
tool to locate access points close to home and within their community. **Anglers
should contact their local municipalities for more information
regarding localized closures and access changes to boat launches
outside of state parks and properties.**

WHAT CAN I FISH?

All regulations and season dates still apply. Check the 2020-2021 Guide to
Wisconsin Hook & Line Fishing Regs for specific information about where you
plan to fish.

WHAT KIND OF BAIT CAN I USE?

It depends on your fishing location and the species you are pursuing. Make sure
to check the regulations for your location.

WHAT CAN I DO TO KEEP MYSELF/FAMILY SAFE?

- Avoid crowded locations and set out with backup fishing locations in
mind.
- Give other anglers space and maintain 6 feet between yourself and
members outside of your household. Measure your fishing rod and use it
as a gauge.

- Don't travel in the same boat or vehicle as another angler unless they reside in your household.
- Wash and sanitize your hands especially after touching public surfaces such as handrails on boat launches or piers.
- Don't share equipment with other anglers.
- If you are feeling sick, stay home.

ARE YOU ENFORCING SOCIAL DISTANCING?

Parks staff and DNR wardens continue to monitor social distancing on state owned lands to support the Safer at Home order. We all must follow DHS & CDC guidelines and stay at least 6 feet apart from others outside of your household. This includes all travel from your vehicle to your fishing location and throughout the return trip. Safe distancing is your responsibility.

ARE THE BOAT LAUNCHES IN STATE PARKS NOW OPEN?

Yes, boat launches within open state parks are open. However, all state parks have updated hours of operation from 6am to 7pm and will be closed on Wednesdays. As such, anglers who want to fish within a state park on Wednesday may still do so that day but will be required to walk in if they are accessing water via the state park. Hour of operation restrictions will still apply. All restrooms, water fountains, buildings, and facilities are also closed on all state parks. Northern forests, flowages, and the Lower Wisconsin Riverway system are exempt from these changes and remain open from 6am to 11pm, 7 days a week.

I DON'T SEE ANY TRASH BARRELS AT PARKS/LAUNCHES?

The DNR urges visitors to do their part when visiting a park or boat launch. Most Wisconsin state parks, forests, launch sites and other day-use areas do not have garbage or recycling bins. When you visit a park or launch, you will need to take your garbage, pet waste, and recyclables home with you. We all play a vital role in taking care of our natural resources.

CAN I FISH IN WISCONSIN IF I AM A NON-RESIDENT?

All anglers must hold a valid 2020-2021 fishing license. Non-residents can easily purchase a license at DNR Go Wild web page. Make sure to check with your state's emergency orders and travel restrictions. Under Gov. Evers' Safer at Home order we encourage the public to fish within your local community

We continue to stay in tune with all of the areas we represent, so that we have first-hand knowledge regarding best practices and new techniques in order to communicate to our members, partners, and race participants. Along with Organizations representing Chambers, Main Streets, Wisconsin Economic Development, Tourism on the State, local, and regional levels, I have been on several Race webinars. There is a large group of Endurance Sport businesses and organizations that have come together as a coalition to save our endurance sports. Led by Running USA and Ironman, these sports include triathlons, marathons, and other silent sport races. Most of the businesses involved in endurance sports are small businesses throughout the country, charities, and non-profit organizations, so making sure these businesses are included in the funding from the CARES act is crucial to our livelihoods. There have been over 15,000 endurance events that have been cancelled, and we are able to talk about our events, guidelines, and ways to move forward with existing events that are still on the calendar. The Memorial Medical Center WhistleStop Marathon is still scheduled. We will make some changes and beef up our sanitizing mechanisms, but it is too premature to make any decisions about our fall marathon.

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This week has been a little trying with technology! It's definitely a learning experience and we are getting more and more tech savvy!!

Lastly, I'm asking that if you have any questions or concerns about how the "Safer at Home" orders affect your business, please email me and If I can't answer you, I'll work tirelessly finding an answer for you. There have been a lot of mixed messages out there and truly no one is to blame, there is just so much information and things are changing rapidly, that information may either be overlooked or changes may have not been communicated from Madison to our area. I'm on the phone quite a bit with Senator Bewley's office to confirm our understanding of the SAH orders.

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

Look at these 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, we have 1 left.

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

- May 5: Social Media Engagement for Socially Distanced Customers - TikTok
10-11am [REGISTER HERE](#) for Week 3: TikTok

BUSINESS UPDATE

For a list of what businesses are open and how they are doing business go to <https://www.visitashland.com/events/latest-news-and-updates/>

As a business please continue to email information regarding your business to info@visitashland.com as we will continue to update the website and Facebook pages.

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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