

**From:** Ashland Chamber of Commerce <info@visitashland.net>  
**Sent:** Tuesday, May 12, 2020 4:09 PM  
**To:** officemgr@visitashland.com  
**Subject:** Business Update for 5-12-2020



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**COVID-19 Update 5-12-2020**

If you would like to view any of the past COVID-19 updates from the Ashland Chamber go to <https://www.visitashland.com/events/covid-19-updates/>

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What exciting news!! 148 tested in Ashland and 0 cases confirmed by the Ashland County Health Department. This area has done a great job of social distancing and using good hygiene! Washing hands, wearing masks, and following the guidelines and it sure shows!!

**Tomorrow there is a webinar at 10am with WMC:**

Wisconsin Manufacturers & Commerce, its trade association partners and local chambers invite you to a business coalition update call. The webinar will feature Assembly Speaker Robin Vos and Senate Majority Leader Scott Fitzgerald. Following the two legislative leaders, Wisconsin Safety Council will provide a briefing on its newly released guidelines and best practices for businesses to reopen safely. [Click here to register](#)

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What fun I had going into two retail places today and actually seeing the owners in person!! They are excited to be open! Here are the basic guidelines if you choose to gander into any of the retailers.

**Non-essential businesses may open for in-person retail, so long as they do the following:**

1. Only use entrances to the outside. Any entrances through a mall or interconnected passage must remain closed. If the store does not have an entrance to the outside, it may not offer in-person retail.
2. Only allow 5 customers in the store at a time.
3. Maintain social distancing at all times. If a store cannot maintain social distancing with 5 customers in the store, it will need to lower the number of customers allowed in at a time.
4. Establish a line outside the store to control entry, with markings so customers know where to stand to ensure social distancing. Alternatively, stores could allow customers to wait in their cars and notify them by phone or text when it's their turn to enter the store.
5. Restrict the number of staff to only what is strictly necessary.
6. Increase standards of facility cleaning and disinfecting to limit staff and customer exposure to COVID-19 and adopt protocols to clean and disinfect in the event of a positive COVID-19 case.
7. Adopt policies to prevent staff from entering the store if they display respiratory symptoms or have had contact with a person with a confirmed diagnosis of COVID-19.
8. Face coverings are recommended for staff and customers

Thank you for your support of our small businesses! They do appreciate it! Make sure you take a peek at the updated hours for retailers and other businesses both essential and non-essential. My office looks out on the highway and it has been full of cars. Spring marks new life and new growth and I feel like that is happening as we all are figuring out our new life and what that new normal will look like, but I don't think it will be forever! I'm so proud of our businesses, each one has taken the time to figure out what is going to work best for their customers and it may be a little different in each place, but still a thought-out process. We can put all the rules, guidelines, and best practices together, but not every customer is going to adhere to them, so that's why we try

and keep our staff healthy and safe! That's the most important priority for business owners, and I've seen it and heard it in our many conversations with businesses in the last few weeks as they prepare to open. Lastly, receiving an order to allow retail to open immediately was very surprising. Some retailers have re-worked their floor space to adhere to social distancing, deep cleaning, re-arranging product, inserting hand sanitizing stations and were not expecting to be allowed to open for a few weeks. This will all be a work in progress and I love seeing the transformation.

The National Main Street organization put out a story about our mental psyche and what we tend to react to these days that differs from how we would have reacted in January and it's a great read. It really pertains to lots of businesses and locations, not just Main Street Businesses. Here is a link to the story <https://www.mainstreet.org/blogs/national-main-street-center/2020/05/11/recovery-and-revitalization-depend-on-understanding>

### **CAR RUN THROUGH ASHLAND!**

Friday, May 15, is the Ashland High School Seniors Car Run and we really need businesses to decorate your windows and show your support!! Doesn't matter if your business is on Main Street or the highway or out by the hospital!! We would love for you to throw a sign in your window if you live in the city too. The car run is at 3:30pm and runs through town on Main Street, 3<sup>rd</sup> St W., Beaser Ave, past Ashland Health Services and then back to 11<sup>th</sup> Ave to the east end by Penn Park and back to Main Street.

KBJR 6 – talked about Ashland and the excitement and planning for re-opening.

<https://kbjr6.com/2020/05/11/some-wisconsin-stores-reopen-with-safety-restrictions/>

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## Business Updates

To see a listing of what all Chamber Member Businesses are doing during COVID-19 go to [Latest Business News & Updates page](#)

- **Bay City Cycles** will continue to be open and appointment only for the next day or two while we evaluate how to handle limiting number of customers and hear from our industry partners about their recommended best practices. Currently, employees wear masks in the store front. We will also be potentially adding to this. I will email with more updates when we make decisions in a day or two.
- **Color Center:** 715-682-4901 We are now open. Mon-Fri 7:30am-5pm, Saturday 9am-3pm. We are asking customers to wear a mask and maintain social distancing. Employees will be wearing masks and cleaning frequently.
- **Hitt's Fine Furniture:** 715-682-8900. Open! Hours are 9am-5pm Monday - Friday and 9am-3pm on Saturday!
- **Home Expressions** 715-682-2455. Good morning and a Happy Tuesday to all our amazing customers! We are so excited that we are able to Open our doors and have customers come in to shop! At this time we are only allowed 5 customers in the store at a time, so please be patient with us if we're at our max! Tricia and I will be diligently wiping down door handles and counter spaces in between customers! If you are not comfortable coming in the store please give us a call or shoot us a message on Facebook and we will be more than happy to bring your items out to you! We want all our customers to be safe, happy and healthy! Can't wait to see all of you! Open today 11am to 5:30pm.
- **Moore's On Main** is open, all staff will be wearing face masks, we are encouraging customers to wear masks when they come to shop. We posted the picture that was in the Governor's Facebook post at the entrance of the store about wearing a mask & staying 6ft apart. We have procedures in place for clothing that was tried on or returned. At both stores we will have limited hours compared to previous of Covid-19.

- **Shoe Shack** is open, all staff will be wearing face masks, we are encouraging customers to wear masks when they come to shop. We posted the picture that was in the Governor's Facebook post at the entrance of the store about wearing a mask & staying 6ft apart. We have procedures in place for clothing that was tried on or returned. At both stores we will have limited hours compared to previous of Covid-19.

### **Places that have COVID Supplies available.**

- **AdventureUs:** Face Masks Back in Stock! [www.GetAdventureUs.com](http://www.GetAdventureUs.com)
- **Benoit Cheese** 715- 746-2561. Open Monday – Saturday 9am – 3pm. Closed Sundays. Selling handmade masks for \$6 and disposable vinyl powder free gloves \$5.50 a box!
- **Red Bicycle** 715-292-5185. New masks are in! Both pleated and fitted. The fabrics pictured are reversible, both sides shown. Please call 715-685-4114 to make an individual shopping appointment.
- **St's Hardware (formerly McRae True Value):** 715-682-9083. Mon- Fri. 8am-6pm; Sat 8am-5pm; Sat 10am-3pm. We have a supply of bleach (while supplies last because we could not get a lot) and we also have gallon jugs of hand and hard surface sanitizer. These can be put into a pump bottle or used to soak paper towel in and use as wipes.

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### **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](mailto: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](http://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. 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](mailto:info@visitashland.com) and we can take care of that as well.

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### The eblast is from:

Ashland Chamber of Commerce  
1716 West Lake Shore Dr  
Ashland, WI 54806  
715-682-2500  
[info@visitashland.com](mailto:info@visitashland.com)

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Ashland Area Chamber of Commerce · P O Box 746/1716 West Lake Shore Dr · Ashland, WI 54806 · USA