

BACK TO BUSINESS

Toolkit



BROUGHT TO YOU BY:


The Chamber
of Commerce ♦ Murray-Calloway County

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BACK TO BUSINESS Toolkit

Dear Business Owner,

The purpose of this toolkit is to help business owners get the information they need in order to open, what steps should be taken to put you on the best path of success, and how to assess your business needs.

This year of COVID-19 is anything but business as usual and is truly uncharted territory for you, as well as your employees and your customers.

Reopening must be balanced with careful planning and diligent follow through to help 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 the right way, and each business could have a profound affect on whether everyone gets shut down again.

Things to consider:

- What inventory, supplies, equipment and other items do you have or need?
- What kinds of government assistance you might be able to access?
- What's the feedback from employees, customers, suppliers and creditors/investors?
- What's your business's financial position?
- Have any of your key customers and/or suppliers been affected by the disaster, and if so, how will this impact your business?
- What will be your sanitation and disinfection process?
- Assessing the health and temperature of your employees?
- Social distancing measures?
- Training your employees on the process?
- What online updates and notifications do you need to do?
- Do you need to change the way you do business to reach your customers?
- How will you market and advertise your reopening?

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

Chamber Staff & Board of Directors

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 breakrooms, cafeterias, shift meetings, group tasks, client meetings, etc.
- Review your policies or create new ones for telecommuting from home, flexible workhours, staggering shifts, meeting requirements, and travel options where applicable.

Minimum Requirements for All Entities

All entities that are currently closed will remain closed until it is determined it is safe for their sector to begin reopening.

Closed Entities Reopening. Each entity must meet the following minimum requirements before they can reopen. If any entity in a sector being reopened cannot comply with the minimum requirements set out below, they must wait to reopen until they are able to do so or until some or all of these restrictions are lifted.

Entities That Have Remained Open. For those entities that have been deemed life-sustaining and remained operating, they will be expected to meet the following minimum requirements no later than May 11, 2020.

- **Continue telework where possible.** Entities should operate via phone or Internet to the greatest extent practicable. Employees who are able to perform their job duties via telework must continue to telework.
- **Phased return to work.** Entities are encouraged to implement a phased return to work, including generous telework, sick leave, and family leave policies for those employees who are not able to come into work due to illness, taking care of a family member(s), or lack of childcare options.
- **Enforce social distancing.** Entities must ensure, to the greatest extent possible, that employees who are not able to telework and must be physically present at the office remain a minimum of six feet away from all other employees and customers unless closer interaction is absolutely required to perform their job duties (e.g., health care examinations).
- **Limit face-to-face interaction.** Entities must ensure that employees minimize face-to-face contact with one another and with customers to the greatest extent practicable. Meetings should be conducted via telephone or Internet if possible.
- **Universal masks and any other necessary PPE.** Businesses, organizations and entities must ensure, to the greatest extent practicable, that their employees, volunteers, and contractors wear a cloth mask. Entities should encourage customers to wear masks, which the entities may provide. Entities may refuse to serve any customer who is not wearing a mask. Entities must also ensure that employees whose job duties include touching items often touched by others wear gloves that are regularly replaced. Entities should follow applicable CDC, OSHA, or other federal guidelines relating to gloves.
- **Adequate Hand Sanitizer and Encouraging Hand Washing.** Entities must supply adequate hand sanitizer (60% alcohol content or higher) for both employees and customers and ensure that it is made available near high-traffic and high-touch areas. Entities must also encourage routine and consistent hand washing for employees and customers.
- **Restrict Common Areas.** Entities must, to the greatest extent possible, restrict common areas such as lobbies, waiting rooms, break rooms, smoking areas, lunch rooms, and concession areas to maximize social distancing and reduce congregation.

Minimum Requirements for All Entities

- **Proper Sanitation.** Entities must sanitize frequently touched surfaces and areas in accordance with CDC guidelines. When they have identified an employee who has COVID-19 or the associated symptoms, entities must further ensure that they immediately restrict access to contaminated areas and post signage and adequately clean impacted areas. Any contaminated area should be off-limits to all but essential personnel for a minimum of 24 hours if practicable.
- **Conduct daily temperature/health checks.** Entities must require employees to undergo daily temperature and health checks; these checks may be either self-administered or administered by the entities prior to workplace entry. Self-administered temperature and health checks may be performed at home. Employees who have a fever and/or any symptoms of COVID-19 should be directed to their health care provider to be tested and then instructed to quarantine at home as soon as any illness is detected. This includes employees that passed a temperature and health check prior to reporting to work but became ill during the course of the day.
- **Create a testing plan.** Entities must ensure that any employee with COVID-19 symptoms is tested by a health care provider for COVID-19 within 36 hours. Entities must ensure that employees are trained on how to isolate individuals with suspected or confirmed COVID-19 and how to report possible cases. If any employee tests positive, the entities must immediately notify the local public health department.
- **Make special accommodations.** Entities must, to the greatest extent practicable, make special accommodations for employees and customers at higher risk for severe illness. Individuals in these high-risk categories have been identified by the Centers of Disease Control and Prevention.
- **Designate a "Healthy at Work" Officer.** Entities must ensure that an employee is designated as its Healthy at Work Officer. This individual will be responsible for the entity compliance with this guidance and any other guidance provided. Entities should allow for employees to identify and communicate potential improvements and/or concerns to the Healthy at Work designated Officer or management.
- **Educate and Train Employees.** Entities must educate and train all individuals, including employees, temporary employees, contractors, vendors, customers, etc., regarding the Healthy at Work protocols. This training must be offered during scheduled work times at no cost to the employee.
- **Contact Notification Responsibilities.** Entities opened must be prepared to assist public health officials if an employee test positive or becomes exposed to COVID-19. This assistance includes, but is not limited to, providing the employee's work schedule, workstation, hours or shifts worked, when the employee was potentially exposed, and the names and contact information of any other employee or other party exposed to the virus.

If any entities fail to comply with this guidance, they can be reported to KYSAFER at 833-KYSAFER or kysafer.ky.gov.

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ONLINE CHECKUPS

HELP YOUR CUSTOMERS DO BUSINESS WITH YOU



Google Your Business and make sure the sites listed on your front page 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!



Update Social Media by updating 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 will see it first.



If you have an email list, use MailChimp, Constant Contact, or a direct email (blind-copy all addresses) to **welcome your customers back, and include any new processes or procedures they can expect when visiting you**. This is a great time to give your email subscribers an exclusive, members-only discount or coupon to bring them back in!



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



Utilize Your Chamber Membership. The Chamber staff are here for you and want to help spread the word about your business! Make sure to update your Member Information Center profile with updated hours, special instructions, etc. Tag @murraykychamber in your social media post and communicate your needs with our staff. We are here to help!

Local Links

Murray-Calloway County Chamber of Commerce

www.mymurray.com

City of Murray COVID-19 Informational Page

www.murrayky.gov/administration/covid-19

Calloway County Fiscal Court Updates

www.facebook.com/callowaycountyfiscalcourt/

State and Federal Links

Healthy at Work

www.govstatus.egov.com/ky-healthy-at-work

Executive Orders and Governor's Actions

www.governor.ky.gov/covid19

Kentucky Cabinet for Health and Family Services' Coronavirus Resource Page

www.govstatus.egov.com/kycovid19

Kentucky's COVID-19 Hotline

1-800-722-5725

Report Non-Compliance

1-800-KY-SAFER

Center for Disease Control and Prevention

www.cdc.gov/coronavirus/2019-ncov/guidance-business-response.html

OSHA Guide

www.osha.gov/Publications/OSHA3990.pdf

US Chamber of Commerce - Coronavirus Resource Page

www.uschamberfoundation.org/reports/coronavirus-response-recources

SBA

www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources

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PRINTABLE *Signage*

PLEASE FEEL FREE TO DOWNLOAD AND USE ANY OF THE FOLLOWING GRAPHICS

If you are in need of professional printing, business-specific signage, yard signs, or any other printed or digital materials - please contact one of the following Chamber members. They would be happy to assist!

Helix Creative
(270) 761-4549

Office Depot of Murray
(270) 762-0108

PECO Products, LLC
(270) 767-0085

Printing Services of Murray
(270) 753-5397

UPS Store of Murray
(270) 762-9103

West Kentucky Xerographics
(270) 761-5003

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 plan
- Temperature & Symptom Checks on Employees

MAXIMUM OCCUPANCY:

We have done our best to minimize the possibility of exposure to COVID-19, but exposure cannot be completely eliminated.

PLEASE ENTER AT YOUR OWN RISK.

DO YOUR PART, PLEASE:

- Do not enter if you feel sick
- A face mask is strongly recommended
- Maintain a distance of 6-feet between people
- Leave at-risk people at home when possible
- Limit groups



#myMKY
#StrongerTogether

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& Better!

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#myMKY

#GoLocal

Yes! WE ARE
OPEN

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SOCIAL DISTANCING IN EFFECT

Please Stay

SIX FEET APART

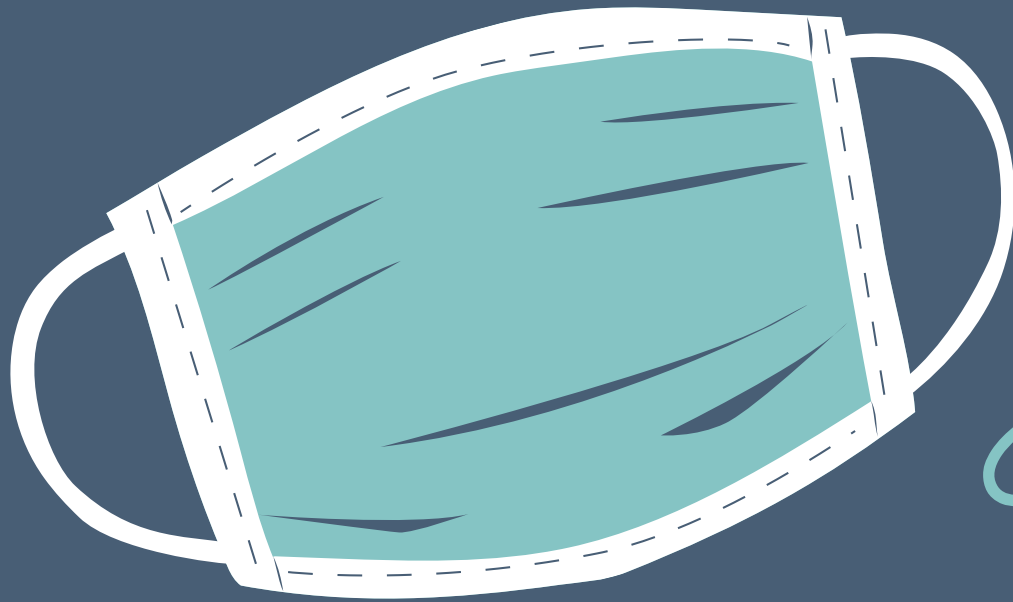
AT ALL TIMES

Thank You For Your Cooperation!

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COVID-19 PRECAUTIONS IN PLACE

PLEASE WEAR
A FACE MASK



*For Your
Safety & Ours*

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COVID-19 PRECAUTIONS IN PLACE

PLEASE PRACTICE GOOD
HAND HYGIENE

For Your Safety & Ours

HAND SANITIZER
AVAILABLE FOR USE



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COVID-19 PRECAUTIONS IN PLACE

For Your Safety & Ours Please



**DO NOT
TOUCH**

**ITEMS THAT YOU DO
NOT INTEND TO
PURCHASE**

COVID-19 PRECAUTIONS IN PLACE

MAXIMUM OCCUPANCY

Persons

THANK YOU FOR YOUR COOPERATION!

Thank You!
**FOR YOUR COOPERATION
IN HELPING KEEP OUR BUSINESS**

SAFE

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Thank You!

FOR YOUR COOPERATION
IN HELPING KEEP OUR
BUSINESS

Safe

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