The City of Montrose

Weekly Montrose Business Update

6 May 2020 / 8:30 AM / Zoom Webinar

PANELIST

Chelsea Rosty, Director of Business Innovation, crosty@cityofmontrose.org

Sue Hansen, County Commissioner, shansen@montrosecounty.net

AGENDA

Sue Hansen, Montrose County

- The Governor has not released any dates for opening restaurants, but will give one weeks notice. Could be longer.

  - Restaurants can now start planning and thinking about what innovative things they can do when they open.

    ■ We can look at what surrounding counties are doing and that might be only 30% occupancy. There are so many options of what to do when dining in a restaurant.

  - We all know that some of the underpinnings here about keeping the COVID virus from spreading is distance.

    ■ How can you take out a few chairs?

    ■ How do you encourage people to not sit right next to each other?

    ■ Think about the layout of your restaurant and what you’re going to do.
- Using paper menus to dispose of after each customer.

- Going back to straws, to make the customer feel safer.

- Outdoor dining.

- Being able to ensure distancing to keep everyone safe in your restaurant.

  - That will be one of the number one things. That has been the number one underlying messages in all of our safety orders. We need to stay apart from each other.

  - Your restaurant will never be cleaner than at this point in time.

  - Encourage contactless payments, wiping down all touched surfaces.

  - We don’t know what the exact guidance is going to be but there is always a little wiggle room in these orders that can let you think creatively to keep people apart but also make some money.

  - There were always hurdles in the business industry.

  - Plan ahead, make good choices, keep in mind that the masks are not going to go away. “Nothing bad ever happened from being early”

  - Middle of May has been talked about reopening restaurants, but I wouldn’t even guarantee that, because it really depends on the case count. And in Montrose County, if we had a surge of confirmed cases, we’d have to re-examine that process. We are wanting to be reasonable about businesses but also safe.

  - The County will be following the State recommendations for restaurants but will not be as strict. We will not be more strict. You can’t be looser than the State but you can be more restrictive. We do not intend to do that.
The County is an extension of the State. We’ll be following the State Guidelines, and where they’re vague, we interrupt in a more reasonable way, but we are working with the City to make sure we're all in agreement with communicating the same message.

○ Once you declare an emergency, your emergency reimbursement money is in jeopardy if you go against the state guidelines, we have no intention of doing that.

We want to keep people safe

● Innovative ways Montrose County has changed that might be carried forward after this pandemic

○ How do you think you’ll be doing business differently in the future?

■ We have people working remotely, that was a forced transition

■ Businesses in the past were kinda “I don’t know, are my workers really gonna do their job, am I gonna get eight hours out of them?”

■ What we found in the County, from the leadership directors, people are working long hours. They are getting their work done.

■ I would encourage people to think about the way we’re doing business now, instead of back in the old days when someone sat at their desk for eight hours, a manager would walk by and go “Oh, I got a good day's work out of that person.”

● Now what we need to do is put in place metrics so we can see the work being produced. If someone is getting
their metrics done in five or six hours, is that productive? That's productive!

- I think the remote thing will not go away. We're managing differently and we're working differently.

- And hopefully people are happier.

**Chelsea Rosty, City of Montrose**

- **Innovation on the Fly - Business Adaptations that Stick**
  
  - We’ve seen right here in the community of businesses that have come out ahead as leaders. There are lots of other businesses that have done great things in the community, so please don’t think that just because we featured these ones, they are the only businesses doing great things.

  - Think about ways you could innovate or use these ideas within your business type.

  - **PIC Place**

  - **Technology** - established telehealth to provide video appointments to patients for behavioral health and medical. They also found a way for patients to access WiFi in the parking lot so they could access their telehealth appointments. Meet clients where they are and help them be successful with you during the change.

  - **Team Work** - coordinated efforts with other practices to jointly promote health, specifically telehealth. Partnered with other practices that would be considered competitors to market together.

- **Storm King Distilling**
- **To-Go Cocktails** - SKD was one of the first in the state to pre-mix cocktails and were ahead of the curve as far as labeling and doing it safely. They will likely find a way to incorporate the to go cocktails into our normal tasting room operations.

- **Social Media and Keeping It Positive** - Post positive and post often.

  - **CrossFit Agoge**

  - **Social Media Outreach** - Find a way to connect with your customer base by creating content that allows people to show their support remotely: then post about what your customers are doing at home with your product/service.

  - **Say Hello** - Every business knows their regulars, get them on the phone and check in with them. Do this from the standpoint of “how is your family and is there anything we can do for you?”

  - **She-She Boutique**

  - **Life Fashion Shows** - Broadcast via social media to showcase store inventory and keep customers engaged.

  - **She-She Fixes** - ask a few questions about size, price point, and lifestyle. Then hand pick several items for ladies to try on at home and make their final selection. Customers love having SheShe pick out outfits for them to try on in the comfort of their own home.

  - **Other Ideas**
Giveaways associated with loyalty: with every 5 purchases of a pound of coffee you get a free drink.

Home Delivery Surprises: video yourself dropping off a free t-shirt or other merch at someone’s house!

For food businesses: Zoom mixology or cooking classes. Make these registrations based, email a shopping list needed for the class to be held at a scheduled time. Or... have them pick up the ingredients from you!

Online ask me anything: either live or in comments on SM platforms

Resources and Questions

- Do you know when the county will have a free dump day? I (Sue Hansen) do not know that, but I will put that on the top of my list. Great question. (Chelsea) We’ve been talking at the City level about Spring Clean Up and when we might be able to offer that, and that will coincide with when the landfill is comfortable with doing that day, and how we can keep people safe.

  - The landfill will have their free dump day in late May, but it hasn’t been set. The City will hold Spring Clean Up following their free dump day in early June.

Attachments

- “Innovation on the Fly - Business Adaptations that Stick” presentation

NEXT WEEK’S AGENDA

Wednesday, May 13, 2020 at 8:30 AM
Click [here](#) to register.
Innovation on the Fly

Business adaptations that stick

MAY 6, 2020
TECHNOLOGY
Established telehealth to provide video appointments to patients for behavioral health and medical

TEAM WORK
Coordinated efforts with other practices to jointly promote health, specifically telehealth
Storm King Distilling
David Fishering, Founder

**TO-GO COCKTAILS**
SKD was one of the first in the state to pre-mix cocktails and were ahead of the curve as far as labeling and doing it safely. They will likely find a way to incorporate the to go cocktails into our normal tasting room operations.

**SOCIAL-KEEPING IT POSITIVE**
Post positive and post often
SOCIAL MEDIA OUTREACH

Find a way to connect with your customer base by creating content that allows people to show their support remotely: then post about what your customers are doing at home with your product/service.

SAY HELLO

Every business knows their regulars, get them on the phone and check in with them. Do this from the standpoint of “how is your family and is there anything we can do for you?”
She-She Boutique
Kimberly McGehee, Owner

**LIVE FASHION SHOWS**
Broadcast via social media to showcase store inventory and keep customers engaged.

**SHE-SHE FIXES**
Ask a few questions about size, price point and lifestyle. Then hand pick several items for ladies to try on at home and make their final selection. Customers love having SheShe pick out outfits for them to try on in the comfort of their own home.
Other ideas...

01
Give aways associated with loyalty: with every 5 purchases of a pound of coffee you get a free drink.

02
Home Delivery Surprises: video yourself dropping off a free t-shirt or other merch at someone’s house!

03
For food business: Zoom mixology or cooking classes. Make these registration-based, email a shopping list needed for the class of to be held at a scheduled time. Or...have them pick up the ingredients from you!

04
Online Ask Me Anything: either live or in comments on SM platforms.