

Columbia Comeback

Committee Kickoff Meeting

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Welcome

Matt B. Murrell

Chairman

Columbia County Board of Supervisors

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Vision for Success

Columbia County businesses have safely and successfully reopened in alignment with State Guidelines

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Columbia Comeback Committee

- Chairman:
 - Matt B. Murrell, Chairman, Columbia County Board of Supervisors
- Co-chairs:
 - Jeff Hunt, President, Columbia County Chamber of Commerce
 - Michael Tucker, President, Columbia Economic Development Corporation
- County Department Representatives:
 - Bill Black, Director, Columbia County Emergency Management Office
 - Ann Cooper, Administrator, Columbia County Tourism Department
 - Jack Mabb, Director, Columbia County Department of Health

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Columbia Comeback Committee

- Supervisors:
 - Robert Beury, Columbia County Supervisor - Germantown
 - Tristrya Houghtling, Columbia County Supervisor - New Lebanon
 - Rob Lagonia, Columbia County Supervisor - Austerlitz
- County Elected Officials:
 - PJ Keeler, Columbia County Treasurer
 - Holly Tanner, Columbia County Clerk
- Mayor:
 - Kamal Johnson, Mayor, City of Hudson

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Columbia Comeback Business Representatives

Agribusiness

Brian Chittenden – Dutch Hollow Farm
Joe Gilbert – The Berry Farm

Arts & Culture

Annie Brody, The Crandell Theatre

Consumer Services

Bruce Bohnsack – gTel

Craft Beverages

Tom Crowell – Chatham Brewing

Construction

Jock Winch - Claverack Construction

Transportation/Distribution

John Bruise – Ginsberg's Foods

Education

Carlee Drummer, PhD – C-GCC
Neil Howard – Taconic Hills CSD

Health Care

Jay Cahalan – CMH

Lodging

Rita Birmingham - Mount Merino Manor
Robert Rasner – Elijah Slocum, Inc. & Inn at 34

Manufacturing

John Lee – Saturn Industries, Inc.

Not for Profit

Elena Mosely – Operation Unite

Professional Service

Derick LaTorre - MetzWood Insurance

Retail

Marie Balle - LookHudson

Restaurants

Bob Lucke – The Cascades

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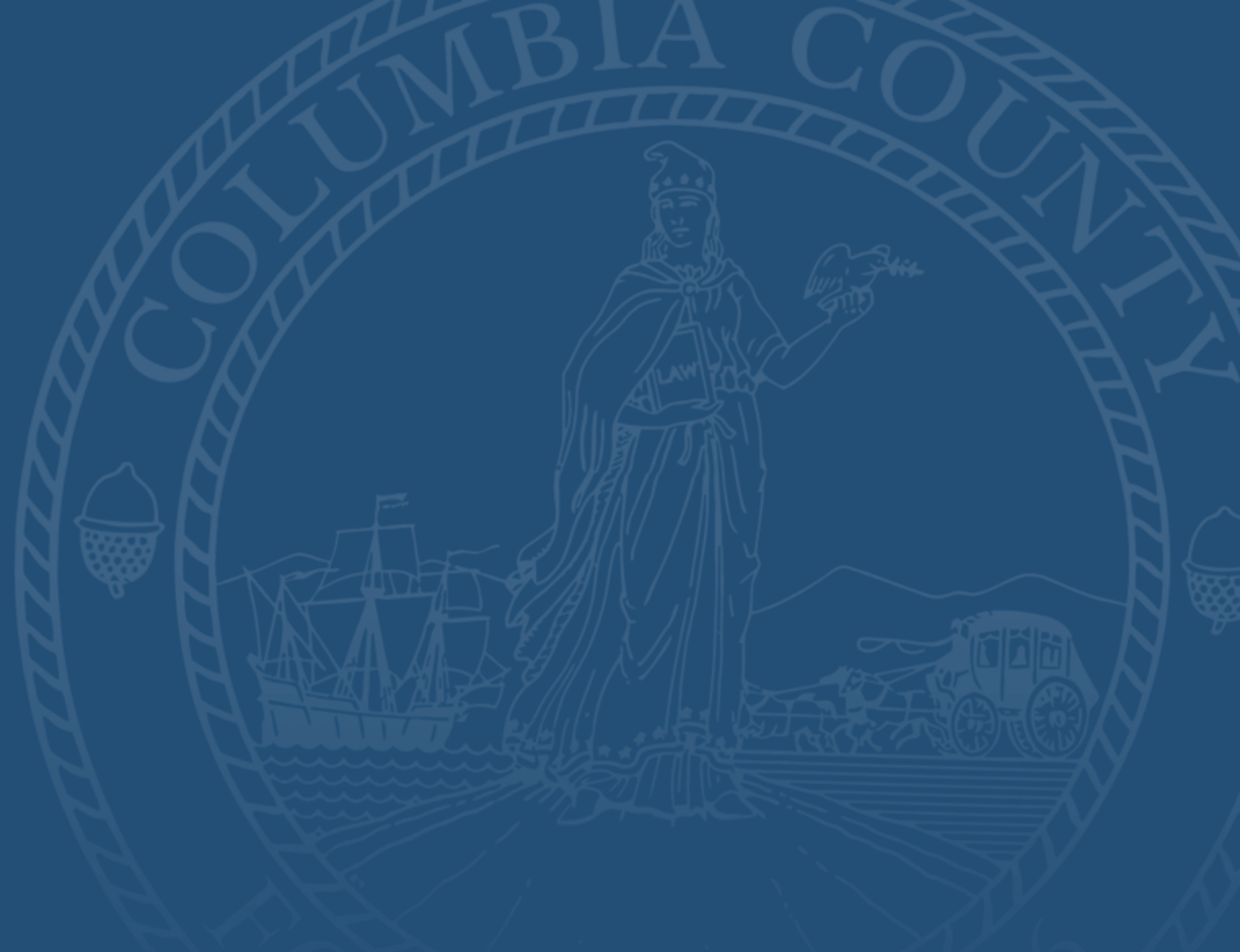


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Welcome

Kamal Johnson
Mayor
City of Hudson



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Columbia Comeback Co-Chair

Jeff Hunt, Comeback Co-Chair
Columbia County Chamber of Commerce

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Committee Goals

- Minimize the spread of the virus and prioritize public health
- Understand state guidelines and keep businesses updated
- Help businesses respond and adapt to the new normal
- Coordinate countywide collaboration and development of a resource hub
- Support businesses in county's key industry clusters for future growth
- Set realistic economic expectations
- Prepare for future disruption

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Committee Member Responsibilities

- Identify challenges and solutions in your area of expertise
- Communicate guidelines and resources within industry sectors
- Share your knowledge and network to aid reopening
- Provide feedback from businesses to county and state officials

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County Status Updates

- Bill Black, Director, Columbia County Emergency Management Office
- Carlee Drummer, PhD, President, Columbia-Greene Community College
- Ann Cooper, Administrator, Columbia County Tourism Department
- Jack Mabb, Director, Columbia County Department of Health

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Updates – County Emergency Management

- Bill Black, Director, Columbia County Emergency Management Office

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Updates – Columbia-Greene Community College

- Carlee Drummer, PhD, President, Columbia-Green Community College

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Updates – Columbia County Tourism

- Ann Cooper, Administrator, Columbia County Tourism Department

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Updates – Columbia County Department of Health

- Jack Mabb, Director, Columbia County Department of Health

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Metrics – How We Will Know When to Reopen?

Four core factors
will determine when
Columbia County can reopen

1. Monitoring New Infections
2. Healthcare Capacity
3. Diagnostic Testing Capacity
4. Contact Tracing Capacity

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Metrics – How We Will Know When to Reopen?

- 14 days of decline in total hospitalizations AND deaths on a 3-day rolling average
- Cases cannot exceed 15 new cases or 5 new deaths on a 3-day rolling average
- Region must have <2 new COVID-19 patients admitted per 100k residents/day
- Need 30% total hospital AND ICU beds available; and at least 90 days of PPE
- 30 tests for every 1,000 residents per month
- 30 contact tracers for every 100,000 residents, plus tracers for projected cases

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Columbia Comeback Co-Chair

Michael Tucker - Comeback Co-Chair
Columbia Economic Development Corporation

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Phased Reopening of Business

PHASE I

- Construction
- Manufacturing and Wholesale Supply Chain
- Select Retail – Curbside Pickup

PHASE II

- Professional Services
- Finance and Insurance
- Retail
- Administrative Support
- Real Estate/Rental Leasing

PHASE III

- Restaurants/Food Services
- Hotels/Accommodations

PHASE IV

- Arts/Entertainment
- Recreation
- Education

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CDC Guidelines for Businesses to Reopen

- Adjust workplace hours and shift design to reduce density
- Enact social distancing protocols
- Restrict nonessential travel for employees
- Require employees & customers to wear masks if in frequent contact with others
- Implement strict cleaning and sanitation standards
- Continuous health screening process for individuals to enter the workplace
- Continue tracing, tracking and reporting of cases
- Develop liability processes

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The Challenge Ahead

- **Businesses that plan and strategize now will be best positioned**
- **Ramping up revenues will be difficult after reopening**
- **Keep employees and customers safe and confident**
- **Adapt your operating model to changing conditions**

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The Restart

- Create a detailed relaunch map
- Providing customers with safety guarantees that instill confidence
- Safeguard the health of employees
- Revive demand through creative marketing
- Rebooting operations and supply chain
- Shift IT and technology to restart mode
- Steer the restart with care – Midcourse Corrections
- Sustain value creation from crisis and reinvesting in recovery

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Columbia Comeback Co-Chair

Jeff Hunt, Comeback Co-Chair
Columbia County Chamber of Commerce

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Action Items

- Conduct countywide Columbia Comeback Business Survey
- Create a centralized online information portal and mailing list:
 - Columbiacomeback.com
- Determine communications channels and frequency
- Define industry focus groups – What are the groups?

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Next Meeting

- Full committee every two weeks, Mondays @ 1 p.m.
 - Tuesday, May 26 at 1pm – full committee
 - Monday, June 8 at 1pm – full committee
- Industry focus groups
 - Monday, May 18 at 1pm – Phase I and II Businesses
 - Wednesday, May 20 at 1pm – Phase III and IV Businesses

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Community Participation

- Subscribe to Receive Newsletters
 - Columbiacomeback.com
- Contact Us
 - Info@columbiacomeback.com

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Open Discussion

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CLOSING

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Chairman
Columbia County Board of Supervisors

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