



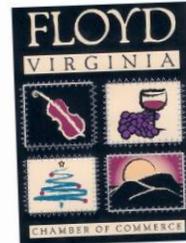
*We are*  
**MASK  
FRIENDLY**



BOTETOURT  
CHAMBER OF COMMERCE

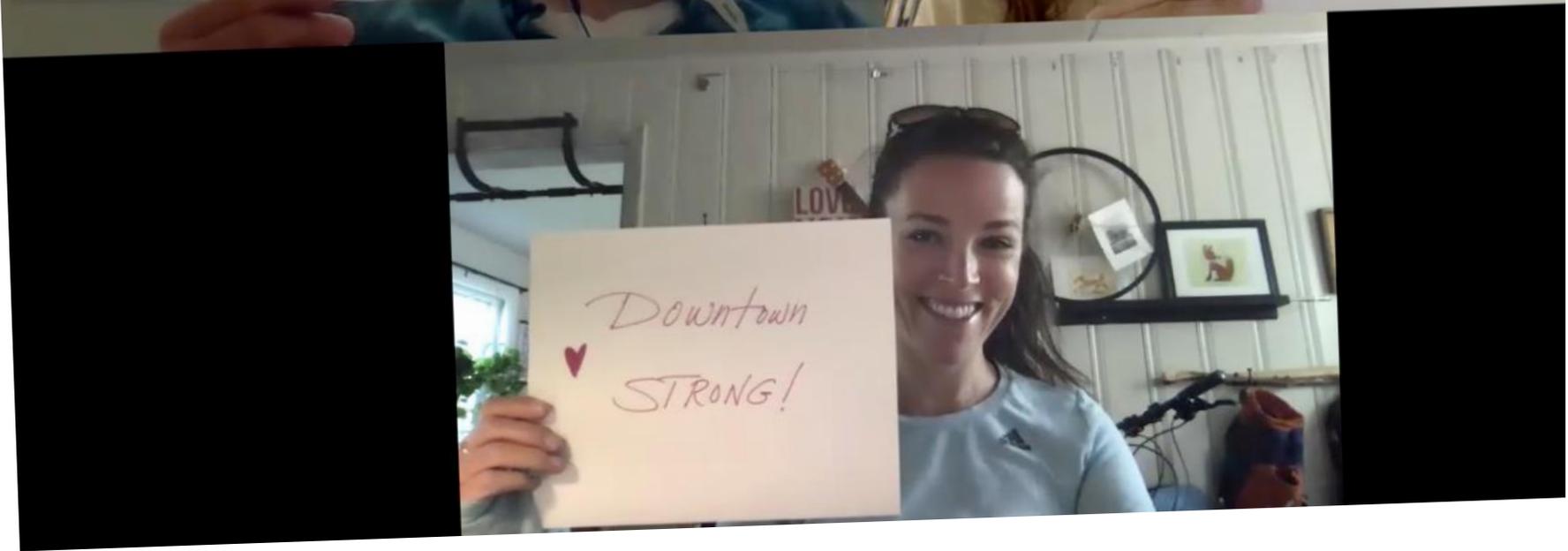


BLUE RIDGE REGION



THE BLACKSBURG PARTNERSHIP





DOWNTOWN  
Blacksburg, Inc.



Kevin Byrd



Cora Gnegy



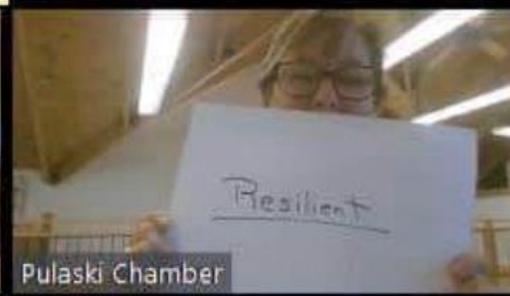
Diane Akers



Deborah Cooney



Lisa Bleakley MONTGOMERY CO.



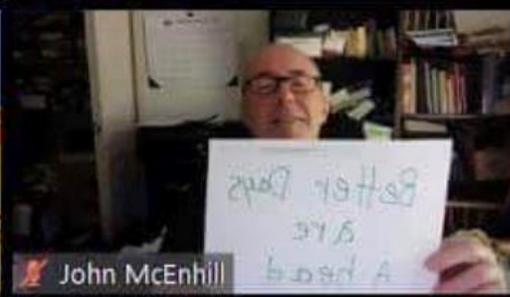
Pulaski Chamber



Ciara Harris



Tourism Director



John McEnhill



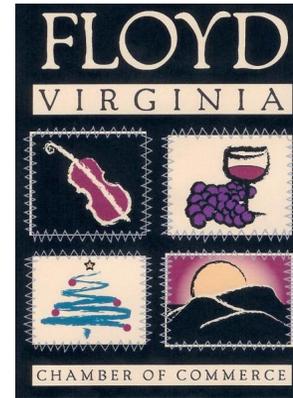
Andrew Warren



Cathy Clark



Casey Jenkins



THE BLACKSBURG PARTNERSHIP





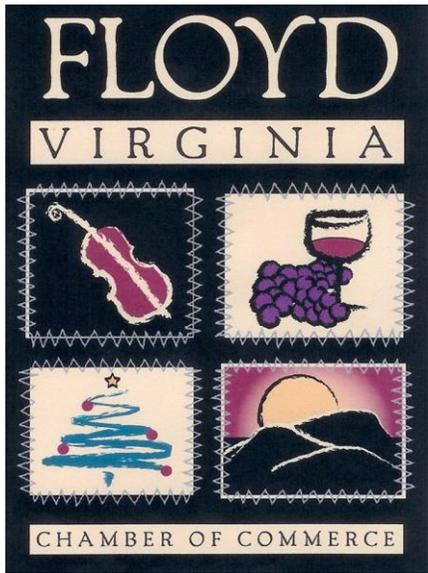
Downtown  
**Roanoke**

# We Love our Businesses



**BOTETOURT**  
CHAMBER OF COMMERCE

# # BotetourtStrong



**FLOYD**  
VIRGINIA



#shoplocal  
#shopfloyd



# Stay Strong, Roanoke Businesses!

~Roanoke County Economic Development



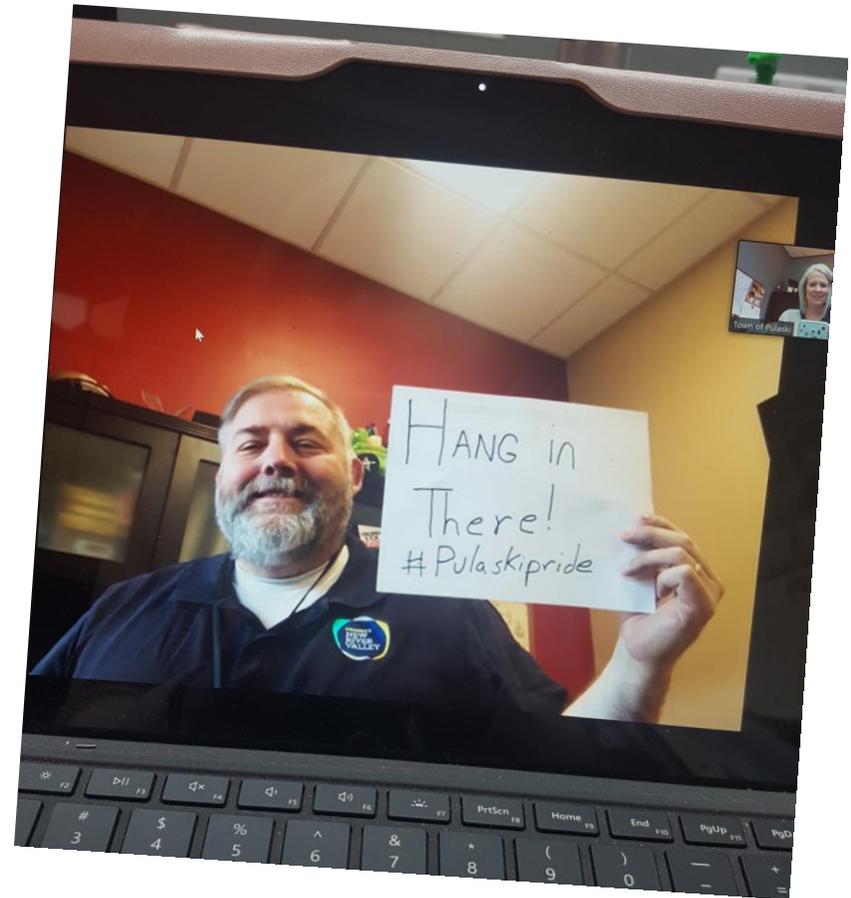
**ROANOKE**  
**COUNTY VA**  
**ECONOMIC**  
**DEVELOPMENT**





Roanoke Valley-Alleghany  
**REGIONAL**  
commission





# GUESTS



Kristin Adkins,  
Population Health Manager



ROANOKE CITY  
and ALLEGHANY  
HEALTH DISTRICTS



Eric Terry,  
President



VIRGINIA  
RESTAURANT • LODGING • TRAVEL  
ASSOCIATION



Marc Willson,  
Retail Consultant



VIRGINIA  
SBDC



Bob Rotanz  
Co-Owner





# Kristin Adkins, Population Health Manager



ROANOKE CITY  
and ALLEGHANY  
HEALTH DISTRICTS

# Public Health Guidelines

## ***How to keep people safe?***

### 1. Screening staff and clients

- Screen all who come in (staff, clients, customers, vendors) for a fever, cough, or shortness of breath
- Do not enforce demerits/negative evaluations if employee stays home because of an illness

### 2. Social distancing and hygiene

- Offer telework, remote services, social distancing, handwashing

### 3. Cleaning

- Ensure all high touch areas are cleaned frequently

**CONTACT TRACING** is an important part of the public health process that helps prevent the spread of disease.



If you test positive for **COVID-19**, then your test results are sent to the Health Department

Here's how it works:



The Health Department calls you and asks you to identify **anyone who has had close contact** to you during the time you were infectious

The Health Department determines if they meet the definition of **close contact**



### CLOSE CONTACT

The Health Department will ask them to **QUARANTINE** for 14 days. If they develop symptoms they will be asked to **ISOLATE**. The Health Department will contact them regularly during quarantine and/or isolation.

**CLOSE CONTACT:** Someone you live with, have had direct contact with, and/or others identified by the Health Department

### NOT A CLOSE CONTACT

The Health Department will not ask them to quarantine, but per the **Governor's Executive Order 55** they should continue to **STAY HOME** and practice **SOCIAL DISTANCING**

**QUARANTINE:** You have been exposed to someone who has tested positive for COVID-19 and you need to stay home and monitor your symptoms for 14 days.

**ISOLATION:** You have developed symptoms of COVID-19 and need to physically isolate yourself from others until you have remained fever free for 72 hours (without medication) AND 7 days have passed since you developed symptoms.

# SIX STEPS TO STOP THE SPREAD

SEIS PASOS PARA DETENER LA PROPAGACIÓN • ስርጭትን ለማቆም የሚረዱ ስድስት መንገዶች • ست خطوات لوقف الانتشار



## 1 STAY HOME

Quédese en casa

በቤት ውስጥ ይቆዩ  
ابق في المنزل



## 2 WASH HANDS OFTEN

Lávese las manos  
frecuentemente

እጅዎን ቶሎ ቶሎ ይታጠቡ  
غسل اليدين مراراً وتكراراً



## 3 MAINTAIN 6 FT. OF PHYSICAL DISTANCE

Manténgase a 6 pies  
de distancia física

6 ሜትር አካለዎ ርቀትን ይጠብቁ  
حافظ على وجود مسافة ستة  
أقدام بينك وبين الآخرين



## 4 COVER COUGHS AND SNEEZES

Cubra su tos  
y estornudos

ሲያስነጥሱ እና ሲያሰሉ  
እፍዎን ይሸፍኑ  
غط فمك عند السعال  
والعطس



## 5 DISINFECT SURFACES

Desinfecte  
las superficies

ቁሳ ቁሶችን ያፀዱ  
طهر الأسطح



## 6 WEAR A CLOTH FACE COVER IF YOU HAVE TO GO OUT

Use una cubierta facial  
de tela si tiene que salir

ወደ ውጭ መውጣት ሲኖርብዎት የአፍ  
እና አፊንጫ ጭምብል ይጠቀሙ  
ارتداء أغطية الوجه القماشية إذا  
كان عليك الخروج

[www.vdh.virginia.gov/coronavirus/](http://www.vdh.virginia.gov/coronavirus/)

# Flattening the curve and recovery

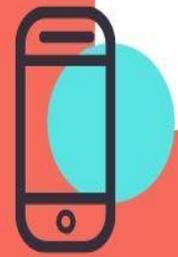
- *Flattening the curve means that instead of a surge or peak of cases, there is more or less a steady stream. This is important as it reduces the strain on our hospitals, their resources and their staff.*
- *The Governor will announce the plans for Virginia to gradually open back up. It is not possible, at this time, to predict when this may be as there is still ongoing spread of the virus.*

# Additional Questions and Concerns

- **For Businesses and Organizations: Health Department Operations Center**
- Available to ORGANIZATIONS and MEDICAL PROVIDERS to help support your public health needs.
- Please call us directly at one of the following numbers: 540-204-9922, 540-204-9923, 540-204-9924, 540-204-9925.
- **For the Public: Health Department Call Center**
- A Regional Call Center is available to the PUBLIC Monday – Friday from 8:00 am – 6:00 pm at 1-855-949-8378.
- For Spanish, a phone line is available Monday – Friday from 7:30 am – 4:00 pm at 540-312-0043.
- Please see flyers below to share.



# DO YOU HAVE QUESTIONS ABOUT THE CORONAVIRUS?



CALL THE HEALTH DEPARTMENT'S  
INFORMATIONAL CALL CENTER

**1-855-949-8378**

Open 8:00 AM - 6:00 PM

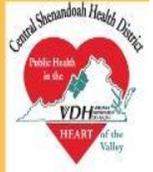
Monday - Friday

Looking for updates on the current coronavirus outbreak?

Visit: [www.vdh.virginia.gov/coronavirus](http://www.vdh.virginia.gov/coronavirus)



Your Partner in Community Wellness



# ¿Tiene preguntas sobre el coronavirus?



¡Llame al departamento de salud!

**540-312-0043**

Horario de 7:30 AM - 4:00 PM

Lunes a Viernes

**Estamos aquí para responder a sus preguntas sobre coronavirus y lo que puede hacer para mantener una familia y comunidad segura**



ROANOKE CITY  
and ALLEGHANY  
HEALTH DISTRICTS

Your Partner in Community Wellness



# Social Media

- The newly launched [RCAHD Facebook page](#) is promoting public health messaging. Please help us spread these messages by liking, sharing, and commenting!
- [VDH](#), [CDC](#), and [WHO](#) also have active social media pages. If you are on social media please 'like' these pages and help us by sharing posts from these trusted sources.
- Ensure your social media, communications, and marketing efforts are reflecting best practices – ie: photos demonstrate social distancing and wearing a cloth face covering.

# Health Department Check-In and Training

**COVID-19** **YOU'RE INVITED**

**Staying Safe and Interpreting  
Public Health Guidance**

Friday, May 1st, 2:00-3:00PM

Dr. Tom Kerkerling, *Operations Chief*  
Roanoke City and Alleghany Health Districts  
COVID-19 Response Team

 **ROANOKE CITY  
and ALLEGHANY  
HEALTH DISTRICTS**  
*Your Partner in Community Wellness*

 **United Way  
of Roanoke Valley**  
**LIVE UNITED™**

**To join the training, follow the directions below:**

VDH COVID-19 Training

Fri, May 1, 2020 2:00 PM - 3:00 PM (EDT)

**Please join the meeting from your computer, tablet or smartphone.**

<https://www.gotomeet.me/uwrv/vdh-covid-19-education>

**You can also dial in using your phone.**

United States: [+1 \(571\) 317-3112](tel:+15713173112)

**Access Code:** 364-530-005

New to GoToMeeting? Get the app now and be ready when your first meeting starts:

<https://global.gotomeeting.com/install/364530005>



# Eric Terry, President



VIRGINIA  
RESTAURANT • LODGING • TRAVEL  
ASSOCIATION



Visit [vrlta.org](http://vrlta.org) and  
[virginiaisforrestaurantlovers.com](http://virginiaisforrestaurantlovers.com)



## TOURISM & HOSPITALITY: **VRLTA** CURRENT PRIORITIES

### Government Affairs

- Tracking and weighing in on current and proposed regulations -*
- *Following and seeking clarity on the Governor's COVID-19 Executive Orders*
  - *Obtaining guidance from the Virginia Department of Health on lodging, restaurant, and attraction operations*
  - *Securing guidance on alcoholic beverages from the VA ABC*
- Advocating for federal, state, and local relief -*
- *Promoting federal, state, and local business relief funding*
  - *Addressing Business Interruption insurance issues*
  - *Dealing with unemployment insurance issues*

### Education & Workforce

- Promoting educational opportunities -*
- *Free ServSafe training related to COVID precautions*
  - *Free ServSuccess Learning Suites*
  - *Free AHLA training and scholarships for professional development*

### Industry Support

- Supporting employees & businesses -*
- *VRLTA's Virginia Restaurant & Hospitality Relief Fund offers support to affected employees & businesses*
  - *We are connecting members to resources around the state*

### Connect with VRLTA:

*President - Eric Terry, [eric@vrlta.org](mailto:eric@vrlta.org)*

*Government Affairs - Robert Melvin, [robert@vrlta.org](mailto:robert@vrlta.org)*

*Education & Workforce Development - Jim Wilson, [jim@vrlta.org](mailto:jim@vrlta.org)*

*Member Services -*

*Kristen Karrfalt (NoVA), [kristen@vrlta.org](mailto:kristen@vrlta.org)*

*Brittany Blythe, [brittany@vrlta.org](mailto:brittany@vrlta.org)*

*Visit [vrlta.org](http://vrlta.org) and  
[virginiaisforrestaurantlovers.com](http://virginiaisforrestaurantlovers.com)*



## TOURISM & HOSPITALITY: HOW VRLTA SUPPORTS YOU

The Virginia Restaurant, Lodging & Travel Association is the only unified voice for the restaurant, lodging, travel and hospitality suppliers associations. VRLTA creates value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise.

### Advocacy

*VRLTA works each day with the Governor's office, state executive agencies, legislators on both sides of the aisle, and local governments to promote the interests of our members.*

### Education

*VRLTA offers and connects members with educational and training opportunities such as ServSafe courses, workforce development resources, and more.*

### Resources

*VRLTA provides information to help the industry manage, grow, and protect their businesses, assets, and staff.*

### Expertise

*VRLTA offers you expertise and support through our experienced, professional staff - helping you with best practices, the latest knowledge, and friendly service.*

Visit [vrlta.org](http://vrlta.org) and  
[virginiaisforrestaurantlovers.com](http://virginiaisforrestaurantlovers.com)





**Marc Willson,  
Retail Consultant**





Local organizations such as the Virginia Main Street program, chambers of commerce, retail and restaurant associations, and others work with STAMP to sponsor and deliver targeted and relevant guidance that business owners and managers can put to use **immediately**.

STAMP offers:

- ✓ Individual, comprehensive retail business checkup and restaurant check-up
- ✓ On-site business visits
- ✓ Seminars held before or after hours
- ✓ Complete confidentiality

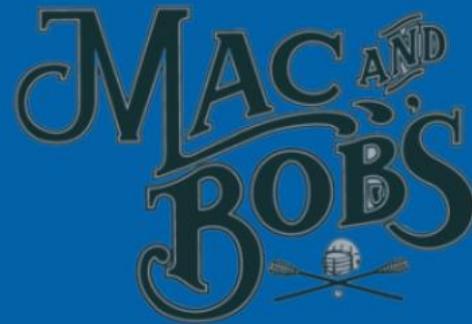
## Small Town & Merchant Program (STAMP)

STAMP is a comprehensive collection of workshops, hands-on initiatives, and resources designed to address the specific needs of main street retail and restaurant businesses.

 **YouTube** [https://youtu.be/FH-\\_6xkRlkl](https://youtu.be/FH-_6xkRlkl)



Bob Rotanz,  
Co-Owner





Kristin Adkins



Eric Terry



Marc Willson



Bob Rotanz



Amanda Forrester  
Director, RRSBDC



Heather Fay  
Volunteer, RRSBDC  
Botetourt County ED



# Community Discussion



1:1 Advising  
Community Events & Training  
Tools and Resources

TURNING LOCAL  
ENTREPRENEUR'S BIG IDEAS  
INTO BIGGER BOTTOM LINES.

[roanokessmallbusiness.org](http://roanokessmallbusiness.org)  
[hello@roanokessmallbusiness.org](mailto:hello@roanokessmallbusiness.org)



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**MASK**  
**FRIENDLY**