

The background of the slide is a photograph of a large, vibrant red rose in full bloom. The rose is the central focus, with its petals showing various shades of red. The background is a soft-focus garden with green foliage and other flowers in various colors, creating a bright and natural setting. The title text is overlaid on this image.

Borough of Madison Creativity Conference Outcomes

The following assumptions guided the discussion:

During Phased Reopening (many state and/or county enforced guidelines)

- Reduced occupancy
- Restrictive guidelines for fitness and personal care facilities
- Required PPE
- Reluctance to be in public areas
- Reduced deposable income

Post Reopening (Minimal regulations)

- Relaxed guidelines for fitness facilities and personal care facilities
- Required PPE in some instances
- Reluctance to be in public areas
- Reduced deposable income
- Changed shopping routines
- Possible fall rebound of COVID-19

Commerce

- Allow and facilitate outdoor shopping, sidewalk sales
- Fitness classes in parks and larger civic facilities
- Closing off streets, parking spaces and parking areas to allow for expanded outdoor dining and shopping
- Plan logistics for increased delivery and curbside pickup
- Aggregate online shopping through single website (or app?)
ilovemadisonnj.com
- Expanded use of virtual mediums, digital programming and integrating with in store experiences

Communication

- Consistent communication of rules and regulations
- Continue to use existing communication platforms (Borough and I Love Madison NJ) to communicate necessary updates
- Many businesses will rely on their individual national organizations for advice on protocols for reopening safely, look to leverage this where it makes sense

Marketing

- Create a series of business spotlights to be featured on I Love Madison NJ.
- Poll businesses on how they'd like to participate within social distancing guidelines: recorded Zoom chat, Facebook Live interview, video store tour, etc.
- Leverage DDC funds for broad marketing strategies, e.g., EDDM and other print media
- Leverage Instagram more broadly
- Encourage businesses to collaborate on online events and shopping packages, e.g., dinner, wine and flowers

Health & Safety

- Clear social distancing and PPE protocols based on state guidelines
- Provide or help source any required PPE necessary for businesses
- Create a standard "Safe Shopping" Logo
- Health Department to provide tutorials on proper use of PPE, cleaning and disinfecting
- "Friendly Marshals" to help manage queuing in tight areas and general social distancing compliance
- Create image of a clean downtown