

Durham Recovery & Renewal Task Force – Virtual Meeting  
Friday, June 5, 2020  
8:00 a.m. – 10:00 a.m.

Task Force Members: Katie Galbraith, Task Force Co-Chair, President, Duke Regional Hospital; Maticia Sims, Task Force Co-Chair, Vice President and Corporate Controller, Blue Cross Blue Shield of NC; Ibukun Akinboyo, M.D., Assistant Professor, Division of Pediatric Infectious Diseases, Duke Health; Susan Amey, CEO, Discover Durham; Ed Boyd, Chief Strategy Office, iNvictus; Dr. Herbert Reynolds Davis, Senior Pastor, Nehemiah Church; Lois DeLoatch, Philanthropy Director, Center for Responsible Lending; Geoff Durham, Durham Chamber of Commerce; George Habel, Vice President, Capitol Broadcasting Company; Philip Harewood, CEO, Lincoln Community Health Center; Rodney Jenkins, Health Director, Durham County Department of Public Health; Jodi Miller, Deputy County Manager, Durham County Government, representing the Emergency Operations Center; Pilar Rocha-Goldberg, President and CEO, El Centro Hispano; Anthony Nelson, Dean, North Carolina Central University School of Business; and Nicole Thompson, CEO, Downtown Durham Inc.

### **Priority Updates**

Co-Chair Katie Galbraith called the meeting to order at 8:00 a.m. and asked for a Moment of Reflection regarding all the hurt that is being felt in our world and communities on current issues that has presented heavy hearts. She reminded everyone that the taskforce is very much grounded in the framework of race equity and members need to keep that in mind.

Mayor Schewel's opening comments also expressed concern regarding the state of the world; proud that taskforce has been geared to think about the vulnerable populations and equity; and the virus attacked on populations because of social inequalities that exist in the world. He stated priority focus should be reducing the virus in the LatinX population. They have been bearing the brunt of the virus in Durham and how can we better protect our Latin community from the virus. He stated that the group needs to do whatever is needed in the immediate future through education, advocacy, Personal Protective Equipment (PPE), or Construction roundtable to better protect LatinX neighbors from the virus. He has been impressed with the work everyone has done in the past week but more work is needed.

Durham County Board of Commissioner Chair, Wendy Jacobs thanked everyone for their incredible work and also agreed that it's been an intense week. She expressed concerned about the following:

- Social distancing regarding the recent peaceful protests;
- What's happening in downtown with businesses regarding reopening and how the timeline will impact the revitalization of people moving onto the streets;
- COVID-19 cases update, especially in the LatinX community;
- Update on masks; and

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- Homelessness – contract expires at hotels on July 1 and no plan in place for the 150 individuals living in hotels.

In closing she informed the group that Durham had its first death regarding a child, a second grader at Creekside Elementary.

Personal Protection Equipment (PPE)/Face-Coverings Update - Katie Galbraith, Task Force Co-Chair, President, Duke Regional Hospital

Two meetings from two working groups were held. They looked at plans for providing face coverings to both vulnerable populations and also increasing access for small businesses to be able to purchase those face coverings.

- Durham has secured more than \$100,000 in funding to provide free face coverings;
- Distributing more than 40,000 starting this month;
- Durham County received 112,000 face coverings this week;
- Two teams working to coordinate the distribution of masks received;
  - Team working with the vulnerable population group will assist Durham County as well as an organization named Covered Durham

Maticia Sims, Task Force Co-Chair, Vice President and Corporate Controller, Blue Cross Blue Shield of NC

Co-Chair Sims stated that she had no update to report.

Update on Key Metrics - Rodney Jenkins, Health Director, Durham County Department of Public Health

Director Rodney Jenkins stated facts from Durham County Public Health Weekly Data Reflections for the week of June 1, 2020 (attached) that was distributed as part of agenda and encouraged members to review charts and graphs. He also mentioned that the death of a Hispanic girl was hard on his staff and there was a heavy increase in the LatinX community. The weekly data reflection report consisted of the following:

- Overall Case Trends
- Race, Ethnicity & Work
- Tracking Two Surveillance Efforts
- Where are cases and testing in Durham
- Questions

Responding to Commissioner Chair Jacobs' question, Director Jenkins stated in May, only two incidents regarding childcare facilities happened and one was notified to follow protocols. He also answered questions and clarified items regarding the following: unique increase of COVID-19 cases was from the high cases of transmission in the Hispanic community; only two incidents regarding childcare facilities; retired and unemployed are combined for the purpose of data collection; Eighty-five percent of cases of people unemployed are from the LatinX community;

and a side conversation with Pilar Rocha-Goldberg regarding better communication with LatinX regarding testing results.

Dr. Ibukun Akinboyo stated Duke also has the same issue where patients that are positive being contacted by multiple people. At the time of testing, ensuring that people will know they will be contacted by whom and what questions that will be answered if you test positive.

Co-Chair Katie Galbraith spoke on congregated living between Butner and Durham. She stated it has tapered off; cases of few clusters, several looking at; couple of cases at Durham Rescue Mission; massive of outbreaks in long term facility has tapered off a little. No one has had a situation of 30-40 people affected in one facility. Efforts are paying dividends.

### **Additional Steps Needed to Stop the Spread of the COVID-19 in the Hispanic/LatinX Community Update – Pilar Rocha-Goldberg, President and CEO, El Centro Hispano**

Pilar Rocha-Goldberg updated that different meetings and different conversations in the community as well as taskforce members with identifying the following barriers:

- People don't want to say they are sick and/or feeling sick
  - Need salary
  - Don't want anyone to know
  - Go to work with symptoms
- Masks
  - Not a big issue but a concern
    - Some places they are the only one wearing masks, so they feel that it's not mandatory and do not use
    - How to work in certain places with masks (uncomfortable)
    - More relax because businesses are reopening
- Promoting more social distancing, washing hands, and sanitizing
- Rejection
  - If they share with others, neighbors will feel they are not desirable
- Construction Community
  - Traveling together to various sites
  - Over-the-weekend, workers relax and don't follow same procedures and return to work on Monday
- Information
  - Health Department put videos/flyers in Spanish
  - Covered Durham working with Hispanic community
  - El Centro purchased masks from people in community who makes them who will assist with Facebook Live presentations to promote its safety
  - Creating the Immigrant Refugee Roundtable to start meeting next week
- Recommendations
  - Distribute masks in Latino community with educational materials and be very specific in material distribution to areas you are trying to educate: construction, painting (inside/outside), gardening, etc.

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- Better to provide cloth masks (easier to breathe)
- Work closer with contractors about signage all recommendations to follow
- Provide stickers that communicate about wearing masks to protect your family
- Printing material – developing a communication campaign with Spanish media
- Centralize a unified message to everyone
- Helping with testing with mobile unit
- Campaign needs to be started – If you feel sick, someone else go shopping and etc. while they are quarantine
- Two-way communication with City and County agencies staffing hotlines and service windows with Spanish fluid representatives who can respond in real time
- Implement Spanish speaking community representatives at all roundtable discussions
- Work with the community simultaneously to provide accurate Spanish translation of key resources printed and online and released at the same time as we release the English resources
- Simultaneous interpretation at any task force meetings when key information is shared with the public
- Spanish dubbing of video and other recorded announcements released at the same time as English recording
- Language access goes beyond Spanish and English and in the LatinX community there are many different languages speakers that go unnoticed
- Questions – How to implement

Pilar Rocha-Goldberg response to questions were:

- Helping with messaging can be implemented through various communities and assisting with delivery of groceries/shopping;
- If people are interested in making donations for Emergency Assistance, please contact El Centro to donate funds to the Emergency Account
- Not all businesses provide paid sick leave so people go to work sick

Mariel Beasley suggested that large employers could look into asking their employees to donate sick-leave time, then convert to cash, to people that may work at another company to prevent individuals for going to work with the virus.

### **Next Steps**

Geoff Durham will reach out to the Business Community and Corporate partners to get feedback regarding sick leave donations converted to money. He asked Ms. Rocha-Goldberg to share her link.

Co-Chair Katie Galbraith will talk to her employer and see if it's possible for her employee to cash calculate for sick leave hours and donate to other businesses. The fund could be established through El Centro to provide that support. She will work offline with Geoff Durham on this issue.

Lois DeLoatch asked if they could also explore vacation time donation into cash.

Commissioner Wendy Jacobs stated a plan needs to be in place to address all the various issues Ms. Rocha-Goldberg has raised and requested an update from the Construction Roundtable, who recently held its first meeting.

Co-Chair Katie Galbraith stated an Action Team meeting is forthcoming regarding underserved population.

### **Construction and Utilities Roundtable – Staff Bryan Fox**

Bryan Fox mentioned the following in his update:

- Employers stated that this is an issue and conversation between different entities
- Ways everyone can work together to support one another
- Nothing specific, next steps for sites
- Good best practices by groups trying to influence this population
- Contact Tracing - Data shows occupation not where the transmission occurs not fair to construction business
- Need to support the work in the community and what happens at the work sites
- Public/Private partnerships
- Two-way communications may reflect data show where the transmission occurred or occupation; where it occurs
- How public health updates are received and how decisions are made
- Real estate service met and developed some volunteer certifications
- Fitness center trying to understand the process moving forward
- Gyms received update on Outdoor Fitness activities
- Forthcoming roundtable- Sports and Recreation, Entertainment and Cultural Venues, Parks Outdoor Events and Festivals
- Public support from health and regulations

Mayor Schewel and Commissioner Jacobs both responded to when detail reports are received (on Wednesday) from Public Health and Duke. Mayor Schewel mentioned the following:

- Only hearing locally from real estate community regarding open house
- One complaint received from gym owner
- Gyms and bars at under the State Order restrictions
- Roundtables and Volunteer Self Certifications regarding safe practices can modify a local order
  - 10 limited on mass gathers
  - No real estate open houses
  - Face coverings requirement

### **Restaurant Update - Susan Amey and Nicole Thompson**

The presenters provided an update and mentioned the following:

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- Restaurant Bill is in the Governor's Office (expand outdoors)
- Some businesses are still boarded up downtown
- Level of support to receive funding from City and County
- Serving food and alcohol beverages outside is their wish
- Outdoor eating – continue to work with City
- Meeting with various organizations took place – transportation, parking and general services
- Focus area mentioned
- Not supporting street closing but closing lanes in specific time of
- Request for barriers, chairs, tents, tables, umbrellas – offer to business at reduce rate, please send to Nicole Thompson
- Small Business is limited to 25 and will impact restaurants with more than 25 employees
- Retail business asking for a roundtable

A roundtable with Retail should exist by next week per Bryan Fox.

### **Personal Services Update (Barber Shops/Salons/Nails and Estheticians – Ed Boyd)**

Ed Boyd stated that Massage Therapists would like verbiage corrected regarding calling them parlors instead of therapist. Mr. Boyd then provided the following update:

- None has been provided state-wide guidance but they are led by a State Licensing Board
- All regulations directly against recommendations getting contracting and/or spreading COVID-19
- Black barbershops have left the roundtable - hopelessness
- Navigating all the different types and levels of guidance could be difficult
- Durham County Health Dept. site is updated regularly

### **Places of Worship Update – Dr. Herbert Davis**

Dr. Herbert Davis provided update and the following information was mentioned:

- Best practiced/procedures guide should be completed by Wednesday, June 10
- Everyone asked to provide input from all denominations/associations and placed in folder
- Prep and what to do before you open
- How to get the information to places of worship without physical address

### **Communication Team Update – Susan Amey**

Susan Amey stated that a communication team is assigning a manager to each roundtable to figure out how to communicate with all the business owners in that particular sector. She also requested any additional data sources that individuals may have to assist; looking to leverage all social media accounts and existing communication channels of different organizations; taking ideals on how to get information to people; and create a centralize hub/website or landing page where people can go to get information.

Bryan Fox stated that he received great assistance from the public sector on their best practices as it relates to individuals working outside. In closing he said integration of the communication strategy, roundtable strategy, and the long-term economic strategy will be very important moving forward.

Co-Chair Maticia Sims appreciates all the hard work and updates and look forward to future updates.

### **Priorities Areas – Economic Recovery Update**

Geoff Durham and Dr. Anthony Nelson presented the following update:

- Task is a longer gain
- Convene a group next week to plot out what the recovery will look like
- Look at new metrics
- Overlaying data with trends
- Pivoting and skills sets
- Retrain citizens
- Companies coming to Durham, and need to retrain citizens
- Opportunities waiting for citizens at the end of COVID-19 experience
- KPIs metrics
- Which industries are doing well and which are not?
- Look at comparative data
- Some businesses have decided to stay closed due to personal safety/school-aged children/daycare/working remotely/not knowing – anecdotal/based on conversation

Co-Chair Maticia Sims is looking forward to the core groups coming together and continuing to move forward. How to have people comply as move to open up in Durham.

### **Priorities from Voluntary Self Certification Tool for Businesses – Mariel Beasley**

Mariel Beasley stated that a checklist self-assessment tool has been drafted that addresses a wide variety of different types of businesses; great feedback from members of DR&RTF and incorporating feedback and will send to each roundtable. The agency McKinney creating the wrap-around experience with a website landing page and should be completed the following week. Language Justice organization also reviewing, to breakdown language barrier for Spanish speaking community. Consumer confidence and what residents should be doing when they reopen. Opened for questions?

Co-Chair Maticia Sims made favorable comments about prior report. The checklist will enable a wide variety of businesses to open without doing the homework.

Mayor Schewel thanked McKinney and the Center for Advanced Hindsight for volunteering their time.

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Responding to Mayor Schewel's question about checklist for customers/consumers to build into, Ms. Beasley stated that it's about people who will demonstrate their commitment by abiding by rules and procedures in place but no guest pledge checklist.

After you do work on checklist for businesses, is there something similar for check list for customers and consumers that our community can sign on?

**Priorities from Communication Team – Susan Amey**

Susan Amey stated new volunteers joined the team and they are committed and dedicated to working at various roundtables that are expanding. Tilde on board to help with the translation piece. Creating that communication and finding ways to get out to the community. Working on a longer-term plan if needed in cases of an uptick and the need to make corrections on reopening.

Mayor Schewel made favorable comments about the communication team and the great work they are doing. Margaret Pentrack's name was mentioned also for doing a great job for leading the communication team.

Ed Boyd spoke on implicit bias and Black women having the burden of being double minority and hopes that people check on a Black female to uplift her.

Co-Chair Maticia Sims thanked everyone for their great work. She stated only 79 days left in the 100-day plan, but many things have been accomplished in 21 days and she is amazed. The DR&RTF will do great things in the future and she looks forward to next meeting, Friday, June 12, 2020.

Co-Chair Katie Galbraith also thanked everyone.

With no further business to come before the Durham Recovery & Renewal Taskforce, the meeting adjourned at 10: 00 a.m.

Tonette Amos  
Assistant City Clerk