

DURHAM RECOVERY & RENEWAL TASKFORCE
VIRTUAL ZOOM MEETING
JUNE 19, 2020
8:00AM - 10:00AM

Call to Order

The meeting was called to order at 8:00 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, Executive Vice President, Self-Help

Geoff Durham, Durham Chamber of Commerce

George Habel, Vice President, Capitol Broadcasting Company

Philip Harewood, CEO, Lincoln Community Healthcare 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

Nicole Thompson, CEO, Downtown Durham Inc.

Public Comment

Public comments and questions:

RRTf@durhamnc.gov. **Priority Update**

Priority Update

Durham County Commission Chair, Wendy Jacobs provided opening remarks; reported increased number of COVID-19 cases and hospitalizations in the LatinX Community; announced that Durham County was to receive \$1.3 Million of State funding for the Public Health Department and informed of press conference held by Governor Cooper regarding state-wide requirement of face coverings.

Mayor Schewel expressed concern over rising number of COVID-19 cases; discussed the continued need for Spanish speaking and cultural competent Contact Tracers; gave information regarding the recent launch of the Small Business Fund announced progress on Voluntary Self Certification; spoke to the progress on the PPE for Vulnerable Populations and their distribution as well as PPE for the small business community.

Katie Galbraith, Task Force Co-Chair, gave update on progress of plans for expanded testing which is part of the Vulnerable Communities Action Team.

Updates from Additional Roundtables

Chair Sims gave the following update:

- How often the Round Tables meet and when it is time to stand-down will be determined by the leaders of the Round Tables. The Round Tables were set up for a specific objective, and if the leader feels the overall objective has been met, then it would be acceptable to stand down. However, as new information was provided, there might be a need to tap into the roundtable again at any given time.
- Highly encouraged Task Force Members to engage in round tables.
- As the number of COVID-19 cases continue to increase, what does the Task Force need to be doing?

Update from Public Health

Task Force Member Rodney Jenkins gave metric updates for Durham County, the State of North Carolina and the United States; the statistics were included on the Dashboard.

- Metrics show number of COVID-19 cases have increased overall.
- The Latinex Community represents 14% of the Durham County population and currently represented 77% of all cases.

Other Concerns and Questions

The Task Force had a discussion regarding other concerns and questions which included:

- Emphasis and highlight adequate contact tracing which should capture everyone with the potential to test positive for COVID-19; isolate them early and limit transmission.
- Accessibility of testing for individuals who do not have active symptoms or who have not necessarily been in close proximity to someone who is positive.
- Who helps with non-medical sites that are providing testing?

Discussion: Wearing Face Masks – included the following discussion and questions:

- How do we encourage voluntarily wearing of face coverings; why this is important and how to get the word out into the communities?
- How long can a mask be used; when to throw away?
- Boost money for social media posts.
- How consistent are businesses encouraging the wearing of mask before entering?
- What signage and types of supporting language are businesses using around wearing masks.

Next Steps:

- Continue to communicate in the communities the importance of wearing face coverings.
- Have discussion in regards to potential dollars to support the communication campaign.
- Continue to support the Back On The Bull Campaign – to help in providing information to businesses.
- Work with the media and look at PSA's and other earned media to provide images of wearing face coverings as the positive habit as opposed to showing images of deviant behavior.
- Support a voluntary effort to provide necessary, in-person out-reach in the LatinX community as well as other communities.

- Work with faith community to provide positive reinforcement message in wearing face coverings.
- Provide on-line market-place to provide easy way for businesses to purchase face masks.

Discussion: Going to next phase questions and concerns:

- Some restaurants felt unsafe to open during Phase 2. How will we communicate that it is safe to open during the next phase since they are also being informed about the rise in cases?
- The Task Force should provide to Mayor Schewel and Commissioner Jacobs some type of basis for any recommendations to move forward other than being ordered by the State.
- Restaurant owners, along with their employees, are not willing to put themselves at risk at this time.
- Update metrics for the Task force to include the numbers of hospitalizations.
- Clarity of the metrics as to what benchmarks are being used to measure success on.

Chair Sims gave the following summary:

As more openings of businesses are considered, use the 4 KPI's that have been identified to create a report using the stop light approach with the indicators used as red, yellow or green. For example, if we stay in the green for a period of time, then what does that mean; use this approach to describe what Phase 3 would look like and this would help the focus to be on what the metrics are allowing us to do as far as opening the Durham Community.

Chair Sims will reach out to Task Force Members Rodney Jenkins and Dr. Ibukun Akinboyo for further discussion.

Co-Chair Katie Galbraith highlighted from the briefing information provided specific issues and questions for discussion from the following Round Tables:

- Personal Services Roundtable
- Restaurant Roundtable
- Places of Worship Round Table
- Immigrant and Refugee Roundtable

Next Steps for Next Meeting:

- More work to be done around the metrics and focus on KPI's and setting some specific thresholds.
- More work to be done around how we pick people to voluntary comply with wearing face coverings.
- Dialog around how thresholds are shaping up.
- Update and discussion around working with long-term care facilities.
- Address communication goals and how to achieve them.
- Update from the Vulnerable Communities Committee regarding barriers in the LatinX Community and how to address them.

Meeting was adjourned at 10:03 a.m.

LaVerne Brooks
Assistant City Clerk