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Business Resiliency Roundtables Findings Summary

Retail Roundtable:

- Developing a retail resiliency plan is crucial to moving forward. Plan should include giving customer choices and providing more e-commerce options

- Fed Ex recommendations for growing your businesses online presence
 - Visibility: how to attract visitors to your company
 - Utilize Search Engine Optimization (SEO) such as www.highervisability.com
 - Key word linking
 - Social Media
 - Monitor your data analytics
 - Use of Meta & Heta tags
 - Demand Generation: Assist with SEO's
 - Example would be [HubSpot](#), [Marketing 360](#), etc.
 - Understand your SE ranking
 - Access: How to get products to your customer safely
 - Provide alternatives, Fed Ex has secure locations spots for pick-up such as Walgreens or at their retail stores
 - Reverse logistics
 - 79% of customers return if returns are free
 - Transportation: Options a merchant chooses to deliver products to its customer
 - Fed Ex uses: Express, Ground, Customer etc. options
 - Inventory Management: Process of ordering, purchasing, storing,
 - Popular Inventor Management Applications: [Fishbowl](#), [Lightspeed](#), and [Stitch Labs](#)
 - E-Commerce Platforms: Online Store Applications:
 - Example of E-Commerce applications; [Magento](#), [WIX](#), [Big Commerce](#), [Shopify](#)
 - Payment: Important to complete a transaction
 - [Apple Pay](#), [Google Pay](#) [PayPal](#)
 - Marketplace: Online Site where people can buy variety of sellers
 - [Amazon](#), [Walmart](#), [eBay](#), etc.
 - Commerce Management: Managing the online product branding, customer experience, social media
 - Trade Facilitation: Complying with laws
 - Fed Ex can help with this

- Mainstream Boutique
 - Include Facebook Live videos of your store promotions and merchandise
 - Include private consulting meetings with your client
 - Have special events such as “Meet your Vendors”

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- Provide Curbside Pick-Up option for your customers
- Provide PPE to your customers
- Talk to your landlord and have them consider tagging rent to the end of your lease
- Consider home delivery options
- Work with your local and state government to delay minimum wage increases
- Businesses will need to:
 - Continue to adhere to social distancing rules
 - Think ahead of how people naturally move in their stores
 - PPE: will need to be provided to employees and available to customers
 - Use plexiglass at cashiers and points of customer contact
- Consider partnerships with other business. Example Rocca Market & Tinker Toys partnership
- Consider partnerships between business and property associations

Tourism Roundtable:

- Wineries are having virtual tastings, providing winemaker interviews
- Partnerships between wine and stores. Good example is Kirgin and Lawson Bakery
- VMH has created a business resource link on their site
- Advocacy in Sacramento should be considered to help businesses open safe & quickly
- Parklets should be considered so restaurants could expand their footage
- Road Diet should be considered
- Consider having smaller gatherings
- Events such as the Wine Stroll should have the event, but stagger the times to allow less people
- Consider venues such as the Sports Center for events and wine tastings, and other restaurant events, etc.
- Have restaurants work with local wineries (this has been in the works)
- VMH's role should be prepared to have messaging and plan for when the economy opens up again
- Consider having a bike party Downtown
- Consider using Villa Miramonte Park as a venue (is considered part of Morgan Hill Historic Society)

Manufacturing Roundtable:

- [SFMade](#) & [Manex](#):
 - SFMade is gathering best practices from larger manufacturers and is in the process of developing a best practice book
 - More training will be needed in forecasting for manufacturers
 - Challenge in supply chains will need to be addressed

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- Many Manufacturers are shifting their services during COVID-19. For example, textile companies are making masks, some are making face shields and alcohol distilleries are making hand sanitizers, food industry are shifting to consumer package goods
- Manufacturers will face both issues in the scaling back of their operations and the scaling up
- Workforce training will be required around maintaining the new social distancing norms
- [National Association of Manufacturers](#) published new guidelines
- MEP- [Impact Washington](#) is a good resource for guidelines
- Leadership and Communication training will be needed at all levels
- **Paramit**
 - Demand for personal dialysis machines are up
 - Hiring tech assemblers
 - Implemented daily employee health checks, hand sanitizers everywhere, office employees are working from home
 - Making their own masks
- **Sun Basket**
 - Buying masks for their own employees
 - Developed a communication piece early to help employees define what is considered “direct contact”
 - No truck drivers, visitors are allowed on premise unless it is an emergency
 - Working with Second Harvest Food
 - Working with “Feed it Forward” to donate meals to hospitals in NY and NJ metro areas
 - Installed a camera system called Fortric that provided thermal imaging fast to track employee temperatures

Communication Resources Round Table:

- Messaging
 - Imaging matters remember to portray a “safe” image that has a social distancing visual
 - Medium matters
 - Use [Google Analytics](#)
- Top suggestions for COVID-19 Strategy
 - Website- Make your customers aware that you’ve update your website to include new COVID-19 protocol
 - Create a resource page
 - Re-imagine how you sell – consider online
 - Email list- brief message out to your customers on what your promoting/selling
 - Describe how your company is taking safety precautions
 - Chose joy & promote positivity
- Social Media Channels
 - Do not post photos with a lot of people
 - Important to develop a brand

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- Consistency is key
- Business Development
 - Evaluate your brand position
 - Update your website
 - Invest in training and updating workforce
- [Facebook](#) is best social media platform to use. User base is higher
- Know your audience. [Instagram](#) is better for younger audiences
- Good to use [Google Analytics](#)
- [Wix.com](#) and [SquareSpace](#) are easy to use to create website platforms
- [Google Trends](#) is a good way to check what is trending on the internet
- Branding: How do you distinguish your company
 - Walmart vs. Target are good examples of different branding
- How to increase your followers
 - Follow others that follow you
 - Comment and respond to likes and questions
 - Double tap on Instagram

Business Assistance

- Non-profits can apply to both [Paycheck Protection Program \(PPP\)](#) and [Economic Injury Disaster Loan \(EIDL\) and Advance Loans](#)
- [Morgan Hill Grow Funds](#) requires a business owner to be a citizen or a permanent resident
- There are alternative vendors that accept I-10's, call Dennis King at SBDC
- Hairstylist can apply as sole proprietors to EIDL loans
- Main Street Program is for larger companies with 500 or more employees. This program is in the works.
- Make sure that you connect with your bank if you are applying to EIDL loans or any loan. The unsurmountable increase of traffic has caused glitches in the system.
- LLC businesses can apply for the EIDL Advance Loan