

For business questions and resources, please contact [COVID-Business@sdcounty.ca.gov](mailto:COVID-Business@sdcounty.ca.gov)



Coronavirus Disease 2019  
**COVID-19**

# Update for the Business Community

**CORONAVIRUS-SD.COM/BUSINESS**

Resources and Updates August 24, 2020

## Stay Informed, Stay Connected



### Coronavirus in San Diego County

*Daily updates on positive cases*



### Resources and Materials

*FAQs, posters, videos, and other materials*



### Businesses and Employers

*Information for businesses and commercial entities*

[Submit Your Telebriefing Questions](#)

[Submit Safe Reopening Plan Questions](#)



Text **COSD COVID-19** to **468-311**

to get text alert updates from the County of San Diego.

**Online Forum Q&A**

**Join us Wednesday, August 26<sup>th</sup> at 9:30 AM – 10:30 AM** for our online forum for the business community! These telebriefs are an opportunity to connect with County representatives and business partners, share information, and get answers to questions you may have.

- You can pre-submit questions for the telebrief in advance [here](#) before we begin at 9:30 AM.
- You can also ask questions during the call [through the online chat feature](#). Speakers will answer as many questions as possible during the one-hour telebrief.
- To listen-in only, call: **1-669-900-6833** and enter the meeting ID provided.

<https://zoom.us/j/157409037>

Meeting ID: 157 409 037

**Only 2 days left to provide YOUR FEEDBACK on Business Sector activities**

Please click the link below (or visit <https://www.surveymonkey.com/r/PM2FGBP>) to complete a feedback form on Business Sector activities:

[Click Here to Provide Feedback about COVID-19 Business Sector](#)

## BUSINESS UPDATES

### Local Updates



### **County Partners with San Diego State University for PSA Campaign**

The County of San Diego is rolling out a new set of public service announcements created by San Diego State University students to raise awareness about safety measures put in place to curb the spread of COVID-19. Students were asked to create video messages specifically targeting their peers. Both the county and SDSU will use the winning videos on social media to promote the importance of following public health guidelines.

## **State Updates**

### **California Secures Presidential Major Disaster Declaration**

On **August 22**, Governor Gavin Newsom announced that the White House has approved California's request for a Presidential Major Disaster Declaration to bolster the state's emergency response to

wildfires burning in Northern California and support impacted residents in Lake, Napa, San Mateo, Santa Cruz, Solano, Sonoma and Yolo counties.

A Presidential Major Disaster Declaration helps people in the impacted counties through eligibility for support including crisis counseling, housing and unemployment assistance and legal services. It also provides federal assistance to help state, tribal and local governments fund emergency response, recovery and protective measures.

## Federal Updates

### U.S. Department of Labor Announces PRO Good Guidance Rule

On **August 21**, the U.S. Department of Labor announced publication of its “Promoting Regulatory Openness through Good Guidance Rule” (PRO Good Guidance Rule). The rule, which implements Executive Order 13891, “Promoting the Rule of Law through Improved Agency Guidance Documents,” seeks to create fairer procedures for the issuance and use of regulatory guidance at the Department of Labor.

The PRO Good Guidance Rule, in accord with the order, requires that the Department use guidance appropriately, transparently, and in a manner that is accessible to the public. The rule accomplishes this in four key ways:

- By providing that, for significant guidance involving impacts greater than \$100 million, the Department will provide for notice-and-comment review of the guidance;
- By requiring all Department guidance to be made available to the public in a searchable database at [www.dol.gov/guidance](http://www.dol.gov/guidance);
- By allowing the public to petition the Department on issues related to its guidance; and
- By limiting the Department’s use of guidance to avoid potentially unfair conduct.

**NEWS FOR BUSINESSES & EMPLOYERS**

## 5 TIPS TO REDUCE ENERGY USAGE AND HELP PREVENT POWER OUTAGES



1. Pre-cool your home overnight & in the morning by turning A/C down to 72 degrees
2. Keep A/C at 78 degrees or higher during peak hours, 3-10 PM
3. Avoid use of major appliances during peak hours
4. Turn off all unnecessary lights
5. Sign up for alerts at [flexalert.org](http://flexalert.org)

Learn more at <http://www.flexalert.org/>.

## SUPPORTING LOCAL BUSINESSES

**The Business community is adaptive, innovative, and resilient every day... and we want to hear from you about your success stories!**

- Has your business adjusted to our new norm successfully?
- Did you provide support to the community in a profound way?
- Was a collaboration effort established to adapt safe social distancing practices?
- Any other successes you would like to share?

Share your story and photos by sending us an email to [COVID-Business@sdcounty.ca.gov](mailto:COVID-Business@sdcounty.ca.gov) with the subject line: Supporting Local Businesses. A member from our team will follow-up with you for more information.

## UPCOMING WEBINARS

### **Downtown San Diego Partnership**

#### **August 25: Realistic Steps for Building an Inclusive Workforce & Community**

**Time: 3:00 PM – 4:00 PM**

The Downtown San Diego Partnership and UC San Diego Extension welcome you to the first session of the Fed & Educated Series. The recent demands for social change and racial justice throughout the country have led many organizations and industries to look inward with renewed attention and focus. Industry experts, local leaders and organizations that focus on diversity, equity and inclusion strategy and management training are being called upon to help provide guidance on how we can move forward together. Join these regional experts to learn more about steps to create a more diverse and inclusive workplace culture and community.

### **San Diego Employers Association HR at Work**

#### **August 26: Emotional Intelligence**

**Time: 10:00 AM – 11:00 AM PDT**

The term “Emotional Intelligence” was coined in 1990 and has increasingly become an office buzzword. In this training we will discuss the concept Emotional Intelligence (a.k.a. EI, Emotional Quotient, EQ), factors that determine EI, and how it can be developed to make exceptional leaders. This will be an extremely interactive workshop, so come prepared to share ideas and experiences.

### **Salesforce**

#### **August 26: 3 Ways to Maximize Your Return on Digital**

**Time: 11:00 AM – 12:45 PM PDT**

We’re bringing together digital, marketing, and commerce Trailblazers to share tips and tricks on using the power of Salesforce Digital to accelerate the impact of your digital investments. During this free event, you’ll learn how to:

- Leverage data and AI to personalize every customer interaction
- Use actionable metrics and insights to increase revenue and customer loyalty

- Connect every touchpoint across the customer journey using Salesforce

### Entrepreneur

#### **August 26: How to Set the Legal Framework for Your Setup**

**Time: 12:00 PM – 1:00 PM PDT**

Setting up a new business and want to cover your bases legally? Join us for our live webinar with Jim Gatto, partner at Sheppard Mullin as he shares his experiences from 30+ years helping startups and technology companies trademark products, protect their intellectual property, and set up solid legal frameworks for their businesses. Key takeaways:

- How to avoid common legal mistakes made by new business owners
- How to protect your intellectual property from a legal standpoint
- How to prepare your company legally before raising funding

### Entrepreneur

#### **August 27: Content Marketing Secrets for Every Social Media Platform**

**Time: 12:00 PM – 1:00 PM PDT**

In this free, live webinar, Mike Alton, co-author of Ultimate Guide to Social Media Marketing, will teach you about the best types of content you can use to get the most traction out of each social media network and grow your audiences.

### San Diego Small Business Development Center (SBDC)

#### **August 28: How Social Media Can Make or Break Your Business**

**Time: 9:00 AM – 11:00 AM PDT**

This class will cover the following topics:

- What is Social Media?
- How do People Use Social Media?
- Are your Customers/Clients on Social Media?
- The Make or Break Question

**PREVIOUS NEWSLETTERS**

- [Friday – August 21, 2020 \[PDF\]](#)
- [Monday – August 17, 2020 \[PDF\]](#)
- [Friday – August 14, 2020 \[PDF\]](#)

## COVID-19 POSTERS

To request English or Spanish posters for your business, please e-mail [COVID-Business@sdcountry.ca.gov](mailto:COVID-Business@sdcountry.ca.gov) with the following details:



- Contact Information (Name, Phone, Email)
- Language materials needed English, Spanish, or both
- Number of requested items
- Address for postal delivery

Additional resources and materials are available [here](#) for your use.



[Follow us on Facebook](#) [Follow us on Twitter](#)

For more information on COVID-19 in San Diego County, please visit [sandiegocounty.gov/coronavirus](http://sandiegocounty.gov/coronavirus).

To receive updates on your phone via text, send **COSD COVID19** to **468-311**.

Sent from the Business Sector—County of San Diego COVID-19 Response