

Downtown is  
Calling

Good  
Times  
Await



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SECURITY CORNER: Sell Your Team on  
Safety

In keeping with recommended  
protocols for dealing with the  
COVID-19 virus aka Coronavirus, RDP  
luncheons and most meetings are  
canceled until further notice.



November 2020

# Bulletin

Riverside Downtown Business Improvement District

## Best of Riverside's Got Talent!

The Uptown Kiwanis Club of Riverside has had eight successful years presenting our major fundraising event – "Riverside's Got Talent". This event has made it possible for us to give aid and support to many families and young children in need within our community. Due to Covid-19 this year's event has been postponed until November of 2021.


Unfortunately, Covid-19 has not only NOT stopped the need for our help, it has GREATLY increased the need. More families are suffering due not only to illness but loss of employment and other financial insecurities.

Our Club has been working behind the scenes, meeting outdoors in parks, to

find ways to continue to give support where needed. WE NEED YOUR HELP!

We are sad that we cannot provide a live "Riverside's Got Talent" fun event, but are happy to announce a virtual event on November the 8th at 6:00 pm. It is entitled "Best of Riverside's Got Talent" and will showcase previous winners and feature entertaining segments giving information on our participation in the community. There will also be a silent auction opportunity with various travel and miscellaneous items for purchase. We need your support!

TOTUNE IN ON SUNDAY, NOVEMBER  
8, AT 6 O'CLOCK, PLEASE GO TO:

[Kiwanisuptownriverside.com/bestofriversidesgottalent](http://Kiwanisuptownriverside.com/bestofriversidesgottalent). 

## Update on the 2020 Festival of Lights

The 2020 Festival of Lights will be limited to socially-distanced light displays and decor. There will not be a switch-on ceremony and no vendors, attractions or programming during the event. While we encourage individuals to take in the lights of the Mission Inn Hotel & Spa and the downtown light displays produced by the City, we ask that you do so following all current State and County mandated protocols.

Kelly and Duane Roberts, owners of the AAA Four Diamond Mission Inn Hotel & Spa, 28th Annual Mission Inn Hotel & Spa Festival of Lights will commence on November 27, 2020 until January 6, 2021 and will feature a "Winter Wonderland" theme for their hotel guests and restaurant patrons.

Pending any changes due to COVID-19 guidelines, lights will be on the exterior of the front of the hotel and guests will not be permitted to walk the main walkway this year due to the current ban on gatherings. As in years prior only hotel guests and restaurant patrons will be allowed inside the hotel. There will be hotel security/staff at all

entrances only allowing guests and patrons inside. Walk-in reservations will be accepted and can be made at the entrances of the hotel.

Street Performers can enhance the visitor experience at the Festival of Lights. To avoid adversely impacting the streets and sidewalks, Riverside Municipal Code Section 13.21 sets forth appropriate street performer locations on peak days and hours. These reasonable time, place, and manner restrictions balance performers' rights with the health, safety and welfare of the City's residents, business owners and Festival visitors.

Thursdays through Sundays after 5 pm from November 27, 2020 to December 31, 2020, Street performers will be featured at these locations:

1. Creative Corner: Museum Plaza  
3580 Mission Inn Avenue
2. Creative Corner: Library Plaza  
3581 Mission Inn Avenue

Street performances will not be permitted on the Mall and on streets  
*continued on next page*

## FESTIVAL OF LIGHTS from page 1

and rights-of-way on (1) Mission Inn Avenue from the Pedestrian Mall to Orange Street; (2) all sidewalks and right-of-ways on Orange Street from Mission Inn Avenue

to Sixth Street; and (3) all sidewalks and right-of-ways on Sixth Street from Orange Street to the Pedestrian Mall.

Source: [www.riversideca.gov/fol/](http://www.riversideca.gov/fol/)



# Local Youth Golf Program Launches

The Southern California Golf Association's Junior Golf Foundation is bringing its Player & Youth Development program to Riverside to create more affordable and accessible opportunities for local youth to get involved in the game of golf.

The Foundation creates an inclusive golf community where kids thrive both on and beyond the golf course. The Foundation believes that every child, regardless of circumstance, should have an opportunity to pursue the game and experience the positive impact that it can have.

The Foundation's Golf Pass program offers \$1-\$5 green and range fees at more than 150 courses, including 29 facilities in Riverside County. The PYD program creates community through high-impact golf and youth development classes where kids learn golf and life skills from certified instructors. The PYD program also hosts girls-specific programming through three LPGA-USGA Girls Golf chapters. The Foundation champions opportunities beyond the course through its scholarship program. In 2019, the Foundation awarded \$175,000 to 53 scholars, and all these programs will be available in Riverside.

Programming kicks off this month, with a clinic series at Fairmount GC. The clinics are open to juniors ages 5-17. SPECIAL NOTICE: Through a partnership with the city, junior golfers ages 5-7 who sign up for the free clinics will



receive their own set of golf clubs.

SCGA Junior will continue with a slate of special event programming through the months of November and December before launching eight-week PYD sessions. In each weekly session, junior golfers will receive small group and individual coaching from certified instructors. Juniors will also receive a golf polo and hat; free on-course playing opportunities and

access to purchase discounted equipment, properly fit for each individual. Financial assistance is always available; no child is ever turned away.

The Foundation's programming has proven effects on positive youth development. The Claremont Graduate University says the program has created positive effects on social, cognitive and personal development.

In 2019, the Foundation served nearly 1,600 junior golfers through the PYD program, of which 77 percent were minority golfers and 37 percent were female golfers.

There are many ways for businesses to get involved. Contact Bryan Stauffer at [bstauffer@scga.org](mailto:bstauffer@scga.org) to learn more about sponsorship and volunteer opportunities. To learn more about the Foundation's local programming or get a junior golfer involved, please visit [scgajunior.org/fairmount](http://scgajunior.org/fairmount).

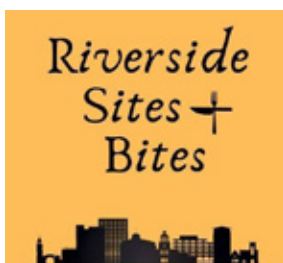
*Submitted by Southern California Golf Association  
Junior Golf Foundation*



# Business Spotlight: Riverside Sites and Bites

Jennifer Kolb, owner of Riverside Sites and Bites is proud to be a member of the Riverside Downtown Partnership. We provide walking food tours in downtown Riverside, Ca. We lead small groups around downtown, present commentary on the rich history, art and culture of Riverside. We stop at locally owned restaurants for food samplings. Our guests also take part in unique experiences such as a mixology class, art gallery viewings and talks with restaurant owners.

Jennifer has a background in Tour Directing in Washington D.C. as well on college campuses. She has also worked many events in Riverside. She has lived in Riverside since 1983. She attended Rubidoux High school and UCR. She met



her husband of 30 years here and they have raised two sons. She is passionate about travel and recording memories through scrapbooking.

She is a life learner and student of history. Her goal is to share her wonderful city with others, to inspire locals to find their place in Riverside's history and to welcome visitors to the city. She's inspired by not just the stories of the distant past but the stories of people living in Riverside today. She hopes to share this knowledge and excitement with her guests and to revitalize downtown Riverside.

Visit [www.rivsitesandbites.com](http://www.rivsitesandbites.com) or Contact [info@rivsitesandbites.com](mailto:info@rivsitesandbites.com) or (951) 732-8299.



# COUNCIL CORNER

## Ward One Council Update

Contributed by Councilwoman Erin Edwards

Riverside County's return to the Purple Tier was disappointing, to say the least. This rollback directly and negatively impacts our Downtown businesses. I hear your concerns, and my office will continue to work hard to address the factors that are within our control to get us back to the Red Tier (and beyond).

- **It is crucial that we get tested for COVID-19, and that we do so often, to have an accurate picture of the spread of this virus.** The City plans to stand up mobile and low-barrier testing opportunities to make testing more accessible. Stay tuned in the coming weeks. In the meantime: visit <https://gettested.ruhealth.org/> to schedule your COVID-19 test.
- Riverside has taken an "all hands on deck" approach to our COVID-19 outreach. **We have partnered with local artists to raise awareness about the importance of wearing masks.** The submissions are available on the Arts and Cultural Affairs section of the City website, and they can even be printed and posted at your business.
- My office participated in Riverside Downtown Partnership's hospitality meeting in October. To address concerns raised about the pedestrian mall and Downtown core, **the Riverside Police Department has increased their presence. The Office of Homeless Solutions does outreach every morning and has contacted over 100 individuals in the last two months.**
- The City's Economic Development Department reported that **\$256,000 in CARES Act Business Grant funding went to Ward 1 businesses alone.** That number is anticipated to increase as more applications are reviewed. Contact Nathan Freeman at 951-312-1882 with any questions.

Despite returning to the Purple Tier, our city remains resilient. We're winning awards, opening new businesses, increasing our housing stock, addressing homelessness, working hard, and planning for the future.


- **Downtown Hampton Inn won an award from the Inland Empire Economic Partnership for**

**its remarkable economic performance.** With an occupancy rate of nearly 100% a night, the Hampton Inn's performance is a testament to Riverside's appeal as a place to work and play, even in a pandemic.

- **Slater's 50/50 and Kaz Ramen** are expected to open this month.
- **Two new Downtown housing developments (23 units)** have been approved by the Planning Commission. One of the new projects will be located at Market St. and Houghton, and the other will consist of bungalows at Brockton and Mission Inn Blvd.
- A trusted Downtown nonprofit, **TruEvolution, is exploring a 52-bed community at the corner of University and Brockton to provide crucial transitional housing to LGBTQ youth and/or those living with HIV or AIDS.**
- **Riverside's unemployment rate has fallen to 9.6%, five points below June's unemployment rate.**
- **My colleagues and I passed Riverside's 2020-2025 Strategic Plan!** I am grateful for RDP's engagement in this process, and I am very proud of our city for being laser-focused on our priorities.

A reminder that **the public hearing for RDP's BID Levy is at City Council at 1 PM on November 17th.**

I remain confident that, through collaboration and open discussions, Riverside will continue to thrive. My office will be hosting our **8th virtual office hours on November 9th from 7:30-8:30 AM** via Zoom. Bring your morning coffee and join me for informal conversation. Information can be found through Facebook (@CMErinEdwards), Instagram (@cmernedwards), and Twitter (@ee\_edwards12).

As always, please feel free to reach out to me with any questions at [EEdwards@Riversideca.gov](mailto:EEdwards@Riversideca.gov), or at 951-783-7811. 



## Ward Two Council Update

Contributed by Councilman Andy Melendrez

**Happy Fall Greetings to everyone in Ward 2 and the City of Riverside!**

**Eastside Elementary School:** Conversations for a new Elementary School in the Eastside community have now begun. Sergio San Martin, the Assistant Superintendent of RUSD Operations, has met and presented to various community groups about the upcoming plans to build a new school. In the Eastside there are over 1,400 Elementary School students bussed out to schools throughout Riverside. A new school will help reduce that number to less than 800 students. RUSD is currently seeking residents to participate in the Project Communications Committee that

will meet on a regular basis to discuss project updates as they move into site acquisition, CEQA, schematic, and design phases. For additional details contact Sergio San Martin at [ssanmartin@riversideunified.org](mailto:ssanmartin@riversideunified.org) or 951-788-7135 ext. 80413.

**Annual Nuestra Navidad Breakfast:** Latino Network will once again be hosting their Annual Nuestra Navidad Breakfast on December 9, 2020 from 7:30 am to 9:00 am. This

**continued on next page**





## WARD TWO from page 3

year due to COVID-19 the program will change, and you will be able to enjoy an entertaining live auction, a silent auction, and camaraderie with the focus on benefitting local community programs, scholarships, educational programs, cultural events. Proceeds also benefit the Latino Network leadership programs including the Latino Network Leadership Institute, HOPE Leadership and History Day conferences, and Bi-annual Leadership Conference. For details about sponsorships and ads and to purchase tickets contact Alexandra Leon at 951-394-2634 or via email at [info@riversidelatinonetwork.org](mailto:info@riversidelatinonetwork.org).

**RAM/Arci's Community Mural:** We have been working with our residents, Eastside Arts Alliance, Community Partners and the Riverside Arts Museum to 'kickstart' the Park Avenue Revitalization Initiative. Recently we unveiled the finished product in the connecting corridor with five amazing murals at the Arci's Party Supply. These murals were done by local and regional artists and designed with our community and input. This specific area was chosen for these murals due to its historic significance and because it

is one of the oldest communities in Riverside. To learn more or to be a part of upcoming projects along Park Avenue, call 951-826-5419.

**Ward 2 Business Spotlight:** As we look for ways to strengthen our economy, provide better quality of life, and build on local assets, we look to our partners and community members to help us create the appropriate atmosphere. We chose local businesses to highlight for their unique food and the wonderful ambiance they bring to our community.

- **Habanero Mexican Grill:** is a fantastic Mexican Food Restaurant that offers an authentic lineup of the most popular traditional dishes. Habanero Mexican Grill is located at 2472 University Ave, Riverside, CA. If you're a fan of Enchiladas, then Habaneros Mexican Grill should be your next stop. For more details or for catering opportunities call 951-224-9145.
- **Sam's Bann Thai:** shares a little of the Thai culture to Riverside with their delectable dishes. Stop by Sam's Bann Thai located at 3203 Mission Inn Ave, Riverside, CA or call in your order at 951-742-7694. 

## Arts Corner: Riverside Art Museum

Like nearly every other business, museums and galleries have been hit hard by the pandemic. Unable to open its doors since everything shut down seven months ago, the Riverside Art Museum has taken its programming into the virtual world. Their response was almost immediate, and it has continued to evolve over the course of the year. Just last month they brought their signature event, "Off the Wall," to the comfort of people's homes. "Virtual off the Wall 2020" was every bit the fundraiser for the museum that it has always been. The Art Alliance, the nonprofit fundraising arm of the museum that puts on the event, gathered artwork by artists throughout the inland region. The opening on October 23 featured a virtual tour and other engaging programming. The artwork was then available until October 28 through an online sale for \$100, \$200, \$300 or \$400.

Although Downtown Riverside's Artswalk has not been held in person since April, it has been taking place virtually. The Riverside Art Museum and several other artists and arts organizations have been continuing the event on the first Thursday of each month. To check out what RAM is doing, go to their Instagram account (@riversideartmuseum). Follow #dtriversideartswalk to see what others have happening.

First Sundays has also been taking place, with RAM offering up a Zoom storytelling and puppetry experience in partnership with the Inlandia Institute this month. Master puppeteer Nicole Cloeren and nationally recognized storyteller Karen Rae Kraut present "Crocodile and Hen at 2:00 pm on November 1. The story, which originated in the Democratic Republic of the Congo, centers on a crocodile who wants to eat a hen. The hen and others convince the crocodile that they are actually brother and sister. The goal is to open eyes to new ways of interpreting the world and open hearts to a powerful form of play through these universal stories of friendship and understanding. For December, participants will learn how to make realistic mountains and trees by using pencil and pen, and how to create surreal skies with watercolor, as well.

RAM's education program has been continuing with a combination of online learning with hands-on activities. Classes and workshops for ages 5 through 9 and 10 through 17, plus adults, are available. Sketchbook Painting Live takes place every Tuesday from 6:00 to 7:00 pm on Instagram. This is a weekly opportunity to watch and learn live as artist Juan Navarro creates art and gives tips.

"Portals: A Series of Conversations about Being Between One World...and the Next" is moderated by RAM Executive Director Drew Oberjuege. The next will be "Design for a Healthier World" on Saturday, November 14 from 7:00 to 8:30 pm. It revolves around how much of what we appreciate today in kitchen and bathroom design originated from past pandemics. Design insider and journalist Arianne Nardo, architect Greg Fischer, urban planner James Rojas and RAM curator Todd Wingate will engage in a conversation about the best, worst and most promising design innovations they've seen emerge during the COVID-19 pandemic.

The "Tell Your Story Series," part of the Riverside Public Library's Humanities Hour, will next feature "#1960Now" on Wednesday, November 11. Renowned photographic artist Sheila Pree Bright and Inland Empire curator Lisa Henry will be talking about art and the Black Lives Matter movement. Bright's "#1960NOW" show will be on exhibit virtually November 2020 through March 2021. Pending the lifting of COVID-19 restrictions, in-person viewing may be possible at some point during the run. "Sheila Pree Bright's striking black-and-white photographs capture the courage and conviction of '60s elder statesmen and a new generation of activists, offering a powerful reminder that the fight for justice is far from over," according to a statement on the RAM website. "'#1960Now' represents an important new contribution to American protest photography."

For more information on these and other programs, visit RAM's website at [riversideartmuseum.org](http://riversideartmuseum.org).

*Contributed by Patrick Brien, Riverside Arts Council*



# BUSINESS BUZZ

## Keep Your Emails Out of Gmail's Promotions Folder: 6 Tips

by Jake Eisenberg

**While email marketing is still effective, the Gmail Promotions tab has made it more challenging for marketers to get their emails opened.**

In 2013, Gmail introduced one of its biggest updates that sent a major ripple through the world of marketing: the Promotions tab. Some marketing experts were worried that it could mean the end of email marketing as we know it.

While email marketing is still effective, the Gmail Promotions tab has made it more challenging for marketers to get their emails opened. Most promotional emails end up in this tab, where they're buried in a pile of other ads.

The Primary tab is where every marketer wants to be. This is where users go when they open up their Gmail. Being here results in higher open rates, an improvement in conversion rates, and an increase in sales.

Why are emails sent to the Promotions folder?

Gmail has built-in algorithms that scan every incoming email. If you send promotional emails through a third-party email marketing software like Mailchimp or GetResponse, Gmail's algorithm will flag your emails and divert them to the Promotions folder. Out of the 84.5% of emails that land in Gmail's Promotions tab, only 19.2% are read.

How to prevent emails from going to the Promotions tab

There isn't one single answer as to how you can prevent emails from going to the Promotions tab, as Gmail's algorithms are continually changing. There are, however, specific steps you can take to increase the likelihood of your emails getting into the Primary tab.

**1. Ask your subscribers to add you to the Primary tab or to whitelist you.**

Asking your subscribers to physically add you to the Primary tab is the only way you can ensure that your emails end up in their Primary inbox. You'll need to request that they click the "Labels" icon found at the top of Gmail and uncheck the Promotions box to transfer the email from the Promotions folder to the Primary one. The idea being that they uncheck every email until its recognized and reflected by Gmail's algorithm. That said, this is a manual process, and there's a good chance some of your subscribers won't be bothered to do it.

You can also ask your audience to whitelist you or add you to their contacts list. Simply ask them to click the three dots found in the upper right corner of the email and click on "Add [Name] to Contacts list."

Remember, your subscribers are likely being bombarded with dozens of emails each day. Besides asking them to add you to the Primary tab or to whitelist you, explain the benefit of doing so. Are you announcing a new product launch? Excited news to share soon? Be as transparent and communicative as possible.

**2. Personalize your email.**

Personalizing your emails is one of the best ways to keep

them out of the Promotions tab. Structure your emails as if you're writing to a friend. Be conversational and human as opposed to sounding like some automated blast. Use words that your subscribers use, share stories and make appropriate jokes that resonate well with your audience.

Personalizing marketing emails shows that you genuinely care about your subscribers, and it improves open rates and lead conversion. Doing this is more straightforward than you'd think. Here are some tips to keep in mind:

- Segment your subscribers. Group your subscribers based on what you know about them – their buying habits, how long they've been a subscriber, their age, etc. With this information, you can create relevant emails specific to each segment. You'll be able to send emails that your target audience wants to read, leading to higher open rates, an increase in revenue and more loyal customers.
- Avoid blasting your emails. Sending bulk emails to your entire email list can be flagged as promotions or spam, especially if they're sent from an email service provider. It's better to send emails to subscribers based on what they want. You might need to do a little digging, but the extra work will pay off when your subscribers start opening your emails.
- Address your subscribers by name. Your subscribers will be more likely to read an email if it's addressed to them. It creates a sense of belonging.

**3. Tone down salesy phrases.**

Almost every marketer is guilty of writing salesy words or phrases like "Get paid now," "Free gift card," "50% off," "Free membership," "No obligation," among other phrases that can be flagged as spam. Gmail will automatically divert emails with content that sounds like an advertisement to the Promotions tab.

Keep this tip in mind, too, especially when you're writing your subject lines. Avoid adding dollar signs or anything related to selling and marketing. If your promotional email reads too promotional, you'll push people away.

**4. Use images sparingly.**

Promotional emails often cram sales graphics, product pictures and other images into a single email. Perhaps these pictures may grab the attention of subscribers, but they may be a reason why your emails are sent to the Gmail Promotions tab. Keep it simple. It's better to stick to one image, rather than cluttering your emails with several pictures and infographics. Pro tip: Gmail may also flag your emails if you use your business logo as your profile picture.

**5. Be mindful of the number of links you use.**

Promotional emails tend to contain quite a few links, links that may direct consumers to your website's homepage, landing pages, blogs and social media accounts. This is another thing Gmail's algorithm will flag and divert to the Promotions tab. Limit yourself to two or three links max.

***continued on next page***

## **BUSINESS BUZZ from page 5**

Keep in mind that the “Unsubscribe” button counts as a link as well.

Promotional emails really only need one link: the call to action (CTA). Refrain from using salesy phrases like “Buy now,” “Limited time only,” or “Get your discount NOW,” because it might alter Google’s algorithms. “Learn more,” “What we do,” or “Continue” are great CTAs that aren’t too pushy.

### **6. Check your email address.**

Your reply-to email address should be the same as the address in your sender field. If you’re using different addresses, Google will assume that you’re using a business email. Casual emails between friends don’t usually have different reply-to addresses or use a no-reply address. If you’re using an email marketing service, check if your reply-to and sender email address match.

Gmail knows the difference between personal and business email addresses. Send your emails using a

personal email address, rather than your business’s email address. For example, use name@companyxyz.com instead of info@companyxyz.com.

When it comes to promotional and marketing emails, sending an automated blast may seem efficient, but it’s actually counterproductive. It’s this type of impersonalized mass outreach that lands your efforts in the Promotions folder, where they’re likely to not be read. Successful email campaigns strive to build relationships with subscribers. Write the way you speak and sound like a real person instead of a corporate salesperson.

Using the tips listed above, you’ll have a better chance of moving your emails from the Promotions to the Primary folder and hopefully see a significant increase in conversion rates.

*Source: Business.com*



## **SECURITY CORNER**

### **Sell Your Team on Safety**

*by Dr. Cindy McGovern*

**Your top job right now is to convince employees and customers to follow the rules.**

The elastic that anchors a face mask around the ears can get annoying after the mask has been snugly in place for a couple of hours. So an employee slips it off to get more comfortable.

Down the hall, two best friends are so confident that neither of them could be a COVID-19 carrier that they routinely sit a foot apart at lunch, without wearing their masks.

The last thing a small business needs just as it has gotten the green light to reopen is a staff sick with the coronavirus, which can spread like a fire through a workplace, especially if employees aren’t adequately protected. And it can shut down the business in an instant.

So how does a business owner get the crew to keep those masks on their faces and stay six feet apart?

#### ***You have to sell it.***

Convincing your staff can be a tough sell; some might either be pandemic-weary or never believed the health crisis was real, or some employees may feel they are immune. Easier to rein in are those who know someone who got sick or who have taken the warnings of health officials seriously.

As a business owner or manager, it’s not only your legal responsibility to ensure that your team is as protected as possible while at your place of business, it’s also the smartest business move you can make as your shop finds its footing after these last months of basically being closed.

If you have any doubt that your most important sales job right now is to persuade your employees to follow the rules for protecting themselves and your customers, consider the fact that sick workers at dozens of other businesses have filed personal injury lawsuits against their employers

for not stopping the spread of the disease.

Here is how to conduct a campaign to get your employees on board with COVID-19 precautions.

#### ***Make it a priority.***

You already have plenty to do as you reopen your business, keep up with state and local safety guidelines, fill new orders and backorders for customers, keep your shop sparkling clean, and worry about how to make up for months of little or no revenue while you were temporarily out of business.

If you don’t make a specific plan for addressing safety issues with your staff – perhaps because you assume they’re already aware that mask-wearing and social distancing are what’s required – you, your employees, and your company could suffer greatly from illness and loss of business.

Be deliberate about outlining the rules for employees. That means you need to take the time to decide what is allowed and not allowed, how you will enforce the rules (for both employees and customers), and what the penalty will be for an employee who refuses to wear a mask or stands too close to others.

Decide if there will be any exceptions to your rules. Come up with a policy for addressing customers who do not follow your posted rules.

Finally, calculate what you will need to provide to employees – like masks and hand sanitizer – and give it out so they will have what they need to follow your rules.

Write your plan down. Make it official. Plan how you will let employees know about your policies.

#### ***Enforce it.***

If you want employees to follow your rules, they need to know what they are. The same goes for customers.

Take every opportunity to tell employees about your policy, and then tell them again and again.



Post the policy in staff-only areas like the break room and the restrooms. Post it for customers to see when they enter your place of business or use customer restrooms. If you have a loudspeaker system, announce it every 20 minutes or so to remind both employees and customers about the policy.

Encourage your staff to call each other out for not wearing masks or for getting too close. Authorize employees to refuse to admit or serve any customer who refuses to wear a mask inside your business. Make it OK for employees to ask each other and customers to respect the new rules.

Enforcing a policy means handing out penalties for those who do not comply. If your plan says an employee who refuses to mask up will be sent home, for example, then send that employee home, even if it leaves you short-staffed.

And realize that what the boss does, so will the employees. Make sure all supervisors, managers, and even the owner comply with the rules at all times, not only to set a good example and show employees the rules apply to everyone but also to participate in the team effort to keep everyone safe and healthy.

#### **Talk about it.**

Simply posting the rules isn't enough when breaking them can mean the difference between health and illness or even death. Tell every employee what is required and how to meet the requirement.

Set aside some time for staff training. Gather everyone – in shifts at different times, if necessary – for a Zoom meeting, during which a business manager or owner can speak to employees very seriously about the new rules, your expectations and any consequences for falling short.

Don't do the training and leave it at that, however. Remind employees every day when you pass by their stations or meet with them for other reasons.

Explain your reasoning to employees who push back when you reassign them to decidedly unglamorous COVID-19-related duties, like wiping down equipment or monitoring who comes into the business. Ask for ideas from frontline employees who might come up with creative ways to promote safety and health in ways that could benefit the bottom line. Make it clear that managers are open to ideas, will hear complaints and want to know if anyone is sick.

Safety precautions should be part of every conversation every day. That's how to make staying safe an indisputable

part of a business's culture.

#### **Show gratitude.**

Just as a penalty can convince an employee not to break a rule twice, a reward can encourage those who are following the rules to keep doing it.

Share good news with the staff about the lack of illness among the staff during weeks when no one is ill. Give employees credit for it. Showcase an employee with a great attitude about following the rules. Have a best-mask contest – with a prize – to foster friendly competition and inject some fun into a deadly serious situation.

Offer some freebies like coffee and snacks to save employees a few bucks and make it less necessary for them to go out during the workday. Slip a gift card good for a cup of fancy coffee to an employee whom a customer singled out in a positive online review.

Wearing masks, speaking up so customers and co-workers can hear over masks and distance, and being vigilant about safety takes a lot of energy – more energy than it used to take to simply be at work. Recognize your employees for their efforts. Show them your gratitude. Say thank you. Don't take it for granted that they're just doing their jobs when, in fact, they're doing more than they used to have to do.

#### **Stay focused.**

At a time when anxiety is high, when not everyone agrees about what's safe and necessary, and when going to work could mean getting exposed to a deadly virus, it's important for employees to know that their bosses are serious about keeping them and their customers safe.

Your efforts to create a safety policy, to strictly enforce it, and to make it part of the fabric of every employee's workday will go a long way to convincing your employees that it's OK to come to work.

Those same efforts will convince employees that they are an essential part of the success of your business during a time when a single, positive COVID-19 test can send whole teams into quarantine, scare off potential customers and potentially close the business, at least temporarily.

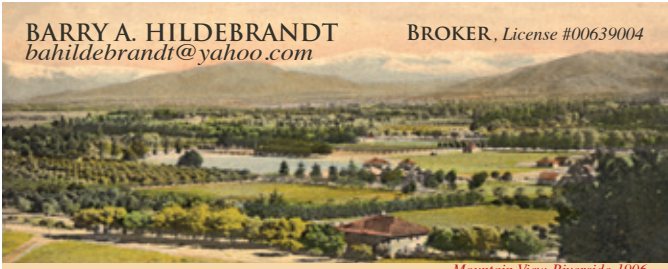
So before you put anyone back to work at your business or onboard anyone new, teach that employee the rules for safety and the truly grave importance of following those rules.

Source: Business.com



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Mountain View-Riverside-1906


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WATER | ENERGY | LIFE



CITY OF RIVERSIDE  
PUBLIC UTILITIES

**RiversidePublicUtilities.com**





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**Press deadline** is the 15th of  
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bringing the arts to our communities

## The Riverside Arts Academy announces its 2020 Flash Mob

Our Virtual Flash Mob Premiere will be on Wednesday, December 2nd. It will feature all students from the Riverside Arts Academy Music Project performing holiday tunes! This event will be dedicated to the brave servicemen and women from the March Air Reserve Base here in Riverside. RAA will be honoring a single family and presenting them with Christmas gifts! For more information [www.riversideartsacademy.org](http://www.riversideartsacademy.org).