



BEST MANAGEMENT PRACTICES PLAN

CREATIVE INDUSTRY

2020



EXECUTIVE SUMMARY

May 2020

INTRODUCTION

This document is intended to guide business owners, executives and managers by providing Best Management Practices (BMPs) in COVID-19 mitigation for industry-specific operations and settings. The practices included in this guide were developed in partnership with local industry leaders, and have been approved by the Sonoma County Department of Health, as well as its Health Officer, Dr. Sundari Mase.

The information set forth is to provide guidelines on BMPs for use once state and local health orders allow your specific business operations to partially or fully reopen. More information on current status, methodology and progress through the reopening phases can be found at the links below:

[California Resilience Roadmap](#)

[County of Sonoma Health Orders](#)

ACKNOWLEDGEMENTS

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Business Reps:

Elizabeth Clary, Alchemia

Marc Hagenlocher, Luther Burbank Center for the Arts

Margie Maynard, Sonoma Valley Museum of Art

Collette Michaud, Children's Museum of Sonoma County

Anthony Wilson, Sebastopol Center for the Arts

Jacob Yarrow, Green Music Center

Facilitator:

Creative Sonoma



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Refer to the [EDB Business Mitigation Measures Checklist](#) for mitigation measures required by the Sonoma County Department of Health.

MINIMIZING IN-PERSON INTERACTIONS:

1. Encourage staff who are able to tele-work to continue to do so.
2. Arrange or eliminate workspace furniture, fixtures, and merchandise to provide room for physical distancing.
3. Continue to advertise alternative business delivery models (curbside, streaming, etc.).
4. Implement timed entrance to limit number of patrons.
5. Reduce typical capacity to comply with gathering restrictions and to ensure physical distance of 6 feet.
6. Performing Arts Venue Auditoriums
 - Follow all staff protocols for on-stage performers, as applicable.
 - Implement interval seating; mount productions outdoors when possible including “drive-in concerts” in parking lots, fields, etc.
 - Establish and implement an appropriate per person/sq.ft. distancing allowance for open floor configurations, which can be relaxed over time. Recommended: 64 sq.ft./person which allows a 2’x2’ physical footprint plus 3’ in all directions.
 - Implement phased entrance and exit of patrons to prevent all patrons from coming and going at the same time; implement one-way traffic on rows; utilize ushers to direct the flow.
 - If financially feasible, consider adding multiple “stagings” of the same event to achieve smaller audiences at each.
7. Develop spacing protocols for outdoor events (parking lots, open fields, green spaces, patios and decks, etc.)
 - With vehicles (i.e., “drive-in” events): consider every other space occupancy or other measures to keep distances appropriate
 - Develop “broadcast” capacity as appropriate, i.e., use of local radio bandwidth, digital transmission via personal phones, etc.
 - Develop protocols for scenarios with windows rolled up or rolled down
 - Prevent patron to patron car-to-car interaction
 - Without vehicles etc.: (i.e., portable seating and/or patron provided blankets/chairs): create space markings and signage to indicate six foot spacing
8. Adopt no-touch solutions for ticketing, product purchase, box office/check in, etc. (i.e., tap to pay, etc.).
9. Create traffic pathways to minimize physical interactions using floor stickers, arrows, and other markings.
10. Utilize floor markings to create space for any activity requiring a patron queue.
11. Require patrons, vendors, etc. to wear masks.
12. Utilize hands-free doors or prop/hold open by staff for entry where possible.

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13. Replace printed programs, catalogues, materials with digital alternatives.
14. Implement timed entrance to gift stores to limit number of patrons.
15. Temporarily close cafes/concessions/retail or shift to pre-packed food/beverage or outdoor dining only.
16. Post visible signage re: social distancing in appropriate locations for employees, vendors, patrons etc. (physical space, masks, etc.).
17. Encourage use of outdoor spaces for employee meetings where possible (courtyards, patios, etc.)
18. Develop restroom occupancy plans to ensure physical distancing as necessary.

DAILY MONITORING OF EMPLOYEE HEALTH REQUIREMENTS:

1. Require employees to conduct self-assessment for COVID19 symptoms every day using the Sonoma County SoCoCOVID-19 Check (App); Employees may not report to on-site work who have a temperature of more than 100 Fahrenheit.
2. Employers must verify on site that all employees not able to tele-work do not have a temperature of more than 100 Fahrenheit before reporting for work.
3. Provide face coverings and other appropriate personal protective equipment (PPE) and ensure correct usage at all times for employee and patron safety.
4. All employees should wash their hands or use hand sanitizer frequently and after any of the following activities: patron interactions, using the restroom, sneezing, touching the face, cleaning, sweeping, mopping, smoking, eating, drinking, going on a break and before or after starting a shift.
5. Consider staggering employee arrival and break times.
6. Limit sharing of office supplies and tools.

MANAGING HEALTH AND SAFETY GUIDELINES:

1. Establish policies implementing new sanitization practices (handwashing by all employees; frequency of cleaning/sanitizing physical space, etc.).
2. Train employees on all measures and protocols applicable to their function or role prior to returning to work at place of business.
3. Post signage to reinforce healthy practices for employees and patrons.
4. Provide hand sanitizer in public areas throughout facilities.
5. Sanitize more frequently, using products and disinfectants that meet requirements for effectiveness against COVID-19; special attention to high-touch surfaces.
6. Modify business hours when necessary to carry out thorough sanitation and disinfection procedures.



SONOMA**EDB**.ORG

707 - 565 - 7170

141 STONY CIRCLE, STE. 110, SANTA ROSA, CA 95401