

# Brown County Building Consumer Confidence

*Commentary on May 29, 2020 by Brown County Executive Troy J. Streckenbach*

Brown County, in coordination with Brown County Public Health and the City of De Pere Health Department, have come up with a document outlining guidance for reopening businesses in our communities. Dubbed “*Reopening Brown County*”, this manual aims to help business owners who have suffered during this COVID-19 pandemic demonstrate to their customers and the general public that their space is safe for all who enter. It can be found at our website: [stayhealthybc.com](http://stayhealthybc.com).



For our economy to safely recover and thrive, every individual, business owner, faith leader, community leader, and others should do their part to make responsible choices to prevent the spread of COVID-19. These recommendations from our public health officials will help achieve this by describing how to maintain distancing measures and engage in best practices for safe social interactions.

As a small business owner, I truly empathize with the large portion of our business community who were forced to shut down for the past few months. That is why I made it a priority to ensure this guide was developed, utilizing expertise from state and federal health officials and business sector leaders, so that small business owners could safely reopen their doors.

I am encouraging business owners of all sizes to utilize safeguards for their employees. I continue to work with the state in an effort to make personal protective equipment (PPE) affordable for local businesses so that the men and women who regularly interact with customers and the public can do so safely. As business owners, it is vital to promote healthy hygiene practices, intensify cleaning and disinfecting, encourage social distancing, and train all staff on health and safety protocols.

In this time of great uncertainty, Brown County needs to do its best to create an environment for businesses to operate and thrive safely while providing standards for enhanced consumer confidence. As we adapt to these economic modifications, new opportunities will present themselves and I truly believe that the ambitious spirit of Brown County will help our community come out of this stronger than ever.

It is my hope that as businesses open safely, the public will be more apt to return to patronize the shops they once did and support our friends and neighbors who work there. The County remains committed to fighting COVID-19 through testing, tracing, and recommendations.

Stay Safe and Stay Strong.