

**Virtual Small Business Conversation for NYC Small Businesses in the Personal
Care Industry
July 10, 2020
Transcript**

0:05

Hey, good morning, everyone, Welcome. Thank you for joining us this morning. My name is Eric Parker and I'm an outreach liaison with the Department of Small Business Services. We're going to start in about two minutes. We want to give folks a chance to log onto the platform. So, I'll be with you in about a minute, or so, we'll get started, OK.

0:23

Thank you.

1:38

Morning, folks, thank you for joining us. We see folks logging in now. As you're logging into, please use the chat feature, let us know who you all are. Introduce yourselves to us.

1:46

Today's workshop is focused on guidance and assistance to the personal care industry. The personal care industry includes a number of different business categories, so we'd like to know who you are out there. So, please just use the chat feature and let us know who you are. Introduce yourselves. If you are a nail salon, waxing, salon, tattoo parlor, or any one of those categories let us know if you are attending. Just kinda introduce yourselves so they know who you are. So, we know who we're talking to, we're going to customize this workshop to provide you with guidance you need in order to open your business.

2:22

Yes.

2:23

All right, OK.

2:40

Let us know if you've heard of SBS. We are the Department of Small Business Services. Just curious, are you familiar with our services? Have you used any of our services in the past? Are you beginning to open? As you know, Monday started the phase three reopening for the personal care industry. So, we're just curious to know whether you are in the opening stages. Are you operating right now or are you still looking for further assistance and guidance? Just let us know that.

3:08

Thank you.

3:14

OK, so I think we're gonna get started OK. Again. Good morning, my name is Eric Parker, a liaison with the Department of Small Business Services. This is a phase three workshop for re-

opening businesses in the personal care industry. Today's workshop is going to be an interactive workshop where we want to hear from you. We want to provide you with the guidance and assistance you need in order to kind of transition back very smoothly with the support that you need. You know, you've been out of business for a few months now, and lots of businesses have questions about how to safely and properly re-open. So, we have some city agencies who are going to provide some guidance and some help with tips for you.

3:56

We have a representative from the Cosmetology Chamber of Commerce, the Hispanic, cosmetology, and beauty chamber of commerce to provide some details in some information on the kinds of support that they offer to the personal care industry. So, that's how today's gonna go, we're gonna have two short presentations, and then we're gonna open up the floor to a panel discussion, where we have city agencies on hand to answer questions. Use the chat feature to ask questions, or the raised hand feature. We'd really like to hear from you. So, we're hoping that you can kind of give us an idea of what's happening on the ground, the kinds of support you need. What are some of the best practices that you've noticed since you re-opened? This is all interactive as a way to help those who are in need of guidance and assistance in understanding.

4:46

During this COVID and post-COVID crisis, utilize these services and best operate their businesses safely. Safety is the number one priority at this time.

4:57

OK, so we're gonna begin without further ado. First up my colleague Deshaun Mars will give a brief presentation on, again, the services that we provide here at SBS to how are you doing?

5:11

Oh, let me take myself off mute. Yes, hey, Eric, thank you so much for the introduction. I hope everything is going well. Thank you, everyone, for joining us. My name is Deshaun Mars, and I work very closely with Eric here at the New York City Department of Small Business Services. So, I hope everyone here has heard of the work that we do at our agency.

5:33

But, what I'll do right now is I'll give you a quick overview and some context about the resources you can get from our agency, the support programs and services that we provide, And then I'll also talk about what we're doing right now during COVID. There's a lot of stuff that we're doing to make sure that we're giving you the information that you need. So, I'll talk about the support that you can get during this very, very difficult time.

5:59

We have the Department of Health also joining us, and they're going to be talking about some of their regulations, but I'll go through some of the specific guidelines for our personal care businesses.

6:10

There's a lot of information on the slides, but I'll make sure that everyone gets the slides after the presentation, so then you can go through and look at all the different regulations that pertain to your specific business.

6:26

So, let's get started.

6:28

So, the Department of Small Business Services. So, we are here to unlock economic potential and create economic security here in New York.

6:39

So how did we do that?

6:40

That means if you're an entrepreneur, and you have that business idea, but you're not quite sure, what would it take to start your business, we can help with your business plan and connect you to financing.

6:52

If you are currently operating a business, and you need help trying to figure out how to navigate all the different city rules and regulations and what to do with the different city agencies, we have teams that can help support you as you're running your business.

7:06

And if you're also looking to expand your business, we can connect you to financing government contracts, and we can help you hire employees as well.

7:16

In addition to those, we have a Workforce Development Division for anyone who's looking for employment. We can help connect you to employers and the industries that are looking to hire talent.

7:28

And we also support community-based organizations.

7:31

So, our business improvement districts, chambers of commerce, merchant associations, other community-based organizations--we support those organizations who are doing the work on the ground to support our entrepreneurs and our business owners.

7:45

So that's just a little bit about SBS.

7:49

One of the main parts of the work that we do is through our Business Solutions Centers.

7:54

So, we have free business courses that anyone can take on marketing.

8:00

We can help you figure out what are the first steps to starting your business, and how do you access financing?

8:05

So, we have a number of free business courses that you can take through our Business Solutions Centers, we also have legal assistance.

8:13

A lot of people might be wondering, how do you incorporate a business?

8:17

How do I think about how my HR functions?

8:20

We have lawyers that can work with you pro bono.

8:23

That means at no cost, we can help you set up the structure of your business. So, whether you want to do an LLC or an S corp., we can help you do that.

8:34

If you're looking for financing, we can also connect you to a number of lenders that we work with in New York City.

8:40

And I mentioned this before, but if you're looking to contract with New York City, we have a number of different programs, including our Minority and Women owned Business Enterprise Program to help connect people of color and women owned businesses, to city contracts.

8:58

The great thing about these programs, and all of our services, is that they are of no cost.

9:04

Everyone always asks us, how can this be? It sounds really expensive, getting access to all these different services.

9:10

But we always tell people, you've already paid for these services through your tax dollars. So, it's really important that everyone takes advantage of all of the free services, the no cost services that you can get from the city and our agency are things that we've already paid for. So, you might as well just take advantage.

9:31

Now, to stay up to date, what's happening with COVID 19?

9:37

This is an ever-changing and evolving situation. So, we want to make sure that everyone can get the most up-to-date information.

9:46

So, you can do that, through a number of ways. You can go on our city website, nyc.gov/business and you will see all the information related to COVID-19 support services that we're providing.

10:02

If you're looking for PPE, facemasks, face shields, or hand sanitizer.

10:08

We have a marketplace on our website nyc.gov/business.

10:16

We have our colleagues from the Department of State, which is a New York State Agency.

10:21

But if you go on the state's website, forward.ny.gov, there's a lot of information about the safety guidelines that the state is sending out to make sure that we're keeping our businesses and the public safe.

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So, you can see all the safety regulations there.

10:38

Can also text COVID 692 692.

10:44

And you'll get a helpful text message each day, about what's happening with COVID-19.

10:50

What is the new information that's coming out?

10:53

So, you can also get your text alerts, or go to the New York City Health website, [NYC.gov/coronavirus](https://nyc.gov/coronavirus).

11:02

Again, ever-changing situation. We're getting new data and new information constantly, so in order to stay up to date, make sure you're staying up to speed on the City's website and the state's website.

11:15

Now, these are all resources that you can get from our agency.

11:19

We have hotlines. We're doing webinars and discussions like this to make sure you're getting the information that you need.

11:26

But we really aim to be a hub, a central source of all the information that you need, to make sure that you can get through this really difficult time for our businesses.

11:36

We're here to support, and we're here to make sure that you get everything that you need.

11:42

Now, we are in phase three, which just started on Monday.

11:48

Our personal care businesses, you all are now opening this week, and we have a great discussion to talk about some best practices and some resources as you transition to getting back online now.

12:00

But, of the phase three businesses the ones that are personal care businesses, this information that we're about to go over and this entire event, it's specifically for you.

12:11

Now, Department of Health, they'll go through some of these guidelines, but what's very, very important for every single business, has to be making sure that you're keeping distance between your employees and the people coming into your business.

12:24

Employers must provide PPE.

12:29

And if you go on our website, nyc.gov/business, you'll be able to see all the organizations that our city is partnering with.

12:39

to hand out face coverings to businesses.

12:42

But as an employer, you absolutely must be providing PPE.

12:48

Gotta make sure you're keeping a clean and hygienic environment.

12:52

You have to be doing health screenings of your employees and you must be communicating about your safety plans. The Department of Health will go through some more information that's really helpful for businesses.

13:03

But if you don't remember everything that we talk about today, just keep in mind that these are the big categories of things that you must do as a business that's opening back up.

13:14

Now, again, there's a lot of information on these slides. And everyone who's attending today, you will get a copy of this information.

13:22

But these are some state requirements for our personal care businesses.

13:27

So, any personal care service that requires customers to remove a face covering:

13:33

They are prohibited at this moment.

13:38

So, anything that involves you taking off that face mask, that face covering, you cannot do that at the moment.

13:46

If you're a tattoo or piercing facility, you have to make sure that you're removing those needles from sealed packages before every single procedure with your customers.

13:55

Again, we want to make sure we have a clean and hygienic environment.

13:59

If you're doing manicures or pedicures, you have to make sure that those baths and those bowls are disinfected before each use.

14:08

Now, a lot of information here. We'll send this out so everybody has this afterwards so you can read through this.

14:14

But we get a lot of our information from the state and we've put together all the information so you can see right here.

14:22

But we'll be sending this out to everyone after the presentation.

14:26

These are also some best practices that aren't necessarily required but are some things that you may be wanting to implement into your business.

14:34

Like touchless payments, if you can do that, waterless manicures and pedicures.

14:41

So, again, you'll get this information. These are some best practices for our personal care businesses to keep in mind as you're transitioning to operating again.

14:52

So, everyone must develop your safety plan, and affirm compliance from the state's website.

14:59

We'll talk about inspections later on today during our discussion, but inspectors may be visiting your business to promote compliance.

15:08

But this is all just to make sure that we're keeping you safe and we're keeping the public safe.

15:15

So, if you have any questions, we have a hotline.

15:19

You can call us at SBS 888 SBS 4 NYC.

15:28

Again, if you have any questions, we have a hotline that's available from Monday to Friday 9 AM to 5PM.

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If you have any questions about safety guidelines or what you need to be doing in order to open back up, call us at 8 8 8, S B S, 4 NYC.

15:46

All right. So, thank you so much, Eric.

15:49

I will hand it back off to you.

15:54

Thank you to Deshaun. Thank you so much.

15:55

And folks, again, this PowerPoint presentation will be shared with you after the conclusion of the webinar.

16:04

16:09

If you have questions about any of these services that Deshaun talked about, it's really a lot of information so we understand it's a lot to take in, so we're gonna share that number in the chat for you, so that you can reach out to us directly and immediately if you need immediate assistance. OK, OK, so next up, we have a representative from the Department of Health and Mental Hygiene. Jenny said we'll be talking about some helpful guidelines to operating your business Jenny. Hi, how are you?

16:39

Nice to see you again, Eric.

16:41

Great, good to see you as well. How's everything going?

16:44

OK, going well. Thanks for having us today, and my name is Jenny Sutcliffe. I'm a Senior Health Care Policy Analyst at the New York City Department of Health and Mental Hygiene. We're pleased to be able to sort of chat with you today, share a little bit about some of the re-opening work that we've been doing. Sort of first and foremost, we're very, very excited and happy to

see that all New Yorkers are enjoying re-opening. But it's very important that we implement New York Forward very carefully. We're not interested in going backwards.

17:22

We don't want to start to see things having to close again. And so, in order to ensure that, you know, it's really important that we focus on the details of re-opening and sort of follow the various guidelines that Deshaun reiterated earlier very closely. The Department of Health were sort of playing a role here to help businesses think through what the state guidelines and requirements are. We're organizing our thinking into, sort of, four messages, and these are called the core four. The first of these is stay home when you're sick, and sort of, this is if you're feeling ill or unwell you still need to really stay home, only leaving for essential medical care, or other essential errands. The second is to keep physical distance, we're still maintaining that physical distance of six feet, trying to stay six feet from others, as we sort of move throughout the world, and move throughout the city where possible.

18:19

And then implementing policies and practices to keep physical distancing in the spaces that we work in. The third is keeping hand hygiene, keeping your hands clean, washing those hands with soap and water, use hand sanitizer.

18:34

Then the last one is wearing a face covering. So, this is sort of to underscore. We all know, you can be contagious without symptoms and sort of wearing a face covering, or as some call it personal protective equipment is really important as a way to protect others and protect other New Yorkers around you.

18:50

We have a number of tools for small businesses that we would like to share to sort of help you implement. And again, just to underscore sort of the first factors that you need to go to the state website, review their guidelines and complete that affirmation. Look through what they're requiring, and then you should come back to our website, come back to our pages, and sort of see what's available. In a few of these are some FAQs we have re-opening, frequently asked questions, what personal care services need to know? And this includes a couple of just, sort of, like, recommended pieces of guidance, or other ways to think about your businesses. For example, there's a recommendation for tattoo parlors. Just sort of put your images and designs online so that customers can look at those ahead of time, instead of having to scroll through pages when they come into your shop. You know, things like removing magazines from waiting areas.

19:50

Things like scheduling if you're at a piercing parlor, if you can schedule a follow up with a client virtually to take a look at whatever the piercing might have been, rather than having them come in the store. And then something that actually isn't on here.

20:04

But came across my inbox today as a recommendation, is sort of the use of shower curtains as a way to put up a physical space divider. So, you can sort of find some of these other sorts of

questions and ideas and things to think about and incorporate into your business practices. And all of our FAQs are sort of organized by these core four, so the different recommendations fall under those four buckets. The other things that we have available are a sample COVID-19 Symptom Screening tool. One of the requirements by the state is that all employees have to be screened with some basic health questions before they come into work. We recommend that this be completed from home if possible before you come into your shops, salons, etc. It can be done over the phone. It can be done online, but for individuals who are interested in kind of having a tool to use to look at this, we have a screening tool that's available.

21:00

The next thing, that we have available, and is linked here, is sort of this Help Screen Review Documentation template. Now, what does that really mean? So, one of the requirements by the State is that each employer needs to monitor every day, that they complete the health screening tool for their employees. And it's very important that employers don't actually keep any health data, but they do need to monitor that they reviewed, or that they completed a screening for all of their employees.

21:29

This tool sort of helps, you know, employers fill that out and just mark and document that they completed that particular requirement. And then the last one is COVID-19 Cleaning and Disinfection template. This is another requirement to, sort of clean and disinfect daily. And so, this is just, you know, this is what I think is the basic, like bathroom cleaning, tablet, like employer name, time cleaned. And so, this is just a way to kind of log that you're doing both the frequent cleaning of commonly touch surfaces, as well as, you know, daily cleaning. So those are a couple of our tools. We also have a number of posters and flyers that you can download and are available for free.

22:16

These include things like keep six feet, cover your coughs, social distancing, prevent the spread, and these are available in, you know, 10+languages. So, you can download those and print them yourselves or you can call 311 and actually order copies of those posters.

22:41

And, you know, we just sort of want to underscore we're here to help you meet the requirements the state has been putting out. So, we're here for questions, answers, and are eager to see you all back in business and back in your shops and stores.

22:59

I'll hand it back to you.

23:03

Thank you, Jenny, so much.

23:11

23:13

Hi, I'm sorry. We have a very, very special guest with us. We have Council Member Ydanis Rodriguez. I'm going to try to take him off of mute, so Council member, you should be able to unmute yourself.

23:28

Can you hear me now?

23:30

Yes. Yes. We can hear you perfectly. Thank you for joining us.

23:34

Well, first of all, thank you Commissioner thank everyone that is doing their part to bring back our great sector of beauty salons and others that provide good jobs in our community.

23:48

one of the particular aspects of the sector is that, as you know, many of them, they also work, with people that don't have working papers, so, many of those people, they do not qualify for any other financial assistance to bring their business back. We, all the regulation is so important, not only because of the services that they provide, but also because they will be able to bring back all the numbers of New Yorkers that contribute with their taxes. However, they didn't qualify for any type of financial assistance besides food and all that the City provides. So, you know, I know that all of us been having all the goodwill and intention to help our New Yorkers. And I know that they be in a situation, that we hear what people are complaining, what people have been asking for, but not being able to know to bring the solution in the timing that we know that we want it to.

24:51

Unfortunately, we were limited if, I know they take so many hours away while we sleep.

24:57

So, one thing that I know about the role that we play for information and directives, people that do policy, you know, the Council, most of them are people who really come from progressive background. Most of us are people that definitely want to make a difference. We want to leave a legacy. And I think that it's important for all the sectors and the great Mom and pop store owners. You know, those who own the beauty salons, barber shop, and other types of business and know that we want to support as much as we can.

25:54

You know, those, those services that you know, that are provided by the sector, it's not a luxury If you are upper class you don't have challenges to getting a haircut. You know, I get my hair cut by seven years old. You know, and that's the reality, you know, that, we went through for the last couple of months. So, I think it'd be able, again, with the support of the Commissioner and City Hall, all of those to, you know, to support the sector is so important. Thank you, Commissioner, and thank you for doing a great thing. Thank you to City Hall and we are here to work together to be sure that the sector that you know is so important for the Barbershops, Beauty salon, and all other that provide great jobs in our City. They know that they can count on our support.

27:36

Thank you, Council Member. For your kind words. He represents the 10th District of Manhattan has been a strong advocate for businesses since the COVID crisis began. Thanks again, Council member. We're going to move along.

27:53

Thanks, OK, so at this time, we will start the panel discussion. At this time, I'm going to introduce my colleague, Emily Ma. We'll take it from here. She will moderate during the panel discussion and bring in the additional agencies. Emily, how are you?

28:10

Are you unmuted? Can you hear me?

28:15

Sorry about that. Yeah, thank you. Thank you. Thank you so much. And hi, everyone.

28:21

My name's Emily, and I work closely with Eric and Deshaun's a team. So, thank you so much to Deshaun and Jenny for such great information. And so, at this time, we're going to begin a panel discussion. And before we jump into a conversation, let's just introduce who we have here today, because we do have a strong crowd.

28:41

So, Jenny, if you're around, I'm going to have you kick us off. Maybe you can, again, tell us who you are, the agency that you represent, and maybe your relationship to the personal care industry.

28:56

Sure, um, again, my name is Jenny, I'm a senior health care policy analyst at DOHMH, and I think my best personal connection is a personal anecdote, which is that I got my nose pierced when I was in high school in Italy, and they did it with an ear piercing gun. And then, when I came back to the US, I had to get it enlarged and an actual salon, and they were very appalled that I had gotten my nose pierced with an ear-piercing gun. So, there you go, personal fun story.

29:26

Awesome. Thanks for sharing that, and next up, Consumer and Worker Protection.

29:34

So, Alberto, if you're around, can you just tell us who you are? Sure.

29:43

So good morning. Thanks for having us. My name is Alberto. I'm Deputy Director of Community Affairs at the Department of Consumer Worker Protection. We work very closely with SBS out in the field, every so often. Again, our agency, we license across 80 industries, over 55,000 businesses, but right now for phase 3 we're on the field on a weekly basis, in different neighborhoods. So, we'll be happy to answer any questions today.

30:11

Awesome. Thanks, Alberto. Thank you for joining us again. And Amy and Dave from the New York State Department of State, can you tell us who you are, if you're both around, your agency?

30:32

Hi, good morning.

30:34

My name is Dave Mossburg and I am the Program Council for the Division of Licensing Services at the Department of State.

30:43

We are the State agency responsible for issuing the licenses, for Appearance Enhancement Professionals, so salons, and barbershops, and Amy Bean is our Director of Licensing for that division.

30:59

Hello. This is Amy and I was muted. So, I started to speak. So, yeah, welcome, everybody, and thank you, David, for that introduction.

31:10

Thank you, thank you both. We're happy and lucky to have you both here with us.

31:17

And Angella.

31:23

Angella, hi.

31:26

Hi, guys. Hello. So, can you tell us a little bit about your business, your role at the business. Where are you located and how many employees you have?

31:38

Sure.

31:38

So, I am the owner, lead technician and instructor at MIT Brown Beauty. We are located in Williamsburg Brooklyn, been in business for over four years now and in this location for about a year and a half.

31:53

Unfortunately, we had to shut down pretty quickly at the top of the year, took a bit of a hit, but excited to be back. I have two technicians full-time, one of which unfortunately, was not able to return. So, we are having to pivot a little bit, figure out how to make some adjustments as we start to phase in.

32:17

Awesome. Well, we're glad that you're here with us and to share some of your experiences. So, looking forward to hear from you and a little bit and Rami, how are you?

32:36

Can you hear me very? Well, yes. Hi, Hi. Can you tell us a little bit about your organization and your role at the organization? What you do?

32:47

Absolutely. So, we are actually the first New York, Hispanic, cosmetology and beauty Chamber of Commerce that we opened up back in 2002. Our organization, the reason we're open, is, because we want to make sure those people in the beauty industry understands the rules and regulation, how to do business startup, where to go for workshops, certification, other seminars. This organization was actually grow with our President who was a teacher back at Welfare Academy, one of the biggest Academy back then. She noticed a lot of her students were graduating, but not really obtaining their license and a lot of people who actually come out of the country come into the state doesn't understand how to do the license and all how to start the business. And there was not much information, especially in the Spanish language.

33:40

In 2010, we created our first symposium here in State of New York with a former Secretary of State Lorraine Cortes. And we had over 500 people attending and understanding what are the rules and regulations. So that they don't get summoned. And because that was a lot of people was getting summoned. But they didn't really understand. Again, because back in the day it was only in the English language, and now is converted to Spanish and other languages as well. So, we help them regarding to again understand the licensing, what the rules and regulation. We work very closely with the Department of Licensing, Department of Labor and Workers' Compensation and very closely with the IRS because even you run the business and salons. A lot of people don't understand how the tax works or how it is that they have to do here regarding to do the taxes, and because a lot of people don't understand how that works and these workshops are free, workshops and seminars, certification.

34:41

One of the most important things that, you know, you might be talented at what you do, but if you don't know how to run the business, the business is not going to go anywhere. So, at that point, we were creating workshops and seminars.

34:52

Not only in the beauty education, because, you know, a lot of people are in the beauty industry for 20 years, and they still creating same styles as 20 years ago. So, we want to be able to understand, the new techniques and new products and stuff like that in the regarding to the business. They have to understand, you know how to run your business, how to operate your business, what are the benefit of resources? Such as the SBS, SBA and Department of Licensing?

35:15

And, you know, they all have their guidelines, and when they want these resources, we give them the information they need. Very important to start up a business on how to create your business plan. A lot of people, especially when you come from another country, they don't

really create a business plan, they just go right off and open up the shop and then good to go. But that's not how it goes. You have to understand as a business plan, there's competition, there's finance going on, so these are information that they needed to be aware of. We also create a Beauty Business program, and this beauty business program, we give them from the, you know, the guideline, you know, from schooling to understanding the rules and regulations to how to obtain the licensing. And also understanding the, you know, of course the taxes and there was a point where the worker compensation back in 2013 I believe, or 2015. We were working with Governor Cuomo in regards to a nail industry that we're having where there was a regulations on those nails. Wages.

36:18

And because that was going on for a while, we worked with Domestic Violence program, where we are giving free education, workshops, seminars, so that these men and ladies are being able to obtain a successful short-term career.

36:36

Not only that, we also have helped them get the first step on how to open up the startup business. So, this, what's really important for us, is also the job opportunity. Not only do they get the license, and now they're ready to go, but they don't know how to obtain those job opportunities. So, we do connect from the employers to employees and get them interviewed. So, we, we are kinda like a database, a resource, of what information you need within the beauty industry, because it's very hard to get those information back in the days. And that was a little bit more online. But now, is more information given out to people to understand, how to become successful in the beauty of the street as short-term career and where are the resources? And how can they find funding? And how could they be able to operate their business, as well as in the industry. In our organization, not only is in the beauty industry and you know cosmetology, barbershops, and so forth, but we also have construction. Those construction also wants to be able to be in alliance and will also work with lawyers, attorneys, and accountants.

37:39

So, it's so important to give them the whole resources and that's what we'd love to continue working with you guys so that we could be able to provide them those resources as well.

37:48

OK. Great. Thank you so much, and I'm sure everybody is now kind of familiar with the work of the organization. So, thank you so much for sharing. But I'm hoping that you can also kick us off here.

38:00

So, from your experience, obviously, you know, as an organization for the beauty industry, right? So, can you kind of tell us some of the impact from COVID on somebody on the ground that you've seen out there? Yes, very harsh impact for the small businesses, especially the salons, you know, very, very limited to when it comes to the funding for them because a lot of their employers do not, you know, they don't have the 1099, so they can't get the PPP Program. So, there's other funding I know that they're trying to get. So, funding is very

important impact. Also, employees are not coming back, and because, I guess the unemployment was good for them, or some of them, but they haven't come back.

38:50

And a lot of shops are big shops that has been there for years are, are in the midst of closing. However, we are trying to give them.

39:03

Of course, if we can, very limited PPEs. Of course, they have all these bills they have to pay that they don't have enough money to even get to PPEs to make sure give this to their employees. So, it's been very rough, very harsh, a lot of sacrifice but right now is we're trying to give them light at the end of the tunnel to see if they can maintain themselves in regarding to staying afloat in their salons. So, it's very important that these resources are handed to them, because a lot of them doesn't understand that there also are resources for them, but they're rarely get an impact with that.

39:46

Got it, thank you, Thank you for sharing, Angela. I'm sure that that resonates a lot with other businesses. And Angella, obviously, as a business owner. Is that situation the same for your business as well, or does that speak for you?

40:03

Yes, absolutely. I wholeheartedly agree. We definitely took it because it was totally unexpected. You know, you go into it with major plans, as you start to, you know, go into the next year. So, for us, it was definitely a challenge, because, you know, fortunately we're technically tattoo, even though we're doing cosmetic tattooing. We do have very strict regulations when it comes to sterilization and making sure that everything is safe. And sanitary things are single use disposed of after each client.

40:38

But, you know, we have to step it up a notch now, you know. And also, funding was definitely a challenge. You know, when you don't have clients, you don't have revenue. You know.

40:49

And so, you start to wonder, where does that leave you? Are you going to now have to fund your own business without those clients ? so, so it's a, it's a happy feeling to start to kinda think about seeing those clients again and getting people back in the door, making sure that technicians are able to make some money, you know, because it's kind of one of those things where it's an exciting industry to be a part of, but at the same time, we're all here to make sure we're able to eat.

41:20

OK.

41:22

I just want to pose a question to the agencies now. Jenny. Alberto, Amy, and David, feel free to chime in on this, but obviously speaking, after hearing Rami and Angela's experiences. Right. I know that we're in an unprecedented time. Now, because of coven 19. So, what kind of tips or

notable changes at your agency can you kind of provide to the personal care folks we have here today?

41:57

And feel free, Jenny, if you would like to start us off.

42:01

Sure, Sure.

42:02

I think that, um, we're here to sort of help and support and provide the tools that we can to make some of these things a little bit easier. So, some of the pieces, like I mentioned earlier, where we know you're required to do the health training, you know, we're hoping to alleviate the burden for small business owners to have to figure out what that looks like for themselves, and to kind of provide a tool and a template to sort of be easily adapted.

42:27

And, we're hopeful that we can provide some of the materials. Like there are various posters that can be placed around your setting to remind clients and customers.

42:43

And then, you know, like I think that perhaps one of our best messages is that we can sort of say like we understand that we're all in this together and we appreciate the challenge of re-opening. And we appreciate the challenge of sort of the following sort of the best practices as around separating six feet and what that means, and sort of where, where possible, to sort of provide guidance in the best practices. You know, I scan other jurisdictions regularly to see what they're doing in California. What are they doing in Chicago? And where we learn of best practices, or ideas, or sharing those out. Like I mentioned, like, I thought, using sort of shower curtains as a way to delineate space was sort of a, you know, a nice, a nice idea. And they're like, I don't know would you call shower curtains, esthetically appealing? Maybe not, but maybe a little bit more than like Plexiglas. Sort of sharing out, those sorts of tips and best practices as we learn them. And sort of being here to support and say, thank you so much for all of your service and work as we sort of re-open and make things available to New Yorkers again.

43:47

Absolutely. Yeah, Alberto, I notice you can turn your camera on. Hello, there. Yeah. We would like to just, you know, provide some tips and notable changes at your agency to the personal care folks. First to piggyback off, Jenny, I think we admire all the small businesses who are making a comeback, you know, it's not easy and we respect them and admire what you're doing.

44:08

And we're here to support you.

44:09

The best we can. I know at DCA, what we've been doing, is we have weekly outreach to different communities in the city with one of our inspectors who's giving tips on what to do, what not to do, and we're giving a lot of information. Whether it's FAQs, whether it's, you

know, what signs to post, if we've seen from other barbershop in salons like Jenny said, we've seen the shower curtains and many barbershops, and it works. You know, it's, it's cheap. It's easy. I know for, for, some barbershops, a lot of them have had the temperature gun.

44:44

They'll make a lot of their barbers, but also the customers who come in.

44:47

So, they're very detailed, things like that. A lot of questions are focused on, how do I get a log, and a lot of it, you can make your own log.

44:55

But we have templates online to help different businesses, to keep in line of what to do, what's expected.

45:03

And it's OK not to know. We stress that for sure. You know, we asked them to ask us questions, ask our inspectors questions. We want everyone to have information, you know. We're bringing it to them, and the main thing is education.

45:18

It's okay to not have it right the first time, even a second time. But, but we're here to help and want to make sure that everyone's on board.

45:25

45:26

Mmm hmm, great, and Amy or, or David, if you would like to also provide some tips and notable changes at the agency? I know you had mentioned that the Department of State provides licensing to these personal care businesses, so we'd like to just provide some tips and changes that would be perfect.

45:48

Sure. So, one of the most significant changes.

45:54

I think for a lot of our license holders during this whole time is that we've, through Executive Order through the Governor's Executive Order, has extended the license terms for all of our different license holders.

46:10

So, some of the businesses, some of the individual practitioners, you know, may have seen their license lapse, you know, and may have been worried about, well, can I renew my license? How do I go about renewing my license so that I can start to go back to work on following these guidelines?

46:27

And so, under the Governor's Executive Order, any license that was issued by the department, that may have expired between March 27 and it extends through September 5th is automatically in good standing.

46:47

So, now that businesses are starting to re-open up again and, you know, there's some people able to go online or get applications, we encourage everyone to go ahead and do that now.

47:01

But at least, the, you know our inspectors are aware, you know, that the licenses remain in good standing and said that even if there's a license on your wall that expired, you know June 5th.

47:13

You need not worry that someone's gonna go in there and find or allege that your business is not licensed. Or that a particular worker isn't licensed. Because that's been extended.

47:28

Something else that I think is important that we're doing on the state level is, you know, participating with our colleagues in other agencies like this webinar.

47:38

And, you know, we were happy to participate with the Phase two guidance webinar. And, you know, providing this information again today and notifying our license holders about this important information.

47:50

And so, I think that's another important change that we're doing, is really trying to educate the license holders and provide that information to everyone.

48:03

48:05

Thank you. Thank you for sharing that. And of course, we've heard that there has been a lot of impact on the Personal Care Industry from COVID 19, right? And so, as, as re-opening was on Monday, July 6th, right? And so, Angela, what are some of the creative ways that you're tackling how COVID19 has kind of impacted your business here? Our space you can kinda tell is pretty open. We try to keep it nice and sterile and clean, so one of the benefits was already kind of having that distance in place, but one of the challenges though, is just making sure we have everything on hand. I have enough masks. I have enough resource for sterilization and sanitizing.

48:56

I have enough stations for people to actually use those products to make sure that when people walk in, they can immediately tell that they're in a safe space where we're taking all the necessary precautions asking them to go above and beyond. In washing their hands, doing the whole 20 second thing. and also, adding additional wordage to my consent forms, just to make sure that people are signing off and acknowledging that they are healthy, we're doing the temperature checks, were also make sure that masks are worn at all times. one of the unfortunate things for tattooing is sometimes you need that moral support. So, some of our clients would bring people along with them, you know, one person to hold their hand, and just kind of be in the room while they're getting their procedures done. We have to, unfortunately

eliminate that to make sure that we're keeping, you know, in line with the limited amount of people that should be in here at one particular time.

49:55

So challenging, for sure, just to make sure that everybody is prepared to follow those guidelines, hopefully, we're not going to have too much pushback when it comes to that. Our technicians are on board to do whatever it takes to make sure we're all safe. But, you know, these are the things you have to do right now as we start to get back to it. And the fortunate thing is that we're all on the same page when it comes to staying healthy and so, I appreciate you guys for all the resources and tools you're giving us to make that a streamlined process for.

50:29

50:30

No, absolutely we're you know we're appreciative that you're here with us to share your experiences. I know that we have a lot of questions that are coming in so we will get to your questions after the panel. So, we will definitely get to your questions for sure. And you know Rami I'd just like to ask you a question as well.

50:55

So obviously as you know, businesses are re-opening or thinking about re-opening, businesses need to kind of obviously increase their customer inflow and install a lot of different safety guidelines. So how do you kind of see the business techniques to try and attract customers changing during this time?

51:18

So, it's very important for most small businesses to let the customer know that safety goes first. If they know that safety is first that they're going into a shop. And they know the shops is following those rules and regulations. They feel safe that every time they come in, they don't get bombarded by a lot of people in the salon because I do see a lot of that going on that are, you know, they're waiting by appointments. They are showing their hair style or the tattoo via social media or so that they can have something ahead of time so that when they go to the shop, they already know what to do. So, the less in connection with the client physically.

51:59

So, we want to make sure that every customer that comes in, they want to feel safe, they want to know that the shops are doing the regulations, and not too many people coming in. Are they, doing by appointment, they want people to come in when people come out, on understanding that they see the washing of the hands and the sterilization and not just putting things on. Because I've seen a lot of shop with their masks down here. Like the Governor said, it's not a chin guard. It is actually a mask. But I understand that, you know, it gets so hot, especially in the shops, it gets so hot and they kinda wanna breeze. But it's definitely understandable. It's very important to have ventilation, as well. They have, especially on nail salons. On Phase three, they have to install those ventilation.

52:43

Now, they're very concerned about this ventilation, because they're wondering if the COVID will circulate while they do ventilation. So, there are a lot of questions regarding that. Also, to

utilize a blower, you know, when you have the plastic on the side and you're using the blower its hot, and you're trying to breathe at the same time, you thinking it's circulating? So, they have a lot of questions about that. But if we space it out, like the governor said, 50% capacity in there, have waiting outside. You know, obviously, a lot of people say, I can't wait outside in the car because I, you know, the heat. But you gotta put an air conditioner, come on time for your appointment. So that's very important that the customer just feels safe so that they can keep on coming by.

53:29

Safety is definitely the top priority for sure. And Angela, are these, you know, marketing techniques the same that you've been using? What, you know, what other marketing techniques are you kind of using to try boosting the confidence and to regain the confidence of customers coming back as we're re-opening?

53:49

Yeah, so we're beefing up our engagement on social media for sure. We're, as we're working with clients, we're wanting to video, record how that process is going, like, what their experience is, how do they feel about the space? What do they, you know, asking more questions so that they're able to articulate what to expect for new clients, or someone else's, who's just kind of leery about getting back out here? We also are shifting most of our consent forms to online. So that eliminates the amount of time they have to sit in front of the space and fill out those forms and that, you know, that eliminates all touching it.

54:29

We're going to be offering masks and gloves to people who, obviously, you can't enter without a mask, but if they don't have one we're absolutely able to give them one before they come in, you know, things happen. All of us have done it, where we walk out, and go, "Oh no, my mask!" some of those things we're trying to put in place. But it is, it is a challenge even when you consider hiring or adding new technicians to the team because we've had so much time lapse where we haven't had that hands-on technical work going on. It's hard for me to gauge how a technician's work will be because they haven't been able to work for months. So, that's a challenge that we foresee. But I'm sure we'll figure out a creative way to get around that.

55:18

Even if it means, you know, extending our hours, so that we can have the technicians coming now that they're able to be hands-on, more one-on-one, with clients. Offering discounts, promotional codes to just drive business and revenue. I feel like, you know, one of those people who definitely believe in quantity. So, if I can get more people to come in by reducing our price by a little bit, that helps them be able to afford the service, and, still, get the things they want done without having to feel so much pressure financially, and it also helps us, at the same time, get more people through the door. We do by appointment only. So that's always a great thing. So, we're just trying to think about ways to stay, stay connected.

56:00

To be honest, the social media is one of our biggest, biggest tools for that Mhmm, absolutely. And in this day and age, social media is definitely the top source where we often get

our news and whatnot. So definitely a great tactic there. And for the different agencies, obviously, there are a lot of posters and stickers that are online right. And so, can you just kind of tell our personal care businesses now what posters or stickers are needed to be posted in the business that are mandatory?

56:34

Yes.

56:36

Yeah. And maybe Jenny maybe you could start us off again.

56:43

I'm going to punt that mandatory question to the state. You know what posters we have, we have specifically a "prevent the spread" poster, we have a hand washing poster. And then we have a social distancing poster and those are available in 10 different languages.

57:15

Don't quote me on that but it's a lot. And you can call 311 and actually get those sent to you if you're interested in having physical copies. Or if you have a printer which, I don't really know who has a printer anymore, but you can also, you know (a challenge I face in my own life regularly), but you can also print them and download the PDF. I believe, although I would need to double check, I believe that we also have a social media packet that you can use. So, if you're interested in sort of using that out on your Instagram, or Twitter, etc., that those are sort of also available. And I should add that Angela. I live in Williamsburg, so I should come visit your space. If nothing else, just to be in the same space with another person again.

58:08

That's so important right now. And, Jenny, maybe, in the meantime, you can reiterate that, that core four guideline.

58:18

Yeah, definitely. We have, you know, all of our materials are sort of packaged with this messaging, so physical distance, handwashing, face coverings, and stay home when you're sick.

58:30

So, it's, it's easy, but it's easy to remember the core four.

58:38

Yeah, and Alberto, so any, any posters or stickers that should be posted in the business? I think much of what Jenny mentioned, is what we require. I think for us we also ask that you place markers for six feet. If social distancing is needed, that's a big one that we look for.

59:00

59:12

Great. And you had mentioned earlier that inspectors are going out to provide education.

Yes. That's correct. So, they're either doing it with us on these different business education days. We might actually have one in Williamsburg coming up in the next few weeks. I'll circle back with that if that's of interest. Angela, we could stop by your place if you like.

59:33

So that's what we're doing now. The inspectors are very friendly. They've been trained and it's a multi-agency for the Office of Special Enforcement, so it's us DOT, FDNY and a few others.

59:46

So, you may see us. You may see it.

59:48

But we all have the same information.

59:51

And they're offering more guidance and educational materials. Right? They have a lot more than we have and they have the capacity to carry that around too. Like you said, Jenny, they'll have more information.

1:00:06

If you see them walking by, we'll make sure to wave hello, right?

1:00:13

And, Amy or, or David, so any posters or stickers that are needed to be posted in the business from the Department of State?

1:00:24

It's not specifically a Department of State poster or sticker.

1:00:29

You know, what the other panelists have said is, you know, it's required to have the markings in terms of where people are standing and things of that nature. You know, the signage of COVID. But one thing that you know, I think would also be important to note, is in addition to the actual physical posters or signage that the business owners, know, should

1:00:52

go to the New York Forward website to review the specific guidelines that the state has issued for the personal care businesses and completed the safety plan. So, that's not you know, a sign or something that's posted, but it is something that is required to be in the business location and available you know, should there be an inspection.

1:01:20

You know, and it basically outlines you know, the business's plan for safety protocol.

1:01:26

You know, the PPE and how they plan on doing their disinfectant.

1:01:30

And that really, it's to ensure that those who are going into the business can feel sort of safe and trusted that the business owners are taking the appropriate steps to ensure that, you know, they at least know that there are these guidelines, and that they follow them. And, so, you know, much like the city agencies you know the state, when we plan on doing the

inspections. Obviously, you know, our first and primary goal is the health and safety of the workers, the businesses, and the patrons.

1:02:01

And so, you know, we use these as opportunities to educate, and so that would be something that we would also be, you know, looking for, to make sure that they have those plans. So, not exactly what you're asking for about signs and posting, but it is something that is sort of supposed to be posted to some degree so that, you know, it's available for inspection.

1:02:24

So, that would be the only additional thing that I would add, to what the other panelists had already mentioned.

1:02:29

Great. Yeah. I think that's, that's definitely vital information for the business owners. And so, to maybe wrap up the panel. Just last question.

1:02:43

I would like to ask both Rami and Angela and maybe first Rami, you can answer this, but what are some of the, I mean, hearing all of this information right from the different agencies and from Angela. So, what do you think the future looks like in the long-term for the personal care industry?

1:03:10

Well, it's, it's hard to say. This is new for all of us. Right? Because it's never happened before. And a lot of people wasn't prepared, where they not going to be able to open their businesses for 4 or 5 months, and there are still businesses that have not opened yet, because they're afraid to open. They still don't understand what they need to do.

1:03:32

But I believe that if we continue bringing awareness of what are the steps and the resources available for them? What can they be able to do for their business? Not to be afraid to ask too many questions, especially for those who are in the immigration of minority, so that they could be able to grow as a business. Right now, what they are looking at is more clientele to be able to pay their debt. But at the same time, they're very afraid of their business closing so they're all worried about COVID probably hitting again.

1:04:14

So, they want to be prepared for that and they haven't even recovered from this one. So, it's hard to say at this point, but I think we could do as much as we can just to give them as much of our resources and advice and see where they go from here. Because there are still a lot of questions out there.

1:04:33

And so, Angela do you kind of agree with that. Right, it's a little bit of an unknown, right? But what do you, what do you think, you know, as, you envision it in the long term, about the personal care industry?

1:04:47

I totally agree with that.

1:04:50

There's a significant amount of confidence we have to rebuild with establishing our clientele again and making sure everybody feels that safety and security. But you know, we're not out of the woods yet, we're really just, you know, trying to get back to a comfortable place, except we just have to have to make sure that we're doing it the right way, and we're not too anxious. It is a concern when it comes to being able to keep your business, and, you know, how long does this last with another wave, it's what you do. But I think that the city has done a wonderful job, making sure that we have, I think, the biggest thing that we did correctly.

1:05:27

is stay home. And really taking heed when it came to what's going to be important for being able to get kickstarted again, I'm from Texas originally (Houston to be exact) and they are going crazy. And so now they're seeing the downturn of them not doing the things that they should have done. So, I'm pleased with, the way the City handled our quarantining and regulations and all the wonderful things that are in place now to make sure that we're doing what we need to do.

1:05:58

I think, as long as we stick with those procedures and those protocol, I think carrying them out - I think a lot of the things that we're being asked to do should be mandatory going forward. These things don't.

1:06:11

Hurt us in any way.

1:06:12

It's extra precaution that's being taken right now and it just means a lot to be able to see people come back together. And if we can work together on it, you know the best way to go.

1:06:24

So, I'm optimistic for sure, I'm just going to keep chugging along, trying to make things happen, in the best way possible. That is definitely the right attitude to hit us home here. And I know that we have a lot of questions in the questions box already. So, thank you again. Rami, Angela, Jenny, Alberto, and David and Amy, for being on this panel. But Deshaun, I know you have a lot of questions for us waiting, so. I'm gonna let you take that.

1:06:57

Perfect, yes. So, people have been patiently waiting and we're getting a lot of questions. So please raise your hand if you have any questions and continue to put your questions in the Q and A box.

1:07:08

But Gabrielle has a question about floor stickers: Are the floor stickers for the six feet of social distancing required?

1:07:20

So, is it a requirement to have those stickers that we're seeing in different places of business that show what six feet looks like?

1:07:30

Yes, so Deshaun either have the stickers, or a marker. Some type of marking that delineates six feet between the customers.

1:07:38

So that is something we require.

1:07:43

Perfect, thank you for that, Alberto, and there's another question: Do your employees, do your staff members need an additional license to show that they are compliant with any of the new safety regulations?

1:08:00

So this person wants to know, all the new safety regulations that are put down from the state, The guidelines that DOH is telling us, consumer worker protection, Do you have to have a specific license so people know that you're following all the safety guidelines?

1:08:15

Not from the state level at the Department of State.

1:08:19

As I sort of mentioned earlier, in response to the question about the poster requirement, the business owner has to have that plan that's available for inspection.

1:08:30

And in truth, anyone could ask the owner for it. So, a customer going into a salon, you know, may ask, you know, the worker or the owner, you know, do you have the plan available? So, I can see, that would, you know, potentially provide some level of comfort or assurance, to the customer that their walking into a salon that has at least read the guidance that the owners affirmed

1:08:53

You know that they've understood it and that they are making changes to the business to comply with those guidelines, but it isn't a separate license that one would obtain from the division of licensing.

1:09:10

Perfect, nothing required from the city, either.

1:09:17

Alright, perfect. I saw that, Alison Trey, I saw that you had raised your hand so I'm going to unmute you so you can ask your question live if you still have a question for us.

1:09:31

So, Allison Trey, you can go ahead and unmute yourself.

1:09:35

Hi, good morning. Can you hear me?

1:09:38

Yes. yes. Please go ahead.

1:09:40

Thank you to the panel for the information. I think that I speak for a lot of aestheticians and skincare spas when worrying about the fact that we can't do facials, I understand that you know, dentists are a necessity but they're putting their faces directly into people's mouths. And I'm wondering if the panel has any idea about when we might be able to go back to our skin care, and if you can contact the state and governor on our behalf.

1:10:23

in this matter?

1:10:35

I would sort of punt some of that to the State around these particular requirements.

1:10:40

I can sort of chime in here and just speak a little bit about your question on sort of dental. For most of the time, sort of dental is only open for emergency surgery. And then the other piece to the dental discussion is the dental offices are required to have much more specific medical personal protective equipment. And they're conducting aerosol generating procedures. So they're just, sort of historically, with their role sort of a health care provider, are in a slightly different position, to protect themselves from, you know, from COVID transmission, sort of due to the medical grade quality of PPE that they're using on a regular basis.

1:11:26

I know that that doesn't quite address your question and just sort of to provide a little bit of context and yeah.

1:11:37

Can you speak on our behalf? Can somebody speak on our behalf of the skincare industry? I know that we've been signing petitions. Even if we knew when we could start the services again, because for many of us, that's our bread and butter. That's what keeps our businesses open. So, the fact that it hasn't even been mentioned in any kind of upcoming phase or anything is really worrying for a lot of us.

1:12:09

Yeah.

1:12:09

Well, we definitely appreciate you bringing those concerns up. It's our job to put these forums on where you can give us some feedback about the challenges that you're facing, and different things that you need us to advocate for as a city agency that works to support our businesses. So, we'll definitely make sure that we're working with our teams and our other agencies to start bubbling up these different concerns, so people know how the different

regulations are impacting your specific businesses. So that can just help inform the process for re-opening.

1:12:39

So, we'll definitely make sure that we bring that up.

1:12:43

Thank you for that, Alison.

1:12:44

Thank you. So, there are a few more questions. But I know Rami and Angela, I'd be curious if you have any questions for any of the city agencies or things that you're hearing from your workers or other business owners in the field?

1:12:58

I do have one specific question just in terms of the document that, it's, it's on the city's website, I printed it out. I guess it's in the same place you'll find the affirmation and then the safety plan, but it speaks to the 14 day screening or testing: I'm not sure quite how that works and if that's something that we have to go out and do in a clinic or facility, or if its complimentary or is there a cost for that?

1:13:29

Or is it something that we just do ourselves and keep record of for testing?

1:13:35

That's a great question. And, I don't know if the state can sort of chime in after me, as well, since that's from the State requirements, but, yeah, as you mentioned, sort of the two specific sectors, sort of previously hair salons, and barbershops required you to do testing for every two weeks while they were still on Phase two. And Phase three, staff and personal care services are required to be tested every two weeks, as long as the region remains in Phase three.

1:14:03

So, I think the first thing that I want to underscore is that when we move into Phase four that requirement is lifted, but currently, COVID testing is free across the city, so there's no cost for that. And there's a handy map where you can search on that main (I don't know, maybe we can put a link to it here in the chat box) where you can find you're the nearest site for COVID testing near you. All of the city MDs are doing it, and I know, sort of from experience of friends and family members who are essential workers and needing to be tested that the process has been very easy for them. They haven't had to wait, it's sort of an in and out process fairly quickly, and you get your results relatively easily. So, I would definitely, I can sort of dig out that link and share it, and then, Deshaun or Eric can share it out. It's where to sort of find the nearest testing site closest to you. But just remember that once we move into Phase four that particular requirement is lifted.

1:15:05

OK. Alright, so that, I guess, to add to that, because let's just say, I'm going to go out and take the test today or tomorrow. Is there something that should be kept here on site for any potential question? Or do we just kinda keep it as a record, in case anyone asks us for it?

1:15:27

1:15:30

Yeah, that's a great question. I ping the state on that as this is sort of one of their mandatory requirements.

1:15:38

So, it's sort of what was mentioned earlier in terms of like keeping a record versus keeping a medical record.

1:15:46

And so, the guidelines don't require the owner to, to maintain the, like, for example, like the actual temperature check of the employee or anything like that. Just verify that it was done.

1:16:01

And so long as the owner is keeping a log, you know, confirming that you know this employee confirmed that they took the diagnostic COVID the test 14 days ago and that they're keeping track of it, that would appear to comply with the guideline.

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This way, obviously, if you have the information, with actual medical record, obviously, there's a privacy concern and so, just keeping the log, demonstrating that these tests were maintained versus the sheet showing that you're COVID negative.

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That would, I think, be the way to do that.

1:16:41

Well, thank you so much.

1:16:45

Thank you. Thank you, Angela. Thank you, David. Rami, I want to get you in here in one second. But there's a business owner that just raised their hand. Debra, I'm gonna take you off of mute.

1:16:56

So, you can go ahead and unmute yourself, so you can ask your question.

1:17:02

Hi. Can you hear me?

1:17:04

Yes, Yes. Go ahead. OK, so I'm a massage therapist, and I have a little confusion. I don't know if you can put the slide back up, but I was trying to read it again. I've read it before.

1:17:15

I feel like I feel like perhaps the language is wrong.

1:17:20

They talk about face coverings while prone, whereas I would think that there would be more concern while supine. So, I'm wondering if possibly the terms got mixed up, or if I'm just reading this wrong, like, what is the big concern?

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I mean, I agree that the face covering should be on at all times, but are we allowed to work supine? I mean, and especially when I just heard the aesthetician speaking, that they're not even allowed to do

1:17:52

facials yet. I'm just wondering if this is even correct. Like, are we permitted to do work with a client and a supine position? So, for those who don't know, supine is face up and prone is face down.

1:18:10

So we can go back and look at the slides to see if we pulled information that wasn't correct or not, but David from the state, I know that there's a hotline and a way for people to get in contact directly with the state.

1:18:23

Do you have contact information in case people have any questions about safety guidelines and regulations?

1:18:29

I mean, certainly, with respect to the Department of State licenses, we could provide information. Unfortunately, massage therapy is one of the state licenses that we do not regulate. You know, I'd recommend anyone who's licensed by licensing, the practice of massage therapy, contact the Department of Education, the Office of Professions, they may be able to provide specific opinions regarding that license type.

1:18:57

Unfortunately, you know, since it's beyond our jurisdiction, it's not really, I think, appropriate for us to comment on the guidelines as it relates to that area of specialty.

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So, who

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Put forth these guidelines that I'm looking at, that every that everybody is saying.

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I mean what, what appears to be on the slide, it is, I think, something from city agency.

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These look like they are recommendations from the New York Forward documents, either from the interim guidance or from the summary guidance.

1:19:44

Yes, it does look that way. And the question I had stem from when I first saw those.

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So, I see them carrying over here, so you know where they got those from? As I said, you know, the office, the Practice of Massage Therapy is not something that the Department of State regulates or has any jurisdiction over.

1:20:07

And so, the only thing that I could actually recommend you know, is contacting the New York Department of Education, Office of Professions, there is a massage therapy board. They may be able to provide. Yes, of course. Yeah, OK. All right. Thank you so much.

1:20:24

Yeah, and I've just dropped in the chat SBS has a hotline that we have for any businesses that have any questions about the Safety Guidelines, Regulations., anything that you need to know about Re-opening.

1:20:38

So, feel free to call us directly at 888 SBS 4NYC.

1:20:48

Call us directly, and you can have an opportunity to talk to one of our staff members, and we can make sure we talk through all the different safety guidelines.

1:20:56

OK, thank you again, everybody, for sure, and Rami, I know you had a question.

1:21:03

Yes, this, this question actually was frequently something that happened this week. There are people who cannot open their salon because they had obtained a summon a while ago, and they want to be able to reach out, obviously, to hearing, by hearing. Honestly, it's not working out every day. And they cannot renew their business license. What can they do in regards to that? Because right now, it could be a small summon, but because of that, they will revoke a business license because it hasn't been paid. What can they do? Because they're in desperate needs of opening up the business, but because they, they need to get to that hearing or the summon business license are not given to them.

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And what's been happening at that I have seen is that they try to open another organization and create another business license, which is not recommendable obviously. But t what's happening, and I would like to know like, what are their steps for that? Department of Licensing? What do you think about that?

1:22:08

What can they do?

1:22:11

You know, as I mentioned earlier, part of the Governor's Executive Orders extended the expiration date of any license, so the fact pattern that you just presented, You know, isn't

something I've seen before, but if somebody had been let's say, cited and they hadn't yet gotten to the hearing yet.

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That would, in my opinion, have no impact on the eligibility to renew the license or even to continue to operate under the extension that's automatically provided to every single license holder, or reason of the Governor's Executive Order.

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You know, so for example, if a business was inspected in January and they were supposed to go to a hearing, you know, in May.

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But obviously, that hearing has been adjourned. and their license is now expired.

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That license remains in good standing because of the executive order. So, I can't see how just having been issued the ticket is going to prevent them from either renewing or continuing to work under the executive order.

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If, however, you know, they've already missed their hearing, and there's already an order out there, that's, that's different, but that doesn't sound like the fact pattern that you're presenting.

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You know, in that case, the person, potentially, if they were still within the statute of limitations, you know, could appeal for reconsideration of that decision, But, again, that doesn't sound like the fact pattern, or somebody was just issued the ticket and was waiting for the hearing.

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But then, never had that opportunity yet, because of the adjournment.

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That is, you know, they should be allowed to work.

1:24:04

OK, just because it seems like they, they couldn't on the website to, they said, it's revoked, and they can't apply. You know, you can certainly contact us, and you know, we can look into it if you had somebody specific.

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But in that case, though, if they were already revoked, it sounds as if they already had a hearing, not something where they were scheduled for a hearing. That was never actually heard.

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OK, OK, thank you.

1:24:36

Of course

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All right, so it looks like we have time for maybe one more question, so go ahead and raise your hand if you have a question. Go ahead and chat.

1:24:49

But we have people asking about when we're going to be allowed to do facials.

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So not sure if any of the agencies has any ideas about when that's going to happen. But a lot of people are asking us about what timeline we're working with and with the different phases of the re-opening, and that's TBD.

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We're looking at all of the data, information about infection, infection rates, what's happening across the country with COVID. So, we wish we could predict when things are going to be happening.

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But as we get more information, that's when things are going to be released about what you can expect with the different phases.

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So, I'm not sure if any of the agencies have any ideas about facials specifically, but a lot of the stuff that's coming down will be TBD once we start gathering more information.

1:25:40

I'll just add, sort of, you know, I think, and this was sort of similar to the question earlier. I mean, I think, again, the state is sort of setting on the guidelines and the phases. And we're sort of rapidly turning around and trying to share that information out, as Sean mentioned as soon as it's available. But you know, the one thing to bear in mind officials is that sort of from the science perspective, that isn't much closer face-to-face interaction and sort of extended, prolonged period of time. And so, what we know about the transmission of COVID

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is, you know, that interaction and things from a distance, which is greater when you're doing a haircut than when you're completing a facial, is that, I think that just facials are still a slightly higher risk activity.

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And so, for your safety and the safety of your clients, I think that that's really the reason that facials have sort of been held back as an approved service. The same for indoor dining. Right. So, as we know what the science is, we're trying to determine (and the state too) what are sort of the first harm reduction policies that we can put into place as we re-open for the safety of everybody in New York City.

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Alright. Perfect. Thank you so much for that Jenny.

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All right. So that's all the questions for now. So, I'm going to kick it back to Eric.

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OK, thank you, John.

1:27:00

Emily that was a great panel discussion. Thank you so much, very informative things today. Rami, thank you so much. If you haven't done so yet, please share your contact information because the services that your organization provides, I'm sure folks can use. Angela, your positive attitude of the small business I really applaud, and I wish you the best of luck going forward. Thank you to Ginny and Alberto. and Amy and David. Thank you so much folks. I think that's about all the time we had today. Thanks again. We'll be in touch. We've left our contact information in the chat, so reach out to us if you need further guidance. And if you have no other comments. Thank you so much, folks.

1:27:39

Thank you. Everybody. Enjoy your weekend, OK. Thank you.