

YUMA COUNTY COMMISSIONERS
October 19, 2020
Special Meeting Minutes¹

On October 19, 2020 at 10:00 a.m., the Yuma County Board of Commissioners met for a special meeting as members of the local Yuma County COVID Task Force. Chairman Dean Winfield, Commissioner Robin Wiley, Commissioner Trent Bushner, and Administrator Andrea Calhoon were present throughout the meeting with meeting members joining via teleconference. Also in attendance were various municipal and hospital officials as well as Northeast Colorado Health Department Director Trish McClain.

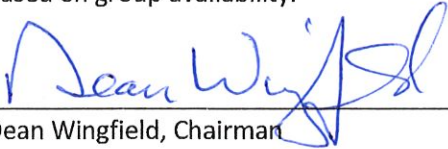
COVID Task Force – The group convened to review the change in assigned level for local COVID status and discuss marketing strategies around education and mitigation activities. The group reviewed a draft press release and discussed the pros and cons of various delivery avenues. Among avenues discussed were the merits of a single, unified message delivery as compared to message delivery through a variety of sources. The group discussed the various trends of incidences locally and how to target marketing messages around the sectors currently creating impact. City of Yuma Manager Scott Moore proposed a video marketing campaign in hopes that video information might gain more traction than written articles.

Northeast Colorado Health Department Director Trish McClain discussed upcoming meetings with various sectors as well as information her office has received regarding public perception surrounding business compliance or non-compliance with public health protocols. The group discussed the interrelationship between school requirements and business requirements and ways to encourage business compliance to support school efforts and criteria. Impacts beyond the local control were discussed as well as ways to encourage the community to recognize the consequences of non-compliance separate from political perspectives and individual perceptions.

Local healthcare officials discussed various challenges in local case management. Among the biggest challenges seen are compliance with quarantine protocols. Lack of compliance is putting particular strain on healthcare resources. Also discussed were the impacts of testing rates and impacts on the positivity rate. Of notable challenge in controlling positivity rates and testing rates are the variable and often lengthy turnaround time on test results. The group reviewed and compare the benefits and detriments of high testing rates for asymptomatic citizens and the retesting of citizens who have previously been positive. Testing resources were reviewed under the lens of impact on mitigation and containment.

The group discussed upcoming events related to Halloween and how to encourage safe and realistic events and protocols in line with those events.

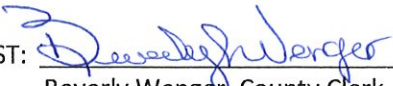
The meeting adjourned at 11:00 a.m. The next COVID Task Force meeting will be set for the week of October 26, 2020 based on group availability.



Dean Wingfield, Chairman



Andrea Calhoon, Administrator

ATTEST: 

Beverly Wenger, County Clerk



¹ Minutes prepared by Andrea Calhoon are a summary of discussions, not a verbatim account.

