



505 Third Street
Hudson, Wisconsin 54016-1694
FAX: (715)386-3385
www.hudsonwi.gov

Aaron S. Reeves
City Administrator
areeves@hudsonwi.gov
(715) 716-5741

January 4, 2021

Dear Hudson Business Owners,

The past year has been hard for us all. The COVID-19 pandemic has especially impacted our business community. You represent a vital part of the fabric of Hudson. Many of you have worked diligently to keep your business, employees and customers safe during this time. Your efforts are greatly appreciated by us all. At times it has been hard, at times all your work seems unappreciated, and at times it seems like your efforts are overtaken by events outside your control. We, the Mayor and Hudson Common Council, recognize your work and sacrifice. We hope to continue to support each other over the months to come.

The City invites you to become a partner with us in the “Safer Hudson” initiative. This initiative allows you to clearly communicate to your customers, staff, and community the practices you are using to keep us safe. We invite you to return the enclosed survey on your safety practices at your convenience and we will share your information on our city website. In addition, once you complete your survey the City will provide you with a poster to help your business display its safety practices to the public. It is our hope that this initiative helps unify our city during a challenging time and helps stimulate commerce by providing accurate information to residents and potential customers.

At present the COVID spread is very high in St. Croix County with 6,406 cases county-wide and 1,131 cases in the City of Hudson since March 2020. Now is a critical time for us to all pull together to limit its spread to support our businesses, economy, schools and our vulnerable citizens, especially as we move into winter and wait for vaccine. Local, State and National public health experts agree the following efforts significantly decrease the spread of this virus.

First the 3 W's:

- Wash your hands
- Watch your distance, 6 feet at least and if loud talking or yelling is involved even further
- Wear a mask. They work, its simple and effective.
 - Basic information at <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/about-face-coverings.html>
 - Good readable summary of the science. <https://www.ucsf.edu/news/2020/06/417906/still-confused-about-masks-heres-science-behind-how-face-masks-prevent>

Second the 3 V's related to creating a safer indoor environment

- Ventilation, air exchange and recirculation
- Venue, indoor or outdoor, room for customers and staff to distance appropriately
- Vocalization, softer vs louder talking

Finally, policies and procedures that screen staff for illness and encourage them to stay home and be assessed for a COVID infection if they are ill.

If you have further medical questions about COVID-19 or need any help with developing safety procedures at your business please contact Kelli Engen with St Croix County Public Health at Kelli.Engen@sccwi.gov

Thanks for working together as a community partner to slow the spread of COVID-19 in Hudson. We are all in this together.

Sincerely,

A handwritten signature in blue ink that reads "Aaron S. Reeves". The signature is written in a cursive style with a large initial 'A' and 'R'.

Aaron S. Reeves
City Administrator