



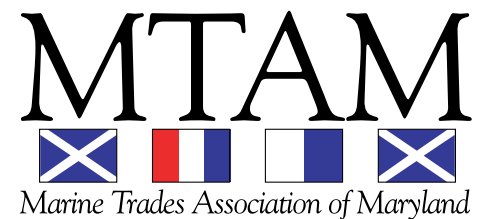
## **GUIDE TO OPERATING YOUR BOAT BUSINESS SAFELY**

A manual for running an organization that's safe for employees, customers and communities during the COVID-19 pandemic.

### **Includes:**

- 49 Best Practices for Boat Dealers
- How to Schedule Boatyard Visits
- 7 Tips for Operating a Safe Marina
- Downloads to Share With Customers
- 10 Steps to Train Your Staff

**BROUGHT TO YOU BY:**



In good times, and in times of crisis like we experience today, your marine trades associations at the local, state and national levels, are the organizations and individuals who passionately protect and fight for your business and our industry as a whole. With this in mind, we encourage you to always consider supporting your marine trades association, but especially during these challenging times, please consider renewing your dues or joining an association, so that we can, as a united community, continue to hold your business up and provide valuable resources like the one you are reading at this time.



# WELCOME

Dear boating industry professional,

It's time to get back to work in our dealerships, marinas and boatyards.

What that means today is different than what it meant even just a couple months ago. We need to prioritize the safety of our employees and customers in ways we have never considered before.

By taking the right steps for your employees and customers, and educating and training them how to stay safe, we can get our businesses reopened, keep our businesses open and maintain access to the waterways that our customers use.

That's why we, your local, state and national industry associations, have teamed up to develop this Guide to Operating Your Boat Business Safely.

We know questions abound. You've shared a variety of concerns with us, from how to keep your facility clean to how to train your staff to stay safe and from how to make sure customers are practicing social distancing to how to keep boats sanitized.

This guide is designed to answer those major questions. It will give you insight into how to reopen, if you haven't reopened yet, and how to adjust your normal policies and procedures within the laws and expectations in today's environment.

It's designed for dealership, marina and boatyard operators. If you are in one of these three categories, there will be resources in this guide that will absolutely help you, but some portions may not be applicable to your business, so use what works for you, and skip over the parts that may not pertain to your particular business.

The goal of this publication is to give you the guidance for you to confidently open your business, when you're able to, and to provide you with printable tools that you can use to help you do so safely.

Every single organization involved in this publication is dedicated to your success. If you have further questions, want to better understand how to use these resources, or even need them in a different format, please reach out to any one of us, and we'll be glad to help.

Sincerely,



MRAA



MBIA



MTAM



AMI



MIASF



NY Sea Grant



BIA



MTANJ



RIMTA



CMTA



MMTA



# CONTENTS

We've broken this publication into three sections: Your Business, Your Employees and Your Customers, so you can better navigate your way through and more quickly find the resources that you need right away. The publication also caps off with a summary with additional tools and resources.

## YOUR BUSINESS

This section is designed for you to consider how to safely complete the tasks that your dealership, marina, or boatyard completes on a daily basis, but in a safe, socially distant manner.

Pages 5-28

## YOUR CUSTOMERS

Bad customer behavior can lead to your business or waterways being closed. In this section, we'll offer tools for communicating with and training your customers to behave in a way that will leave a positive impression on boating in your area.

Pages 29-37

## YOUR EMPLOYEES

Here we'll discuss some additional communication and training pertaining to your employees, their comfortability returning to work and their understanding of the importance of following the rules you've laid out.

Pages 38-49

### Disclaimer

This document provides an overview for consideration only on how to address the COVID-19 outbreak as it relates to your business and employees. It does not constitute legal advice. You should consult an attorney for any matters discussed herein. Furthermore, this document is not intended to (a) constitute medical or safety advice, nor be a substitute for the same or (b) be seen as a formal endorsement or recommendation of any particular response. Accordingly, you are advised to make your own assessment regarding the appropriate actions to take to operate your business, using this document as one of several resources at your disposal. Please carefully consider all laws, mandates and guidance issued by your local, state and federal authorities before implementing any measures described herein. Government requirements surrounding COVID-19 evolve on a daily and weekly basis. Employers should develop safe work plans that comply with these recommendations, monitor all changes to such recommendations and update their safe work plans accordingly. Additionally, updates to those plans should be timely communicated to employees and other stakeholders, as needed.

# YOUR BUSINESS

For businesses everywhere in North America, including boat dealerships, marinas and boatyards, the past couple of months have been a confusing mix of openings, closings, partial openings and everything in between.

Regardless of which situation you're in right now, whenever you have employees or customers on your property or within your buildings, you need to be taking precaution to prevent the spread of COVID-19. While the CDC, OSHA, WHO, Health Canada and others have a myriad of recommendations on how to safely operate your business, they are sharing generic best practices for all businesses. Hopefully, on the following pages, you'll find more specific guidance to help you operate safely as a marine business.

In this section, you will find:

- **MRAA's Suggested Best Practices for Boat Dealerships** Page 6
- **Time to Think Through "Home Delivery"** Page 10
- **How to Schedule Visits at Your Boatyard** Page 11
- **7 Tips for Operating a Safe Marina** Page 12
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- **How to Sanitize Your Facility** Page 14
- **How and Why to Track Interactions at Your Facility** Page 15
- **How Non-Marine Retailers Have Responded** Page 16





## MRAA's Suggested Best Practices for Boat Dealerships to Respond to the COVID-19 Pandemic

Marine businesses throughout North America are working to adjust their operations to care for their team, and for current and prospective customers during the COVID-19 Pandemic. The World Health Organization, the U.S. Center for Disease Control and the Canadian Government have led the way for us all in providing guidance for businesses and consumers. We've provided links to their guidance at the bottom of this document. In addition, many states, provinces and local governments have each issued their own regulations and guidelines to help keep the public and the businesses who serve their communities safe. As you follow the regulations and guidelines that specifically apply to you, your team and your community, below are some ideas and best practice recommendations collected by the Marine Retailers Association of the Americas that marine businesses might consider for safely adjusting their processes to the COVID-19 Pandemic.

### Service Department

1. Customers will be directed to schedule all service appointments online or over the phone. Prior to servicing, all customer data and boat information will be captured. Phone numbers will be required for non-contact communication.
2. At the time of scheduling, we will collect the customer's preferred method of contact to keep the customers updated on their boat's status and ready time. We will stagger service appointments in order to better guarantee proper social distancing between service technicians, dealership employees and customers.
3. Our staff will prepare Repair Orders in advance with information provided from the Appointment Process (noted above) and pull needed parts for the technicians using gloves, if available, to reduce the need to disinfect before installation.
4. Service writers and technicians will use email, phone, text, chat or video chat to communicate with customers.
5. Technicians will work solo on a unit without the customer or others nearby. Customers will not be permitted to "linger" with the technician, dealership employees or within the service area for any purpose.
6. Technicians will use their own bins or carts to move parts and tools to and from the boat. If the repairs or maintenance to a vessel are being completed inside a service or storage area, social distancing areas will be maintained (six feet) at all times. The service department and surrounding area will be deemed a "high-risk area" and sanitized accordingly.
7. If a vessel is serviced inside, the servicing will occur in an area that is sanitized and maintained in accordance with the CDC, EPA, OSHA, state and local guidelines.
8. If a technician needs physical help completing a task, other dealership team members will wear disposable gloves and face masks to protect both employees.
9. All boats being dropped off by a customer will be cleaned and disinfected by the technician before they begin work.
10. All boats being prepared for delivery to the customer will be cleaned and disinfected by the technician before the boat is made available for pick-up or drop-off.
11. Our staff will implement a process to allow only one customer to drop off or pick up a boat at any given time and place.
12. To maintain the dealership practices in place, we will complete the authorized work, the Repair Order, warranty claims and associated paperwork using digital communications.
13. If communication is needed during the time of service, we will use video chat to show customers the needed repair or service, and gain authorization via text, email, DocuSign or phone.



## Sales Department

1. Customers will be prompted to inquire about boat purchases and available inventory online, where we will attempt to collect all customer data, contact info and boat information. Customers who visit the physical dealership or marina for sales or service will be greeted with signage, directing them to call or go to our website to schedule an appointment.
2. Sales presentations will be made by appointment only and will practice social distancing measures throughout.
3. Boats will be sanitized before and after every presentation per CDC, EPA, OSHA, state and local requirements.
4. All customers will be asked to wash or sanitize their hands prior to entering a vessel, in the showroom, outdoor display, or on the water. Hand sanitizer, sanitizing wipes and/or soap and water and disposable towels will be made available for use before and after being in the boat.
5. Our sales team will make face coverings, masks and gloves available, and customers and our employees will be asked to wear them. Some states require individuals to wear face coverings when in public; therefore, we will inquire as to the specific state and local laws in our jurisdiction and will inform the customer prior to arriving at the dealership.
6. No more than one person will be allowed in a boat at the same time, unless they occupy the same residence and/or the standards of social distancing can be followed. Rules apply to above and below deck.
7. Boats, including all touch points outlined in our Boat Demo & Delivery Policy (included in this packet) will be thoroughly sanitized following employees or customers being inside the boat.
8. When closing a sale, our dealership will conduct the majority of this electronically. We will email a password-protected loan package for the security of customer's private information, and customers will be asked to print and sign documents.
9. Customers will be asked to scan documents and email them back to our dealership and will mail the original signed loan package back to our location.
10. When closings must happen in person, we will establish a segregated room or sanitized area, and will maintain social distancing requirements as set forth by the CDC, EPA, OSHA, state and local governments. To the extent that our dealership is required to conduct an in-person closing, we will provide a sanitized area for customers to sign hard copies of documents. Our dealership employee and the customer will sit at opposite ends of a 6-ft table set in an open-air space or within a sanitized area of the dealership with proper ventilation that conforms to governmental guidelines. We will provide two sets of documents; one set for the dealer employee interacting with the customer and one set for the customer to review prior to signing so as to avoid any close contact during the review of sales contract language. We will provide the customer with his or her own clean pen (to keep) that he or she may use to execute the necessary documents.
11. All boats being prepared for delivery to the customer will be cleaned and disinfected by a staff member before the boat is made available for pick-up or drop-off.
12. Home drop-off of boats will happen only after the documents have been signed. Whether our staff is picking up a customer's boat at their house or the customer is dropping off a boat at the dealership, our process will be designed to be completed safely by as few people as possible and follow social distancing guidelines. Our dealership employees will not be permitted to linger and the drop-off will be performed in an expedient manner. All dealership employees who perform home drop-offs will be instructed as to proper social distancing and how to politely instruct a customer to maintain his or her social distancing for mutual benefit and politely decline any invitation by the customer into a home or confined space.
13. We will equip our vehicles and forklifts with sanitizer and disposable gloves.
14. Where social distancing requirements can be followed, boat orientations will happen with one customer and one dealership personnel; where they can't be followed, video orientation will be implemented.





## **Boat Drop-Offs:**

1. Signage will clearly mark a designated area for the customer to drop off a boat via trailer, limiting the need for backing up and assistance as much as possible.
2. We will incorporate signage to explain the reason we are keeping our staff at a distance and this pledge to ensure safety practices are in place.
3. Signage will also communicate what to do with keys after the drop-off and our plan for follow up.
4. We will proceed with our check-in process, which will be completed without personal contact with the customer:
  - Visually confirm requested service;
  - Condition or damage - Note and photograph;
  - Complete Safety Checklist;
  - Complete Repair Order with customer via phone, to include:
    - › Best contact method: Text, Email or Phone;
    - › Other needed service or repairs noted;
    - › Promised ready date;
    - › Payment method and pre-approval;
    - › Gain authorization as required via phone, email or text.
5. If we need to speak to the customer, we will do it from a safe distance of at least six feet. If weather permits, we will hold these conversations outside by meeting the customer near their vehicle.

## **Pick-Ups:**

1. If a boat needs to be picked up from a customer, we will direct customers to leave the boat in a place we can access the boat without assistance and to provide information on where we can find the keys ahead of time. Our dealership employees will not be permitted to linger and the pick-up will be performed in an expedient manner.
2. We will also communicate prior to arrival that customers will need to stay at a distance, no closer than directing the driver toward the trailer tongue (no closer than six feet). All dealership employees who perform pick ups will be instructed as to proper social distancing and how to politely instruct a customer to maintain social distancing for mutual benefit and politely decline any invitation by the customer into a home or confined space.

## **Boat Demonstrations and Deliveries**

1. Boats, including all touch points outlined in our Boat Demo & Delivery Policy, will be thoroughly sanitized following employees or customers being inside the boat. Employees must perform the same steps with every boat that comes in for service prior to a customer demo or delivery, whether at the dealership, at their home or on the water. The boat MUST be sanitized before and after a sea trial by a customer.
2. We will communicate CDC, EPA, OSHA and state and local regulations for guidance on safe practices and procedures during the COVID-19 pandemic.
3. All customers will be asked to wash or sanitize their hands prior to entering a vessel, in the show room, parking lot or on the water. Hand sanitizer, sanitizing wipes and/or soap and water and disposable towels will be made available for use before and after being in the boat.
4. Our sales team will make face coverings, masks and gloves available, and customers and our employees will be asked to wear them. Some states require individuals to wear face coverings when in public; therefore, we will inquire as to the specific state and local laws in our jurisdiction and will inform the customer prior to arriving at the dealership.
5. No more than one person will be allowed in a boat at the same time, unless they occupy the same residence and/or the standards of social distancing can be followed. Rules apply to above and below deck.







6. If our insurance policies allow, we will consider allowing the customer to conduct a sea trial solo. No more than one customer will be allowed on the boat, unless they occupy the same residence – whether it is a demo with an employee or the customer on his or her own. Rules apply to above and below deck. All sea trials that may be permissible to conduct solo will only be offered to a customer who has extensive marine experience and knowledge of USCG navigation and safety procedures. We will make an inquiry and evaluation on a customer-by-customer basis, including the size and type of vessel that is subject to the sea trial.

7. We will make hand sanitizer, sanitizing wipes, or soap and water along with disposable towels readily available after the customer is finished with the demo or sea trial.

8. We will explore virtual sea trials where an employee records a demo or provides a video conference option.

9. To minimize multiple touch points, employees should request that the customer driving the vehicle leave the key/key-fob in the boat after a sea trial. Then, please consider the following:

- Avoid key hand-offs. People should be staying at least six feet away from each other.
- An employee, using gloves or a disinfectant wipe, must pick-up the keys and seal them in a clean, plastic bag.
- Using gloves or a disinfectant wipe, an employee can retrieve the keys from the bag.
- Disinfect the keys and fobs using one of the products on the EPA's approved list ([click here](#)) and let them sit for the amount of time recommended by the EPA.

10. Employees who are cleaning boats must wear proper Personal Protective Equipment such as eyewear, a face covering and/or gloves. If PPE is not available, please refer to the CDC's acceptable alternative, found [here](#).

11. The CDC recommends using products identified by the EPA to disinfect surfaces. A list of cleaning products that meet the EPA's criteria for use against COVID-19 can be found [here](#). The EPA recommends following the products' label directions for safe, effective use, and to follow the minimum contact time listed for each product on the EPA list.

12. Employees must clean/sanitize all surface touchpoints, as outlined in our Boat Demo & Delivery Policy, that a consumer or employee may have touched. This work should be done before AND after every demo, or when a trailer is dropped off and immediately before delivering a boat to a consumer.

13. When arriving for a service appointment, customers should know how/where to dock their boat or unhook and where to park their trailer in a spot where we can safely sanitize it. The boat should be properly tied down while waiting for it to be fully sanitized and the trailer should be parked so that it is not in the way.

14. Property awaiting cleaning or disinfecting should be clearly marked to avoid confusion.

15. Employees will regularly and **thoroughly** wash their hands for 20 seconds with soap and water, consistent with CDC guidelines. This is especially important after you have being in a public place, or blowing your nose, coughing, or sneezing. This includes interacting with consumers and cleaning boats they've been in.

### Learn more here:

[World Health Organization \(WHO\)](#)

[U.S. Center for Disease Control \(CDC\)](#)

[Canadian Government](#)

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## TIME TO THINK THROUGH “HOME DELIVERY”

By: Mark Sheffield



Recently, we've seen lots of manufacturers promoting home delivery, and while I don't deny that it's a subject we need to confront, there's a lot more to offering this service than just hiring a delivery driver and giving him/her the customer's address.

Based on many discussions with my 20 Group dealers, it is evident that many dealers have not spent the time to fully consider all the ramifications associated with home delivery and home drop-off services.

**Here is a list of items that are top of mind as I write this:**

1. **Dealer agreements** – Many of these documents specify that your physical location is your only approved place of business.
2. **State laws** – Most states require dealers to deliver vehicles at the business address they are approved to operate from.
3. **Insurance** – Many policies are written with distance limitations. A customer's home address might be outside of the covered radius.
4. **Lender requirements** – Many banks and credit unions have restrictions on where paperwork can and should be executed. Completing documents at the customer's house could nullify the lender's commitment to fund those contracts.
5. **Fraud** – Moving this process off site can also lead to cash handling issues, and not having full documentation of the sales process (i.e. CCTV).
6. **Federal legislation** – Home delivery could trigger the 1972 Cooling-Off Rule. Originally designed to curb door-to-door

sales practices, it requires that some \$25+ transactions are fully cancelable within 72 hours. That's just long enough to take a nice weekend trip.

7. **Workers' Compensation** – There's potential exposure to employee injury claims if your worker's comp coverage chooses not to participate in coverage.
8. **Social distancing** – Do dealers have the systems in place to ensure employees and customers follow the guidelines? Are you providing PPE?
9. **Precedent** – Once you drop off a vehicle with a customer, has the expectation been set that this is a service you will continue to offer? Do you have the infrastructure in place to offer continuing pickup and delivery services?

I do not propose to be the expert on this subject, I am just trying to generate awareness with dealers and help them recognize all the issues that can arise once you start offering home delivery services. With 50 states and 10 provinces, dealers are going to need to do the research and make their own decisions on pursuing this strategy. We recommend dealers check with their attorneys, research federal and state regulations, review manufacturer and lender agreements, and discuss this topic with insurance carriers to ensure they are navigating this subject in a way that minimizes dealership risk and exposure.

Mark J. Sheffield is a U.S. Army Veteran, strategic advisor for Woods Cycle Country, contributing writer for Outdoor Power Equipment magazine and Powersports Business magazine, and currently facilitates multiple 20 groups for Spader Business Management. When he's not assisting with dealership performance, he can be found at the rifle range or digging holes with his backhoe. You can keep up to date with his posts on [LinkedIn](#) or contact him at [MSheffield@Spader.com](mailto:MSheffield@Spader.com).



## HOW TO SCHEDULE VISITS TO YOUR BOATYARD.

Boatyards should limit customer access and schedule necessary visits to the facility utilizing these recommendations to limit the number of people on the grounds.

- Launch dates should determine who may access the yard. The earlier the date, the sooner they can visit the yard. The later the date, ask them to hold off until closer to their launch date.
- Require the customer to schedule their visit to the boatyard, assuring there are a limited number of customers on site at one time and that those on site will have enough room to access their boat while maintaining social distancing guidelines (6 feet).
- Require the customer to advise when they arrive, when they are on the boat and when they've left. This can be done via phone, text, or email, depending on your preference. There should be no contact with the customer during this interaction.
- Require customers only come on their own or with someone from their household who will

assist them. Advise customers not to bring kids or family members who will not be assisting them. Also, ban pets from the boatyard.

- Keep a 72-hour buffer time frame from when the customer is on the boat and when an employee may touch the boat.
- Clean and disinfect any areas on the boat in which the employee comes into contact with, such as doors, locks, helm stations and wheels, fuel and water fill areas, electrical panels, electrical cords and hoses, dock carts.
- Communicate in detail with the customer any work that has been done to their boat.

**A customer-facing sign with these details is included in the Your Customers section on Page 36.**

Content provided by:







## 7 TIPS FOR OPERATING A SAFE MARINA

**The Association for Marina Industries has provided the following guidance to consider, especially at marinas.**

### 1. Marina Access

As a best practice, while under stay-at-home orders, yards at marinas and yacht clubs should remain secure, so that admittance can be monitored by the owners/operators. In the event a vessel owner or other persons wish to work on their vessel, they should be cautioned about social distancing and monitored to ensure no groups form. This is important to protect your employees as well. Follow any local stay-at-home orders.

### 2. Spring Launch

Spring launch should be relatively unaffected, as long as employees with COVID-19 symptoms do not report for work. Since the activity is outside and limited to a small group, the risk is low. When possible, encourage employees to maintain physical distancing. Businesses should appoint a designated equipment operator, so only one person is touching controls, or use sanitizing wipes with each operator change. It is a good idea to keep sanitizing wipes in vehicles at all times.

### 3. Fuel Dock Operations

Fuel docks may operate, but everyone should maintain social distancing. Fuel dock operations should require a payment process that limits interaction. Keep sanitizer and/or wipes nearby to clean commonly touched surfaces like credit card machines or to clean hands after passing credit cards back and forth. Some marinas have implemented a pay-by-phone policy to limit close interaction. Some marinas have implemented

self-serve fueling with supervision from the ship store or fuel dock office. In full-serve operations, employees should remain socially distant from customer, use appropriate PPE, and wash hands or use hand sanitizer at the end of each transaction. A similar procedure may be implemented for pump out operations. This is in accordance with recommendations from [Fisher Phillips](#).

### 4. Transient Boaters

Marinas should follow local-jurisdiction restrictions on out-of-state boaters; adhering to any restrictions or quarantines.

### 5. Boat Clubs/Boat Rental

Boat rentals should be limited to once a day. Upon return to marina, boat should be returned to slip and quarantined for the remainder of the day. The boat should be cleaned as normal before the next rental. Items such as life jackets should be sanitized and left to air out or exposed to sunlight where possible.

### 6. Swimming Pools

Swimming pools should remain closed until the local jurisdiction indicates pools can be opened.

### 7. Pumpouts

Where feasible, establish a process to pump out by appointment. Sanitize the pump out system by inserting pump out nozzle with open valve in a bucket with bleach solution for 15 seconds. Soak any additional pump out fittings in bleach solution for 10 minutes. Bleach solution should be mixed 1 cup of bleach to 1 gallon of water.

Content provided by:





Photo by: Star-brite

## HOW TO SANITIZE BOATS

Boats, of course, are going to be one of the most frequently touched surfaces within your dealership. You have your staff moving in and out of boats. You have customers coming in for in-dealership walkarounds and on-water demos. And you have your service department and porters moving around customers' boats that are in for service and coming out of storage.

That leads to a lot of touching of the different parts of the boats, even when handoffs from staff to customers or staff to other staff is happening frequently. So, sanitizing boats in is key.

What's important is to sanitize boats with the right products that properly disinfect the boat, while also being the right products to use on the specific boat surfaces. You can check the United States Environmental Protection Agency's (EPA) full list of **COVID-fighting disinfectants** to see if the cleaners you typically use on your boats are on the list. Star-brite has reported that their Performacide is one of those disinfectants on the EPA's list.

### When cleaning, Star-brite recommends focusing on the following places:

- Grab rails
- Hatches
- Cleats
- Chocks
- Skis
- Wakeboards
- Door handles
- Coolers
- Seating surface
- Galleys
- Cooking surfaces
- Faucets
- Heads
- Cabinets
- Handles
- Storage bins
- Steering wheels
- Throttles
- Touchscreens
- Fish finders
- Buttons & controls

## Daily Cleaning Checklist

Daily cleaning is extremely important to prevent the spread of COVID-19 from surfaces commonly touched inside and outside of your business.

We've created a sample Daily Cleaning Checklist in Microsoft Excel. Download and customize it, adding and deleting lines as needed.

This template can also be found in the downloads section of the Business Section on Page 19.

[Download](#)





Photo by: Star-brite

## HOW TO SANITIZE YOUR FACILITY

Evidence suggests that COVID-19 may stick to surfaces for hours to days, according to the Centers for Disease Control and Prevention.

Though you're likely doing everything in your power to prevent sick employees and customers from coming into the dealership, the reality is symptoms may not appear for 2-14 days after exposure to the virus, and authorities suggest people may be contagious 24-48 hours prior to showing symptoms. Therefore, you may not know if a COVID-19 carrier has been within your facility, and it's best to be as cautious as possible.

So, sanitizing your facility regularly, especially commonly touched areas, or those within breathing and coughing space is extremely important.

At your dealership, those key common places include (but are not limited to):

- Door handles
- Credit card machines
- Bathroom door handles
- Bathroom sink handles
- Toilet flushers

The [CDC has offered guidance](#) on how to clean these areas. Here are highlights of some of those tips:

- On hard surfaces, most common [EPA-registered disinfectants](#) will do the job.

- On electronics, such as tablets, touchscreens, keyboards, remote controls, ATMs and credit card machines, follow the manufacturer's instructions for cleaning and disinfecting, or consider using wipeable covers for the electronics. If no manufacturer guidance is available, consider using alcohol-based wipes or sprays with at least 70% alcohol and be sure to dry the surface completely.
- If using things that can be laundered, such as towels or uniforms, wash them according to the manufacturer's instructions using the warmest water possible.
- When cleaning, staff should wear gloves and clean their hands often.
- It's important to note that during this crisis, authorities are learning new information on how the virus spreads seemingly every day. It's important that you stay up to date with the CDC, EPA and OSHA guidelines.

Of course, all of these cleaning steps will need to be ramped up if someone with a confirmed case of COVID-19 has been within your dealership. There is more guidance on how to respond to that in the Your Employees section of this publication.

The key is to keep up with cleaning and to become more diligent about disinfecting the most common contact points and minimizing contact points when possible.

## HOW AND WHY TO TRACK INTERACTIONS AT YOUR FACILITY

For years, lead management experts have been telling us to track every person who walks in our doors, calls our business, or visits our website.

But that's hard. On a busy day, there are tons of interactions.



However, COVID-19 precautions should become extra motivation to track those customers – and others – coming in and out of your business. If there is a case of COVID-19 among your staff, your customers, your sub-contractors, or your vendors, it's helpful to understand who has interacted with that person. That way, you can take necessary precautions and notify anyone who came into contact with the infected person to prevent the spread.

So, how do you track those interactions? The best way is through a customer relationship management (CRM) system or through a business management system with CRM capabilities.

If you don't have either option, you can use a simple Excel Spreadsheet in concert with a lead collection form. We've included both in the printable downloads portion of the Your Business section.

**The key is to collect information from consumers, including:**

- First and last name
- Contact information (email & phone number)
- What product or services they're interested in
- What purchase timeline they're on

Good CRM processes gather much more detail and insight (learn more [here](#)), but the four items above outline the fundamentals of information gathering. Again, you should have processes in place and make capturing this information a habit, but highlighting the importance of it to your team in light of the COVID risk should motivate them to make the extra effort. And if it doesn't motivate them, mandate it.

This interaction tracking shouldn't be limited to your customers, either. It's a good idea to track which employees are in the business on which days, and you should log when deliveries came in from which companies. Doing so will give you the ability to react and to stop the spread of the virus if someone outside or internally becomes infected. A delivery log is included in the printable downloads.

### A Simple Customer Tracker

Download the Microsoft Excel template of a "Simple Customer Tracker" by clicking the button below.

This template can also be found in the downloads section of this document on Page 20.

[Download](#)



Photo by Erik Mclean on Unsplash

## HOW NON-MARINE RETAILERS HAVE RESPONDED

Sifting through guidance from the CDC and all of the other acronym-laden government agencies on how to clean your facilities can be as sterile of an experience as doing the cleaning itself. How does all that information translate to the real world?

While we've done our best to outline marine-specific ideas for cleaning and sanitizing and staying safe in the new health-concerned environment, we thought it would be worthwhile to take a look at how non-marine retail organizations are navigating the new normal.

### Retail Organizations

**The Retail Council of Canada (RCC)** recommends all retailers review their sanitation procedures and increase the frequency of sanitation, especially for high-touch surfaces and public areas. Importantly, the RCC notes several distinctions in a multi-step process: First, surfaces must be cleaned with an approved detergent to remove physical contaminants; Second, the cleaning should be followed by a rinse with clean, potable water; and Third, cleaned food contact surfaces should be sanitized, while non-food contact surfaces should be disinfected. Your staff should be trained on how to use and verify the concentration of sanitizers and disinfectants.

Health Canada offers a [list](#) of registered sanitizers and disinfectants and notes that approved disinfectants will have a drug-identification number (DIN). The two can be the same product,

but disinfectants are more highly concentrated and require a longer contact time than sanitizers.

In addition to temporarily adjusting store hours to create more time to clean and restock shelves, big-box retailer Home Depot has outlined seven steps it has taken to ensure social and physical distancing remains possible in its stores.

1. Limiting the number of customers allowed inside stores at any given time.
2. Eliminated major spring promotions to avoid high levels of traffic to stores.
3. Social Distancing Captains have been assigned to reiterate physical distancing.
4. Floor distancing markers and additional signage encourage guests and associates to maintain safe distances.
5. Associates have the option to wear badges reminding customers of social distancing.
6. Stores and distribution centers have posted handwashing and other preventative action signage.
7. Additional sanitation action to disinfect high-traffic and high-touch areas.

At industry giant **Bass Pro Shops**, there's a similar approach. The company is offering free pick-up and delivery in select locations; limiting the number of customers to 100 or less at a time; offering a senior shopping hour; limiting store hours and scaling back in-store activities; increasing the frequency and intensity of cleaning; and coordinating efforts



based on guidance from the CDC and World Health Organization.

And if the CDC, EPA, WHO and OSHA weren't enough alphabet soup, the FDA jumped into the mix with guidance in mid-April. [The Food & Drug Administration](#) published a comprehensive page featuring best practices for retail food stores, restaurants, and food pick-up/delivery services. Even if your restaurant, bar or similar service isn't open yet, it would be good to study this and prepare for the new norm upon reopening.

### Grocery Store Best Practices

Today's grocery store personnel are considered local heroes, and rightfully so, for the risks they take to keep shelves stocked and the interaction they have with countless consumers who must walk their aisles. They not only have garnered "essential" economic status, but they are essential for providing our society with basics of life.

It's worth looking at grocery stores, then, as a model for how we should operate our businesses as we return to work. In that regard, we turned to the [National Grocers Association](#), who identified several best practices for operating safely. This list identifies best practices not covered in other areas of this publication.

1. Communicate the steps you are taking to protect against the virus with your customers, both at the store and on your website.
2. Ask customers to implement the recommended social distancing guidelines of six feet separation, and particularly while standing at a checkout counter.
3. Educate staff and customers on CDC-recommended hygiene procedures.
4. Institute additional mandatory cleaning or sanitizing schedules and directions around your store.
5. If you've never had a hand-sanitizing station at your store, add one. If you had them, increase the number of stations you have.
6. Assign employees to regularly sanitize commonly touched areas (see the article [How to Sanitize Your Facility](#) in this publication).



Photo by: Claudio Schwarz on Unsplash

7. Require any employees who have flu-like symptoms to stay home
8. Ensure your business remains up to date on local and state health updates.
9. Consider changing regular store hours to allow for regular cleanings.
10. Consider offering specific hours of operation for vulnerable populations to shop without other customers.
11. Offer virtual or remote shopping options.
12. Update and communicate your sick leave and paid-time-off policies to your employees regarding COVID-19.
13. Now's a good time to implement cross-training to prepare for coverage issues.

### The right time to adjust

No matter where your business is at in the evolution toward the new normal, it's important you adjust to deliver safety and confidence to your employees, your customers, your vendors and your communities. These insights and even this entire publication do not represent an exhaustive list of measures you could consider. You and your team need to prepare a response that best reflects the needs of your individual business.

# DOWNLOADS & PRINTABLES

Here you'll find printable downloads from the Your Business Section.

## Tools You Can Use

- **Daily Cleaning Checklist** Page 19
- **Simple Customer Tracker** Page 20
- **Boat Demos/Sea Trials Do's and Do Not's** Page 21
- **Sample Boat Drop-Off & Sea Trial Policy** Page 22
- **Customer Information Form** Page 24
- **Incoming Deliveries Log** Page 25
- **Boat Sanitation Tags** Page 26



1	Daily Cleaning Checklist		
2	What	When	By Whom
3	Door handles/pulls/push plates		
4		Front door	
5		Employee door	
6		Service dept. door	
7	Credit card machines		
8	POS system		
9	Offices/workspaces		
10		Keyboard	
11		Mouse	
12		Phone	
13	Breakroom		
14		Microwave door and handle	
15		Refridgerator handle	
16		Sink handles	
17		Soap dispenser	
18		Tables	
19		Chairs	
20		Dishwasher	
21		Coffee maker	
22		Drawer handles	
23	Bathroom		
24		Bathroom door	
25		Sink handles	
26		Paper towel dispenser	
27		Soap dispenser	
28		Countertops	
29		Stall handles	
30		Toilets	
31	Service dept.		
32		Shared tools	
33		Toolbox handles	

## Daily Cleaning Checklist

In order to use this checklist template in your own busines, you'll need to download the Excel Spreadsheet by clicking "download" below.

[Download](#)

First Name	Last Name	Phone Number 1	Phone Number 2	Email Address	Products/Services of Interest	Purchase Timeline	Additional Notes

## A Simple Customer Tracker

In order to use this customer tracking template in your own business, you'll need to download the Excel Spreadsheet by clicking "download" below.

[Download](#)

Sell boats and do it safely.

# BOAT DEMOS/SEA TRIAL DO'S AND DO NOT'S

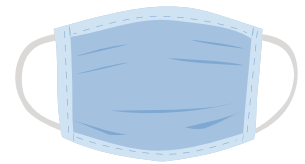
## DO'S



Sanitize every boat before demo.

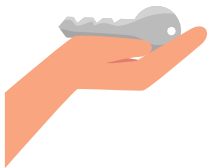


Wash hands before and after the demo.

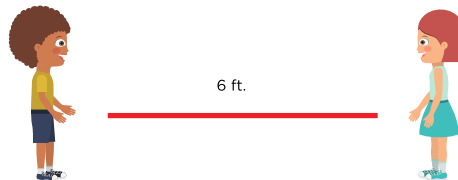


Wear a mask and recommend the customer do the same.

## DO NOT'S



Avoid key fob handoffs.



Don't violate the social distancing rule of 6 feet apart.



While it may feel natural, avoid handshakes.



**NOTE:** Remove MRAA logo in “Header” and replace with your dealership logo. Place your dealership name everywhere that you see the **highlights**

## Sample Boat Demo and Delivery Policy

[Dealership Name] takes the safety and health of its employees very seriously. Therefore, during this COVID-19 crisis, we have instituted the following important procedures for all boat demos, sea trials and deliveries during this COVID-19 crisis. If you have any questions about this new policy, please contact your supervisor.

[Dealership Name] is providing you with this [Dealership Name] sanitizing process. You must review every step.

### 1. Sanitize Every Boat Before Every Demo and/or Delivery.

Employees must now perform the same steps [Dealership Name] does with every boat that comes in for service prior to a customer demo or delivery, whether at the dealership, at their home or on the water. **The boat MUST be sanitized before and after any demo or sea trial by a consumer.**

### 2. Consider These Guidelines for Boat Demonstrations/ Sea Trials.

All dealerships should always check with the [Centers for Disease Control guidelines](#) and specific state and local regulations for guidance on safe practices and procedures during the COVID-19 pandemic. For demos and sea trials with customers, please consider the following:

- All parties must wash their hands prior to entering any vessel.
- Provide masks and gloves for the customer if they do not bring their own. The customer and dealership employee should wear a mask and gloves at all times.
- Depending on the type of vessel, and especially the qualifications of the prospective buyer, consider allowing the customer to demo the boat by themselves\*. Do not allow more than one customer on the boat – whether it is a demo with an employee or the customer on their own. Rules apply to above and below deck.
- If the size of the boat allows, practice six feet of social distancing at all times during the demo or sea trial.
- Make hand sanitizer, sanitizing wipes, or soap and water along with towels readily available after the customer is finished with the demo or sea trial.
- Look into the possibility of virtual sea trials where an employee records a demo or provides a video conference option.

*\*PLEASE NOTE: Each dealer will need to discuss this with their own dealership insurance carrier to make sure sea trials without an employee of the dealership on the boat is permissible per the terms of their insurance policy. And then update this policy as necessary before distribution.*

### 3. Handle Keys and Key Fobs Carefully.

To minimize multiple touch points, employees should request that the customer driving the vehicle leave the key/key-fob in the boat after a sea trial. Then, please consider the following:

1. Avoid key hand-offs. People should be staying at least six feet away from each other.
2. A dealership employee, using gloves or a disinfectant wipe, must then pick-up the keys and seal them in a clean plastic bag.
3. Using gloves or a disinfectant wipe, an employee can retrieve the keys from the bag.
4. Disinfect the keys and fobs using one of the products on the Environmental Protection Agency’s approved list ([click here](#)) and let them sit for the amount of time recommended by the EPA.



**4. Use Provided PPE When Sanitizing Boats.**

Employees who are cleaning boats must wear proper Personal Protective Equipment such as protective eyewear, a respirator or N95 mask, and cleaning gloves. If PPE is not available, please refer to the Center for Disease Control’s acceptable alternative PPE, found [here](#).

**5. Use Cleaning Products Identified by the EPA.**

The CDC recommends using products identified by the EPA to disinfect surfaces. A list of cleaning products that meet the EPA’s criteria for use against COVID-19 can be found [here](#). The EPA recommends following products’ label directions for safe, effective use, and to follow the minimum contact time listed for each product on the EPA list.

**6. Clean All Touch Points.**

Employees of **[Dealership Name]** must clean/sanitize all surface points a consumer or employee either touched or may have coughed or sneezed on. This work should be done before AND after every demo, or when a trailer is dropped off and immediately before delivering a boat to a consumer. This includes:

- Grab handles and railings,
- Arm rests, and all seating customers could have come in contact with,
- Steering wheel, throttle, battery switches, switch panels, trim buttons and start buttons,
- Electronics clusters and equipment, including trolling motors and other controls,
- Ropes and cleats if the boat is docked at the marina,
- Winch crank, strap, locking mechanism and safety hook if on a trailer,
- The trailer, including tie downs, electrical connections, coupler mechanism, or any other possible touchpoints.

When arriving for a service appointment, customers should know how/where to dock their boat or unhook and where to park their trailer in a spot where you can safely sanitize it. The boat should be properly tied down while waiting for it to be fully sanitized and the trailer should be parked so that it is not in the way.

Property awaiting cleaning or disinfecting should be clearly marked as “waiting for cleaning/ disinfecting” to avoid confusion. A visual indicator may be placed near the hull number (red or green tag or sign) indicating whether or not the vessel is unsanitized/sanitized.

**7. Keep Washing Your Hands!**

Employees must regularly and [thoroughly](#) wash their hands for 20 seconds with soap and water, consistent with CDC guidelines. Hand washing is especially important, [according to the CDC guidelines](#), “after you have been in a public place, or after blowing your nose, coughing, or sneezing.” This includes interacting with consumers and cleaning boats they’ve been in (no matter if that’s on the water or in your parking lot).

If you have questions about **[Dealership Name]** Boat Demo and Delivery Policy, you should contact **[Designated Manager]** for any clarification.

---

Employee signature date

---

Supervisor signature date



# CUSTOMER INFORMATION FORM



Name (first and last): \_\_\_\_\_

Phone number(s): \_\_\_\_\_

Email address: \_\_\_\_\_

Products/services interested in: \_\_\_\_\_

Purchase Timeline: \_\_\_\_\_

Check if you've gotten approval to text this customer.



Name (first and last): \_\_\_\_\_

Phone number(s): \_\_\_\_\_

Email address: \_\_\_\_\_

Products/services interested in: \_\_\_\_\_

Purchase Timeline: \_\_\_\_\_

Check if you've gotten approval to text this customer.



Name (first and last): \_\_\_\_\_

Phone number(s): \_\_\_\_\_

Email address: \_\_\_\_\_

Products/services interested in: \_\_\_\_\_

Purchase Timeline: \_\_\_\_\_

Check if you've gotten approval to text this customer.



Name (first and last): \_\_\_\_\_

Phone number(s): \_\_\_\_\_

Email address: \_\_\_\_\_

Products/services interested in: \_\_\_\_\_

Purchase Timeline: \_\_\_\_\_

Check if you've gotten approval to text this customer.

# INCOMING DELIVERIES LOG

Date	Time	Delivery Company	Employee(s) Who Received Package
	AM / PM		
	AM / PM		
	AM / PM		
	AM / PM		
	AM / PM		
	AM / PM		
	AM / PM		
	AM / PM		

**THIS BOAT HAS  
BEEN SANITIZED**

**Date:**

**Time:**

**Signed by:**

**THIS BOAT HAS  
BEEN SANITIZED**

**Date:**

**Time:**

**Signed by:**

**THIS BOAT HAS  
BEEN SANITIZED**

**Date:**

**Time:**

**Signed by:**

**THIS BOAT HAS  
BEEN SANITIZED**

**Date:**

**Time:**

**Signed by:**

**THIS BOAT HAS NOT  
BEEN SANITIZED**

**Date:**

**Time:**

**Signed by:**

**THIS BOAT HAS NOT  
BEEN SANITIZED**

**Date:**

**Time:**

**Signed by:**

**THIS BOAT HAS NOT  
BEEN SANITIZED**

**Date:**

**Time:**

**Signed by:**

**THIS BOAT HAS NOT  
BEEN SANITIZED**

**Date:**

**Time:**

**Signed by:**

# We fuel dealer education. Our partners make it possible.

THANK YOU TO OUR 2020 EDUCATION CHAMPIONS



Morgan Stanley



From all of us at the Marine Retailers Association of the Americas, a sincere thank you to our Education Champions for everything you do. You support the educational opportunities for marine dealers year-round. Because of you, we are able to provide dealers with the tools and resources to succeed at ALL times, but particularly during today's uncertain market conditions.



# YOUR CUSTOMERS

Boating is the perfect pastime for 2020. With many beaches, parks and pools closed; concerts and sporting events postponed; and social distancing guidelines still in effect, this spring and summer will look different.

Boating is the ideal way to entertain yourself or your family, while maintaining all social distancing guidelines and reducing your risk at contracting COVID-19. But those things are only possible if boaters follow the rules. And as the companies that supply them with the boats, the marinas, the boatyards and the docks, it's beneficial to us to help educate our local boaters to prevent our waterways from being shut down.

In this section, you will find:

- **Why It's Important to Talk to Boaters About Safety**
- **Stay in Touch with Your Customers**
- **Communicate Safe Boating to Your Customers**

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## WHY IT'S IMPORTANT TO TALK TO BOATERS ABOUT SAFETY

It was 33 days between the time that Miami-Dade County Mayor Carlos Gimenez closed public boat ramps and marinas and the April 23 announcement of a three-phase plan for reopening them.

The decision to close the ramps and marinas came after southern Florida boaters and “hundreds of boats” were filmed and photographed close together with large groups of people congregating together.

Some 1,400 miles north, Governor Gretchen Whitmer banned motorized boating with a gas or electric trolling motor, noting, according to the Michigan Department of Natural Resources, that they had received many reports about the heavy use of boat launches across the state and the subsequent congregation of people at these launches in violation of social distancing requirements and in a manner that threatens public health.

With various states of emergency issued across North America and local jurisdictions making the call on which businesses and activities are OK and which are restricted, it's more important than ever that our boaters operate on their best behavior. Social distancing guidelines apply on water as much as they do on land, and even with boating offering one of the No. 1 social distancing escapes available, it's critical that our businesses spread the word on how we expect boaters to adhere to guidelines.

Even in states like New York where boat businesses have been re-opened, the state's governor provided the condition that they would remain open “as long as strict social distancing and sanitation protocols are followed.” We should offer the same approach to our recreational pursuits, so we don't risk closures.

Organizations as varied as state DNRs, Sea Tow, private businesses, and state and national trade associations have created boating guidelines – the Do's and Do Not's – of what's expected on the water during this health crisis. It's critical that your business, as it interfaces with the general public, spread the word on what's expected. A Do's and Do Not's flyer is featured in the printable downloads portion of the Your Customers section.

### **In general, those guidelines include:**

- Spend as little time as possible in public areas, and all of the time on your boat.
- Boat with only people you have been isolating with – your immediate family.
- Don't raft up or beach boats in large groups.
- Avoid public restrooms if at all possible.

Boating offers consumers the perfect escape from the isolation, the news and the health concerns that have infiltrated our society. Let's work together to remind all boaters of this to follow good boater etiquette and keep our waterways safe and open.

## STAY IN TOUCH WITH YOUR CUSTOMERS

During this confusing time when it's tough to know which businesses are open or not and which activities are legal or not, communication with your customers is critical.

To build your brand reputation and drive sales, you should be in constant communication with people in your area, whether it's your customers, your prospects, other local boaters, or the community at large.

There are several ways to stay in touch, and a combination of several or all methods is recommended to get the biggest reach and engagement.

### A few ideas for reaching your customers:

#### Your business website

This is huge. If you've looked at your metrics lately, it's likely you've noticed that customers and prospects are visiting websites at a hurried pace right now. Your website is a key place to provide information on what is happening in your area in terms of boating rules and regulations, and what is happening at your business when it comes to opening, restricted opening, appointment scheduling, COVID-19 precautions and more. Make sure there's some sort of messaging front-and-center on your website, instructing customers as to how to do business with you at this time and what you're doing to make them comfortable. You can do this via text, video, or both.

#### Video

There are so many options with video. You can have something professionally created by a freelancer or a video production company, or you can make something in-house. Luckily, consumers are used to seeing videos all day of a variety of styles, so shooting an in-house video will do the trick. You can post live videos on Facebook and other platforms. You could record a video and post it on social media, your website and within your e-blasts. Check out MRAA Lead Certification Consultant Bob McCann's blog, "[6 Key Steps to Making Video Sales](#)," the MRAA's [Video Call Action Plan](#) and MRAA Certification Manager Liz Keener's blog, "[Now's the time to Communicate with Your](#)

[Customers Via Video](#)" for more help with video development.

#### Social media

As people spend time in quarantine, their [internet and social media usage is up](#), reports The New York Times. From Jan. 15 to March 24, visits to Facebook.com were up 27% and visits to the Facebook app were up 1.1%. YouTube.com visits grew 15.3% during that same time period. Social media continues to be an effective way to reach your audience, so ensure that you're posting updates about your local waterways, ramps, marinas and working with your business frequently on all of your social media channels.

#### Email

Leverage your database of email addresses by reaching out to customers and prospects with information about how you can easily help them get out on the water this spring and summer. This might also be a great time to add to your email database. Make sure you have a place on your website where people can sign up for updates from your business, so you can collect their email addresses for future communication.

#### Texting

For customers that you have in a texting database, text blasts are an option for communicating. Texts can also be sent on a one-on-one basis to customers and prospects that need more tailored information. If you're new to texting, you may want to take a look at Keener's blog, "[It's Time to Text Your Customers, but You Have to Do It Right](#)," which is a recap of an MRAA Training.com course, "[Texting Customers: Do's, Don'ts and How to Make It a Win-Win](#)" with Graham Anderson of KENECT and McCann.

Even if it feels like there is nothing going on in your area – if your business is shutdown, if your waterways or ramps are closed, or if the weather isn't yet ideal for boating – still reach out to your customers. Communicate exactly what is or is not happening, how your business will respond when there is a change for the better, and how customers can communicate with you with their questions in the meantime.



# COMMUNICATE SAFE BOATING TO YOUR CUSTOMERS

It's important in these times that you as a business are doing everything you can to be safe. That includes not only how you run your own operations, but also how you educate your customers about boating safely. As we have already seen, the definition of boating responsibly has changed, and if people aren't respecting the rules, it can be quickly shut down.

## Let the customers know that following these guidelines can:

- Lead to responsible boating, which is a great way of social distancing and enjoying quality time with family
- Result in a healthy day outdoors on the boat
- Increase the chances they will continue to be allowed to use their boats
- Improve the likelihood you will be able to stay open and service your customers
- Prevent irresponsible behavior that gets noticed by the media and public officials

## Get ready to go boating

In addition to sunscreen, pack sanitizer, disinfecting wipes and disposable gloves. Use gloves when handling shared lines, dock carts and fuel pumps. Pack all your food and drinks — chances are your favorite places to stop will be closed.

## Navigating the Boat Ramp

Get your boat ready to launch away from others. Have only your crew handle the lines when backing down the ramp to launch. Normal boat ramp etiquette is a perfect method of keeping your distance from other boaters. While your crew boards the boat, the vehicle driver parks the rig and directly boards the boat and clears the ramp.

## Arriving at the Marina

Don't gather at the marina. The marina has always been a social magnet, but for the short term, it should only serve as your gateway to the water. Take a direct route to your boat. Avoid entering the ship store, boat shop or marina office unless you've made a prior one-on-one appointment or in case of emergency.

## Wet Slips

Limit your slip space to only your crew. Avoid the common courtesy of helping others with their lines or accepting help unless there is an immediate need to avoid injury or damage. Wash your hands or use sanitizer after handling someone else's boat or lines.

## High and Dry

Before requesting your boat to be launched, make sure you and your crew are totally ready to get away from the dock as soon as your boat is put into the water. Stay away from others waiting for their boats to launch. Consider launching on a schedule to avoid multiple crews waiting for their boats.

## On the Water

Do not raft up or beach your boat with other boats. Even if you know the others on the other boat, rafting can create an unsafe environment, and, in some states, this activity has led to officials closing access to the water. Anchoring close enough for your boat to swing without hitting other boats is a safe distance. Find a secluded spot away from others to relax. Otherwise, cruise, sail, fish, ski, jump wakes, or drag the kids until it is time to relax!

## Returning to the dock

Follow the same guidelines as launching your boat. This is not the time for fish stories back on the dock. Square away your boat and keep moving home.

Please check with your local authorities about rules, regulations and guidance for your customers social distancing themselves on their boat. The MRAA provides this for informational purposes only, is not undertaking to provide specific professional advice and assumes no liability or responsibility in connection with the use or misuse of the resources or information included.



# DOWNLOADS & PRINTABLES

Here you'll find printable downloads from the Your Customers Section.

## Tools You Can Use

- **Do's and Do Not's of Being on the Water**
- **Boat Ramp Do's and Do Not's**
- **Boat Yard Rules for Customers**
- **This Area Closed Signs**

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Have fun on the water & do it safely.

# BOATING DO'S AND DO NOT'S

## DO'S



### Plan Ahead.

Fuel up and pack food, water, sunscreen and any social-distancing supplies you'll need, such as gloves, disinfecting wipes, etc.

**TIP: Use gloves when handling shared lines, carts and pumps.**



### Call Ahead.

Request your boat be launched and ready upon arrival to help marinas and boatyards meet social distancing guidelines.

**TIP: Avoid long waits at the docks/ramps by being proactive.**



### Launch Efficiently.

Clear the ramp efficiently. Have your crew board the boat while the vehicle is parked; then directly board the boat and launch.

**TIP: Share a plan for and give everyone a job for efficient launch.**



### Boat with Family.

Limit passengers to your immediate household — those you know have been isolated and not exposed to the virus.

**TIP: Prevent unnecessary contact with boaters outside of your family.**



### Avoid Restrooms.

Restrooms carry the most likely risk for spreading the virus, so have a plan to avoid public restrooms at all costs.

**TIP: Carry hand sanitizer just in case of emergency.**



### Clean. Drain. Dry.

While we're temporarily social distancing ourselves, we will always want to stop the spread of aquatic invasive species.

**TIP: Follow guidelines for clearing weeds and draining water tanks dry.**

## DO NOT'S



### Gather at the Marina.

Avoid entering the ship store, boat shop or marina office unless you've made a prior appointment or if there's an emergency.

**TIP: Call ahead if there are boating supplies you'll need for your trip.**



### Raft Up with Others.

Finding a secluded spot away from the crowds is the best course of action, and you should not raft-up or beach your boat with others.

**TIP: Anchor where your boat can swing without hitting other boats.**



### Boat Irresponsibly.

Boat sober. Keep sound levels down. No wakes within 200 ft. of shore or other boats. Wear life jackets and use proper boating etiquette.

**TIP: Be extra aware to follow navigation rules and procedures.**

Follow these guidelines to ensure the safe enjoyment of our outdoors and waterways. Thank you!





# BOAT RAMP DO'S AND DO NOT'S

## DO'S

Be prepared to launch your boat with your crew only. Do not rely on or ask assistance of others.

Maintain six feet of distance between yourself and anyone else at the boat ramp who doesn't reside in your household.

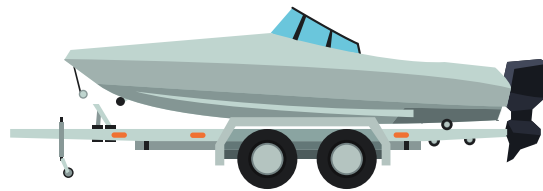
Be a good neighbor. Clean up your own boat, and bring home your own trash, including used personal protective equipment (PPE).

Assure your boat ramp is open before heading out.

Practice safe boat launching. Ramps may be particularly busy. Be efficient and patient.

Stay in your vehicle until it's time to launch your boat. Do not crowd the ramp.

Have everything onboard your boat when you launch, to avoid repeated trips to and from your vehicle.



## DO NOT'S

Do not linger at the boat ramp. Launch your boat, get on board and leave the ramp area.

Do not gather near others' boats or vehicles.

Avoid the common courtesy of helping others with lines.



[Your Logo Here]

This boatyard is open by appointment only. Contact **[name]** at **[phone number or email address]** to schedule an appointment.

When arriving for your appointment and when leaving the boatyard, please let our staff know by **[calling/texting/emailing]** **[number/email address]**.

- While on site, maintain social distancing guidelines set forth by the CDC. Stay 6 feet or more away from anyone who does not live within your household.
- If a family member or child is not assisting you, do not bring them to the boatyard with you.
- No pets allowed.
- Before leaving, sanitize any surfaces that you have touched that our employees may also come in contact with.

**If you have any further questions, contact [name] at [phone number].**

Thank you for adhering by these rules. They're designed to keep you, our other customers and our employees safe. We appreciate your cooperation.

## Printable Boatyard Sign for Customers

In order to place your own dealership or marina logo, you'll need to download the word document by clicking "download" below.

[Download](#)

**THIS AREA  
CLOSED TO  
CUSTOMERS  
& VISITORS**

**EMPLOYEES  
ONLY**

Thank you. Keeping certain areas of our business closed off to the public helps prevent the spread of COVID-19 among our customers and staff.

# YOUR EMPLOYEES

Keeping your employees safe while on the job is critical. You want them healthy. You want them to feel comfortable and safe working. You don't want them contracting or passing COVID-19 along to others.

The key to taking care of your employees is clear communication, guidance, training and reinforcement. Make sure they know the importance of every rule and guideline and assure that they're adhering to the new processes and procedures.

In this section, you will find:

- **How to Keep Your Staff Safe**
- **PPE: How to Equip Your Staff**
- **10 Steps to Train Your Staff on the New Rules**
- **What to Do if An Employee Gets Sick**

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## HOW TO KEEP YOUR STAFF SAFE

Your staff are the doers within your business. They're the ones making the sales, launching boats, servicing boats, answering phones and completing many of the tasks that need to occur daily. So, it goes without saying that you don't want them to get infected with COVID-19.

There are several ways to keep your staff safe, from keeping their workspaces clean, to implementing social distancing policies within the facility.

**Here are a few options that you should consider as you're ramping back up:**

### Alternating shifts

Depending on how busy your business is and what is happening within your business right now and in the near future, you may want to consider dividing your employees into two teams and alternating the shifts that they work. If you can have only half of your team working at one time or on one day, and the other half working a different schedule, you can slow any spread of COVID-19 within your walls. And, if one of your employees does come down with the virus, there are fewer people who could have been exposed to them. When looking at this option, you may consider having your one team of your staff work every other day, if your capacity warrants that, or you could have some people working days and some working nights, or you could have those who can work from home

doing so, while others come into the workplace. The key to this being effective is to continue social distancing and cleaning in between shifts.

### Cleaning behind the scenes

When performing your daily cleaning on customer-facing surfaces, also take care to clean employee-only areas. Include in your cleaning checklist (see a printable version in the Your Business section) : Employee entrance door handles, shared tools, shared phones, shared keyboards, your point-of-sale (POS) system, employee-only bathrooms, breakrooms, locker rooms and more. Follow the Centers for Disease Control (CDC) and Prevention guidelines for cleaning mentioned in the Your Business section of this publication and within the links provided at the end of this white paper. Also, encourage your employees to minimize sharing. You will slow the spread of any infection if you have the ability to operate while discouraging the sharing of phones, keyboards and other equipment. Train your staff how to clean the areas they use before leaving.

### Enforce social distancing and prohibit close gathering

Hopefully you've built a business in which your employees like being around each other and socializing before and after work and during breaks. Unfortunately, that activity should be discouraged at this time. The CDC recommends





everyone practice [social distancing](#) by staying at least six feet away from everyone who does not share the same household. To stop your employees from gathering, try alternating breaks, so everyone on break can remain six feet apart. Or close the breakroom, requesting employees go out to their vehicle, for a walk or run home during breaks. If you do not close the breakroom, assure that the refrigerator, sink, microwave and other commonly touched spaces are cleaned frequently.

### **Stock up on hand washing supplies**

This may be difficult right now, but as much as possible, stock up on hand sanitizer, hand soap and paper towels, so your staff can clean their hands throughout the day.

### **Create social distancing within workspaces**

Look at your building's workspace configurations. Move desks around if they're closer than six feet from each other. Shift technicians' workstations, if they're closer than six feet from each other. Mark the floors, if necessary, to demonstrate spacing to employees. If desks and stations cannot be spaced more than 6 feet apart, consider adding plexiglass or a protective barrier between desks, or staggering the shifts of those whose work areas overlap.

### **Consider checking your employees' temperatures before their shifts start**

The fever is a well-known symptom of COVID-19. As your team begins returning to work, you may want to perform temperature checks at the start of each shift and send home anyone who has a temperature over 100.4 degrees, which constitutes a fever, [according to the CDC](#). The [U.S. Equal](#)

[Employment Opportunity Commission](#) allows employers to ask staff if they're experiencing symptoms during a pandemic and to take their temperatures. Use a no-contact thermometer that tests the temperature from the forehead or temporal artery and disinfect in between screenings.

### **Protect your employees from customers**

Allow your staff to wear personal protective equipment (PPE) such as masks, while working. Consider adding plexiglass barriers between your staff and customers in areas where there may be close contact, such as at your POS stations, reception desk, or the service desk. If staff is interacting with customers and touching the same things they are, such as credit cards, gas pumps, or products, provide your staff with gloves.



### **Communicate with customers about safety precautions**

Going back to customer communication from the Your Customers section, one of the best ways to keep your staff safe is to communicate your internal safety measures to customers. Ask customers to wear masks to keep your employees safe. Post signs asking them to stay six feet away from your staff. Remind them that you will not be shaking their hands for the time being.

### **Develop new meeting protocols**

Limit meetings to no more than 10 people. Assure that all attendees are six feet away from each other. Gather in meetings only if necessary. Consider using video conferencing, even while in the same building.



## PPE: HOW TO EQUIP YOUR STAFF

PPE, or personal protective equipment, has become a hot topic as of late. Who should wear it, what should they wear, when should they wear it?

Of course, everyone on your staff who has typically worn PPE should continue to. For example, if they're working on fiberglass and have to wear an N95 or similar mask to keep safe, continue requiring that.

But you should also allow, and encourage your staff to wear other PPE, when they come in close contact with each other and with customers.

### Masks

The Centers for Disease Control and Prevention (CDC) recommends that [everyone wear a cloth face cover](#) in public, to prevent the spread of COVID-19, if they're unknowingly carrying the virus. Masks reserved for health care workers are not recommended, as those are in low supply and likely needed by a healthcare facility near you.

For those who don't yet have cloth masks, the CDC has directions on how to [make masks](#), as well as instructions for how to use a masks.

Masks should be worn over the nose and mouth and should fit snugly. They should be removed

without touching the eyes, nose or mouth, and they should be cleaned in a washing machine regularly.

If you can't find masks and would like to supply them to your staff, there are many places to order them off the internet, and likely many individuals in your community making them, if you ask around.

Train your team that masks do not completely prevent the spread of COVID-19, so they should still practice social distancing while wearing a mask.

### Gloves

Disposable gloves, if you have access to some, can also protect your employees when they have to frequently touch things that your customers are touching, such as credit cards, or gas pumps.

As with masks, gloves should continue to be worn if they are typically worn as part of someone's job.

Train your staff that if they are wearing gloves, they should still not touch their eyes, nose or mouth, and they should dispose of the gloves and wash their hands when their glove-requiring task is complete, or before breaks or the end of the workday.



## 10 STEPS TO TRAIN YOUR STAFF ON THE NEW RULES

Your local laws and rules are likely changing weekly, if not daily. As a business, you'll have to adjust to adhere to those rules and laws as you begin to bring staff back to the business. Observing these rules are critical to keeping your crew and your customers safe, as well as your business opening and operating COVID-free.

This will involve well-timed training to assure your staff is adhering to the new rules, policies, processes and procedures you've put forth and keeping up with their changes.

**Here are a few suggestions from the Marine Retailers Association of the Americas Dealership Certification Team on how to train your staff:**

### 1. Do your research.

Read through this guide. Read through the materials your marine trades association is sending you. Check out the recommendations from the World Health Organization, the Centers for Disease Control and Prevention, and the Government of Canada. Many of those important links are listed in the Links and Recommended Resources at the end of this publication.

### 2. Create a plan.

Have your management team look through all your policies, processes and procedures

to ensure that your business is prepared to safely open. Create new policies, processes and procedures, if needed, even if those are temporary rules.

### 3. Put the plan in writing.

So that everyone is on the same page, make sure each change is written down, agreed upon and prepared to share with staff.

### 4. Call an all-team virtual meeting.

Before reopening or bringing more staff back to work, schedule an all-team virtual meeting. Require that everyone who will be working within your facility is on that call (and pay them for their time). Create an agenda, so you don't miss any important changes to pass along. Share with your staff the importance of these changes, and go over each new piece that is expected of everyone on your staff when they return to work. Allow time for employees to ask questions.

### 5. Schedule department-specific virtual meetings.

After the all-staff meeting, schedule virtual meetings for each department that will have its own policies, processes or procedures. For example, the sales department will likely have new social distancing sales processes, and the service department will probably have internal social distancing and tool-sharing rules.





**6. Send any new process maps or rules to staff.**

If your staff is not currently in the building but is coming back soon, email them any new process maps, policies, or procedures that have changed. Ask them to review each one that pertains to them before their official return date.

**7. Consider having staff sign some materials.**

For policies or processes that you deem especially important, create a sign-off sheet, so staff can agree to the new rules in writing. This will show your seriousness and add a layer of accountability. This may also cover some liability issues as it shows you had a plan, trained on it, and your employees acknowledged it.

**8. Hang reminder signs in the building.**

Your staff will need reminders, as they're used to doing their jobs in a specific way. Hang any reminders you think are necessary, such as some of the printable materials provided in this guide. This will reinforce training and demonstrate your seriousness about the new rules.

**9. Create pass-downs, if necessary.**

If rules feel like they're changing fast, such as on a weekly or daily basis, create a way for that information to be passed down. Perhaps you can add notes to a bulletin board and have team members sign off when they've seen each one (with their own pen, not a communal pen). For some staff, email may work as well, or a daily social-distanced huddle with a department manager.

**10. Meet in person or virtually to discuss big changes.**

When it's time for a big adjustment, such as opening the doors to customers, or something similar, gather the group with social distancing guidelines in place. If you're meeting in person, prepare a place where each staff member can sit six feet away from the next person. If some or all can join virtually, even if they're in the same building, offer that option as well. Just like the initial back-to-work meeting, make sure you have an agenda, so you can cover everything you need to cover. Also, pass down any new documentation that the staff needs to reference.

The key to training your staff any time, but especially when the new information is so crucial, is to repeat the information and reinforce that messaging over and over again.

**NEW POLICIES AND PROCEDURES TRAINING MATRIX**

To assure everyone on your team is being trained on all of the new rules, policies, procedures and processes you've added, we're sharing a training matrix for you to download, customize and use.

Based on the Marine Industry Certified Dealership Program's Training Matrix, this Excel chart allows you to list out your staff, plan their training dates and check off when they have completed the training.

The first workbook in the spreadsheet is blank intentionally, for you to complete. The second workbook has a sample training matrix filled out for your reference.

[Download](#)



## WHAT TO DO IF AN EMPLOYEE GETS SICK

When reopening, many jurisdictions want your business to have a plan in place if an employee were to show symptoms of COVID-19. And, of course, you want to prevent your employees and customers from transmitting the virus within your business.

First and foremost, you should be encouraging employees to stay home if they have COVID-19 **symptoms**, such as a fever, cough, or shortness of breath. However, it can take 2-14 days after exposure for symptoms to appear, so if someone at your dealership has become sick, there's a chance they have been infected for a few days.

### **The Centers for Disease Control and Prevention (CDC), recommends the following:**

If the employee is within your facility when they begin experiencing COVID-19 symptoms, first separate them from other staff and customers and send them home. If they have to wait for a ride, assure they are separated from others while they wait.

From there, the employee should follow the **CDC recommendations**, which include contacting their doctor and self-isolating. If they will not have the opportunity to have a test to determine when they are well again, they should wait to return to work until: they have not had a fever for 72 hours

without using fever-reduction medicines, other symptoms have improved, and at least seven days have passed since their symptoms first appeared. If the employee is able to get tested, they can return to work when they no longer have a fever without using fever-reduction medicines, other symptoms have improved, and they have two negative tests in a row, at least 24 hours apart.

If the employee has a confirmed case of COVID-19, you should **inform your team** of possible exposure, while maintaining confidentiality of the specific employee, as required by the Americans with Disabilities Act (ADA). Anyone who worked within six feet of the infected employee should quarantine for 14 days, and follow CDC recommendations if they start experiencing symptoms.

All other staff should self-monitor for symptoms.

If the sick employee has been in your facility within seven days of having symptoms or being diagnosed with COVID-19, be sure to disinfect all areas that were used by the employee.

This is simply a summary of the actions the CDC recommends. It is, by no means, comprehensive. Make sure you thoroughly read the information on each of the above webpages. There are several more links on the Links and Recommended Resources pages of this publication.

# DOWNLOADS & PRINTABLES

Here you'll find printable downloads from the Your Employees Section.

## Tools You Can Use

- **Let's Get Cleaning!**
- **Wash Your Hands**
- **How and When to Wear a Mask**
- **New Policies & Procedures Training Plan**

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# LET'S GET CLEANING!

Properly cleaning commonly touched surfaces around our workplace will help prevent the spread of COVID-19.



Use the cleaning supplies provided by your employer.



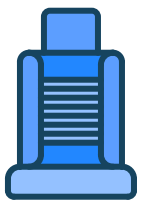
Wash your hands after cleaning.



Clean properly and thoughtfully, covering the entire surface.



Do not touch the surface again after cleaning, unless you intend to clean it again later.



Make sure the cleaning product you're using is appropriate for the surface you're cleaning.



Pay special attention to how you're cleaning electronics and other sensitive surfaces.



# WASH YOUR HANDS

Washing your hands is always a good habit, but especially during the COVID-19 pandemic, hand washing can prevent the spread of the virus.

## HOW TO WASH YOUR HANDS

**1**  
**Wet your hands.**

**4**  
**Rinse your hands.**

**2**  
**Lather your hands with soap.**

**5**  
**Dry your hands with paper towel.**

**3**  
**Scrub for at least 20 seconds.**

Pro tip: Try singing 20 seconds of a song in your head.

**6**  
**Avoid touching your eyes, nose, or mouth! Or rewash.**

When you can't use soap and water, use hand sanitizer. Make sure you rub it in until your hands are dry, which should take about 20 seconds.

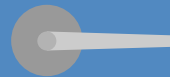
## WHEN TO WASH YOUR HANDS



Before leaving work.

After using the bathroom (try not to touch the sink handles or door handles on the way out.)

When returning home from work.



After coughing or sneezing



After contact with a product or surface that someone else has touched or is a commonly touched surface.



After touching shared tools or equipment.

After unpacking a delivery.

After touching garbage.

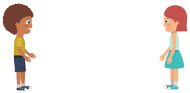


Before eating.



# HOW AND WHEN TO WEAR A MASK

While we should all aim for social distancing of six feet or more away from others first, wearing a mask can also mitigate the risk of preventing the spread of COVID-19 to others, if you're unknowingly carrying the virus, or to you if you happen to cross paths with someone else who has it.



**Always focus on social distancing first and foremost.**



**Masks should be worn over the nose and mouth for the best protection.**



**Do not touch your eyes, nose, or mouth when putting your mask on or taking your mask off.**



**Any time you have to come within six feet of another team member, ensure you're wearing a mask. This should only happen on rare circumstances, such as team lifts and assists.**



**If coming into contact with a customer, ask them to wear a mask. If they are not wearing a mask, maintain a distance beyond six feet.**

NEW POLICIES & PROCEDURES TRAINING PLAN		
Dealership Name: <u>Bob's Boats</u>		
	Daily Cleaning Processes	New Sales Process
Employee Name		
Jane Owner	5/8/20	5/11/20
Tom Salesperson	5/8/20	5/11/20
Trevor Service Manager	5/8/20	
Bill Technician	5/8/20	
Sarah F&I Manager	5/8/20	5/11/20

## NEW POLICIES AND PROCEDURES TRAINING MATRIX

In order to use this training tool in your own business, you'll need to download the Excel Spreadsheet by clicking "download" below.

[Download](#)

# SUMMARY

The summary includes the Recreational Boating Commitment to Safe Boating, a pledge you can sign when working with the government to get some of your business operations running again. It also has a long list of Links and Recommended Resources, which send you to the webpages referenced throughout this publication, as well as others that are relevant as you plan your new business practices. You'll also find contact information for all of the organizations involved in creating this publication.

In this section, you will find:

- **Commitment to Safe Boating** **Page 51**
- **Links and Recommended Resources** **Page 52**
- **Contact Us** **Page 56**
- **Thank You** **Page 57**
- **Final Thoughts** **Page 58**



# RECREATIONAL BOATING COMMITMENT TO SAFE BOATING

I, the undersigned, pledge that my business, \_\_\_\_\_, will to the best of our ability (unless mandated otherwise under federal, state or local law) abide by the best practices set forth in this Recreational Boating Commitment to Safe Boating to respond to the Coronavirus pandemic for the duration of \_\_\_\_\_'s State of Emergency. By signing this document, my business pledges to implement these best practices in each of our locations and to incorporate today's fundamentals of good health in our processes to promote community safety at our locations. I understand that federal, state or local law may impose further legal requirements on our business and that I will remain informed as to the current rules and regulations governing my business.

Our business's first and foremost priority is the safety of our staff, our vendors, and our customers, while helping people safely get out on the water. \_\_\_\_\_ commits to following all cleanliness, sanitation, and social distancing guidelines set forth in this guide, which is based on the guidance from the Centers for Disease Control and the Environmental Protection Agency, to ensure that our industry is a healthy outlet for families during this public health crisis, and does not further exacerbate the crisis. To ensure that our business can be part of our State's solution, we commit to the fullest extent possible to:

- Implement and enforce the standards set out in this document, and apply any updates that meet or exceed CDC, EPA and OSHA recommendations for virus containment;
- Ensure that the health of our employees, our customers and our communities are our first and foremost priority;
- Agree to adhere to all applicable guidelines established by our state, the CDC, EPA, and OSHA;
- Pledge that this is not "business as usual" and that our business will work to implement the improved best practices in this packet, including controlling traffic, enhancing our hygiene and handwashing standards, respect social distancing (6-foot distance) protocols per current directives, deploy emergency response and quarantine procedures, and clearly communicate these requirements to all of our stakeholders.

SIGNED: \_\_\_\_\_

DATE: \_\_\_\_\_

PRINT: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

LOCATION(S): \_\_\_\_\_



## LINKS AND RECOMMENDED RESOURCES



Title: Coronavirus disease (COVID-19) Pandemic  
Source: World Health Organization  
Link: <https://www.who.int/emergencies/diseases/novel-coronavirus-2019>



Title: Interim Guidance for Businesses and Employers to Plan and Respond to Coronavirus Disease 2019 (COVID-19)  
Source: Centers for Disease Control and Prevention (CDC)  
Link: <https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html>



Title: Coronavirus disease (COVID-19)  
Source: Government of Canada  
Link: <https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19.html>



Title: COVID-19  
Source: Occupational Safety and Health Administration (OSHA)  
Link: <https://www.osha.gov/SLTC/covid-19/>



Title: Disinfectants for Use against SARS-CoV-2  
Source: Centers for Disease Control and Prevention (CDC)  
Link: <https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>



Title: Use of Cloth Face Coverings to Help Slow the Spread of COVID-19  
Source: Centers for Disease Control and Prevention (CDC)  
Link: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html>



Title: Washing your hands: The purple paint demonstration  
Source: Spartanburg Regional Healthcare System  
Link: [https://www.youtube.com/watch?v=nEzJ\\_QKjT14](https://www.youtube.com/watch?v=nEzJ_QKjT14)



Title: FP Beyond the Curve: Post-Pandemic Back-To-Business FAQs For Employers  
Source: Fisher Phillips  
Link: <https://www.fisherphillips.com/post-pandemic-faqs#L3>



Title: Reducing the Spread of COVID-19 in Workplaces  
Source: Centers for Disease Control and Prevention (CDC)  
Link: <https://www.cdc.gov/coronavirus/2019-ncov/community/general-business-faq.html#Reducing-the-Spread-of-COVID-19-in-Workplaces>



Title: Cleaning and Disinfection for Community Facilities  
Source: Centers for Disease Control and Prevention (CDC)  
Link: <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/cleaning-disinfection.html>



Title: Cleaning and Disinfection for Non-emergency Transport Vehicles  
Source: Centers for Disease Control and Prevention (CDC)  
Link: <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/disinfecting-transport-vehicles.html>



Title: The Guide to Customer Relationship Management  
Source: MRAA  
Link: [https://cdn.ymaws.com/www.mraa.com/resource/resmgr/resources/WhitePaper\\_CRM\\_FL-NAL2.pdf](https://cdn.ymaws.com/www.mraa.com/resource/resmgr/resources/WhitePaper_CRM_FL-NAL2.pdf)

## LINKS AND RECOMMENDED RESOURCES CONTINUED



Title: Best practices for retail stores during COVID-19

Source: Retail Council of Canada

Link: <https://www.retailcouncil.org/community/health-safety/best-practices-for-retail-stores-during-covid-19/>



Title: Drug Product Database online query

Source: Health Canada

Link: <https://health-products.canada.ca/dpd-bdpp/index-eng.jsp>



Title: Our Efforts To Support Our Customers, Associates & Community

Source: Home Depot

Link: [https://www.homedepot.com/c/customer\\_service](https://www.homedepot.com/c/customer_service)



Title: Serving Our Communities Safely and Responsibly

Source: Bass Pro Shops

Link: <https://www.basspro.com/shop/en/covid-commitment>



Title: Food Safety and the Coronavirus Disease 2019

Source: U.S. Food & Drug Administration

Link: <https://www.fda.gov/food/food-safety-during-emergencies/food-safety-and-coronavirus-disease-2019-covid-19>



Title: Coronavirus (COVID-19) and Independent Grocery

Source: National Grocers Association

Link: <https://www.nationalgrocers.org/news/national-grocers-association-coronavirus/>



Title: 6 Key Steps to Making Video Sales

Source: Bob McCann, MRAA's Lead Certification Consultant

Link: <https://www.mraa.com/blogpost/1555199/345104/6-Key-Steps-to-Making-Video-Sales>



Title: Video Call Action Plan

Source: MRAA

Link: [https://cdn.ymaws.com/www.mraa.com/resource/resmgr/coronavirus\\_docs/Lights\\_Camera\\_ACTION\\_Plan.pdf](https://cdn.ymaws.com/www.mraa.com/resource/resmgr/coronavirus_docs/Lights_Camera_ACTION_Plan.pdf)



Title: Now's the Time to Communicate with Your Customers Via Video

Source: Liz Keener, MRAA's Certification Manager

Link: <https://www.mraa.com/blogpost/1555199/344711/Now-s-the-Time-to-Communicate-with-Your-Customers-Via-Video>



Title: The Virus Changed the Way We Internet

Source: The New York Times

Link: <https://www.nytimes.com/interactive/2020/04/07/technology/coronavirus-internet-use.html>



Title: It's Time to Text Your Customers, but You Have to Do It Right

Source: Liz Keener, MRAA's Certification Manager

Link: <https://www.mraa.com/blogpost/1555199/343810/It-s-Time-to-Text-Your-Customers-but-You-Have-to-Do-It-Right>



Title: Texting Customers: Do's, Don'ts and How to Make It a Win-Win

Source: Bob McCann, MRAA's Lead Certification Consultant, and Graham Anderson, KENECT

Link: <http://mraa.mycrowdwisdom.com/diweb/catalog/launch/package/sid/88029937>

## LINKS AND RECOMMENDED RESOURCES CONTINUED



Title: What Kinds of Messaging Should I Be Sharing During this Pandemic?

Source: Liz Keener, MRAA's Certification Manager

Link: <https://www.mraa.com/blogpost/1555199/344681/What-Kinds-of-Messaging-Should-I-Be-Sharing-During-this-Pandemic>



Title: Now is the Time to Promote Boating as a Getaway

Source: Liz Keener, MRAA's Certification Manager

Link: <https://www.mraa.com/blogpost/1555199/344706/Now-is-the-Time-to-Promote-Boating-as-a-Getaway>



Title: Social Distancing, Quarantine, and Isolation

Source: Centers for Disease Control and Prevention (CDC)

Link: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/social-distancing.html>



Title: General Business Frequently Asked Questions

Source: Centers for Disease Control and Prevention (CDC)

Link: <https://www.cdc.gov/coronavirus/2019-ncov/community/general-business-faq.html>



Title: What You Should Know About COVID-19 and the ADA, the Rehabilitation Act, and Other EEO Laws

Source: U.S. Equal Employment Opportunity Commission

Link: [https://www.eeoc.gov/eeoc/newsroom/wysk/wysk\\_ada\\_rehabilitaion\\_act\\_coronavirus.cfm](https://www.eeoc.gov/eeoc/newsroom/wysk/wysk_ada_rehabilitaion_act_coronavirus.cfm)



Title: Pandemic Preparedness in the Workplace and the Americans with Disabilities Act

Source: U.S. Equal Employment Opportunity Commission

Link: [https://www.eeoc.gov/facts/pandemic\\_flu.html](https://www.eeoc.gov/facts/pandemic_flu.html)



Title: How to Protect Yourself & Others

Source: Centers for Disease Control and Prevention (CDC)

Link: <https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>



Title: When and How to Wash Your Hands

Source: Centers for Disease Control and Prevention (CDC)

Link: <https://www.cdc.gov/handwashing/when-how-handwashing.html>



Title: Symptoms of Coronavirus

Source: Centers for Disease Control and Prevention (CDC)

Link: [https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html?CDC\\_AA\\_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fabout%2Fsymptoms.html](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fcoronavirus%2F2019-ncov%2Fabout%2Fsymptoms.html)



Title: What to do if you are Sick

Source: Centers for Disease Control and Prevention (CDC)

Link: <https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>



Title: Your Action Guide for Responding to the COVID-19 Crisis

Source: Marine Retailers Association of the Americas

Link: <https://www.mraa.com/page/covid-19>



Title: COVID-19 Resources

Source: Association of Marina Industries

Link: <https://marinaassociation.org/covid-19>

## LINKS AND RECOMMENDED RESOURCES CONTINUED



Title: Best Practices in Marina Operations

Source: Association of Marina Industries

Link: [https://marinaassociation.org/files/BPMOduringReopening\\_AMI\\_05-05-20.pdf](https://marinaassociation.org/files/BPMOduringReopening_AMI_05-05-20.pdf)



Title: COVID-19 Resources

Source: Michigan Boating Industries Association

Link: <https://www.mbia.org/page/COVID19>



Title: A Special Section on COVID-19

Source: Marine Industries Association of South Florida

Link: <https://www.miasf.org/news-events/a-special-section-on-covid-19>



Title: Resources for Businesses During the Coronavirus Emergency

Source: Marine Trades Association of New Jersey

Link: <http://www.mtanj.org/coronavirus.html>



Title: MMTA Member Resources: COVID-19

Source: Massachusetts Marine Trades Association

Link: [https://www.boatma.com/mmta\\_covid19.html](https://www.boatma.com/mmta_covid19.html)



Title: Resources for Businesses During the Coronavirus Emergency

Source: Marine Trades Association of Maryland

Link: <https://mtam.org/coronavirus/>



Title: NY Sea Grant COVID-19 Resources

Source: NY Sea Grant

Link: [www.nysgrecreation.org](http://www.nysgrecreation.org)



Title: COVID-19 Industry Updates

Source: Rhode Island Marine Trades Association

Link: <http://rimta.org/index.php/covid-19-industry-updates/>

To view and download all the resources in this document [click here](#).

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## THANK YOU



In good times, and in times of crisis like we experience today, your marine trades associations at the local, state and national levels, are the organizations and individuals who passionately protect and fight for your business and our industry as a whole. With this in mind, we encourage you to always consider supporting your marine trades association, but especially during these challenging times, please consider renewing your dues or joining an association, so that we can, as a united community, continue to hold your business up and provide valuable resources like the one you are reading at this time.



## FINAL THOUGHTS

The key with all of these changes is to keep your employees and customers safe, while still balancing the need to bring in revenue. We know your business is the livelihood of not only yourself, but also your family, your employees and their families, so we're all working hard to help you continue to operate. Use common sense and follow the government rules. Create plans and reinforce them. Be adaptable and ready to adjust as rules change.

## ADDITIONAL RESOURCES

### **Webinar: Immediate Steps to Operate Safely Today**

This MRAA Ask the Expert webinar has been designed as a companion to this publication. In it, Liz Keener, MRAA Certification Manager and Content Manager of this publication, shares tips and best practices on how to operate safely. The webinar includes much of the same information shared here, as well as some additional tidbits.

Watch the webinar at: <https://register.gotowebinar.com/recording/6175738417109648909>

### **Survey: COVID-19 Employee Sentiment Survey**

The MRAA is offering a COVID-19 Employee Sentiment Survey.

The survey will be offered to your staff anonymously, with neither you, nor the MRAA knowing who took the survey within your business. Your staff will answer 10 multiple-choice questions and 2 open-ended questions. Once your employees have taken the survey, you'll receive a report and resources that may help you as you navigate the report's results.

The survey is free to all MRAA members, and \$99 for non-members.

If you're interested in participating, email MRAA Certification Manager Liz Keener at [lizk@mraa.com](mailto:lizk@mraa.com), and Liz will send you your unique COVID-19 Employee Sentiment Survey link.