

**From:** [Koenig, Bonnie](#)  
**To:** ["Zach Brandon"](#)  
**Subject:** RE: PHMDC Reopening Phase Limits and Businesses  
**Date:** Saturday, May 16, 2020 7:49:18 PM  
**Attachments:** [image001.png](#)

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Thank you, Zach, for all these well thought out ideas for informing the reopening plan. Your email arrived at the perfect time this morning during our discussions and was shared to all present. And, as you will see, many of these great insights have been incorporated to the extent possible. Thank you for your time and input into this plan, so appreciated. My hope is that the final plan shares the balance of public health and our community's business voice.

*This is a rapidly evolving situation; please check [our website](#) for the latest information and recommendations.*

Regards,

**Bonnie Koenig, MPH/EH, RS** (Pronouns: She/Her/Hers) | **Environmental Health Services Supervisor**  
| [bkoenig@publichealthmdc.com](mailto:bkoenig@publichealthmdc.com)

[Public Health Madison & Dane County](#) | 2300 S. Park St. Suite 2010 Madison, WI 53713

Phone: (608) 243-0335 | Cell: (608) 216-3494 | Fax: (608) 242-6435 | [Facebook](#) | [Twitter](#) | [Instagram](#)  
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**From:** Zach Brandon

**Sent:** Saturday, May 16, 2020 11:10 AM

**To:** Koenig, Bonnie ; Adam Barr ; Mikolajewski, Matthew ; Orrantia, Leslie

**Cc:** Heinrich, Janel

**Subject:** RE: PHMDC Reopening Phase Limits and Businesses

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Thanks, Bonnie.

Although the format was difficult without the document in hand, we appreciated the ability to help Public Health Madison & Dane County as you advise the Mayor and County Executive.

Having had a few more hours to ponder and a little bit of sleep, we have a few other thoughts to share:

1. **Recommend adding a blanket statement that businesses previously deemed “essential” can continue to operate (i.e. the “No Change” statement from the County Executive).**  
Otherwise, there are A LOT of missing industries.
2. **Recommend additional review of the industries that had an “essential” and “non-essential” dichotomy at the state-level.** In addition to the previously identified-as-omitted manufacturing, laboratories and R&D... review retail (Costco vs Goodman's Jewelers) and healthcare (chiropractic, dentistry, plastic surgery). There are likely others that fit into this unique situation.
3. **Recommend using the ability to maintain social distancing as the metric for closed-to-the-**