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Mike Bell, County Commissioner

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Humboldt County Health Board

Humboldt County Courthouse
50 West Fifth Street Room 205
Winnemucca, Nevada 89445



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FOR IMMEDIATE RELEASE

Contact: Nicole Maher, PIO
Humboldt County Health Board
Phone: (775) 761-2624
Email: nicole@winnemucca.net

COUNTY, VOLUNTEERS PREPARE FOR COVID-19 OUTREACH TO LOCAL BUSINESSES

WINNEMUCCA, Nev.—The Humboldt County Health Board is spearheading a grassroots effort to encourage local businesses to help in the fight against COVID-19.

Last week, Humboldt County Manager Dave Mendiola joined with Humboldt County Health Officer Chet Stringham, MD, to share a critical message with area business owners and managers: Your role in this fight matters.

Mendiola said for businesses that are considered “non-essential” per Nevada Governor Steve Sisolak’s [March 20 directive](#), that role is to temporarily close. For businesses that are considered “essential,” that role is to conduct business in a way that will help fight the virus—and not inadvertently promote its spread.

“We have every faith that we can all work together in this effort,” said Mendiola. “I feel strongly that as a united community, and with good education and a good understanding of what this is all about, our businesses will choose to be part of the solution and not the problem.”

Humboldt County Human Services Coordinator Niki Linn has been the project go-to for everything from compiling a local list of essential and non-essential businesses, to gathering volunteers who will help with phone outreach.

Tuesday, April 7, about a dozen group members met to discuss what questions to ask businesses regarding their current precautionary measures and how to best offer encouragement and help.

“Our entire community is learning more each week,” said Linn, “and I think that’s the way we want to approach it. We want to gather the best information and share.”

Dr. Stringham agreed. “This isn’t about what people are doing wrong; it’s about helping our business owners and managers know what to do that’s right—what to do to protect their staff and the community.”

Mendiola said local businesses may need encouragement to employ social distancing and other important preventative efforts, while others may be modeling what commerce during the current COVID-19 crisis should look like.

Phone calls to local businesses will begin this week. Additionally, the county has established an email address, Covid19@humboldtcountynv.gov, where businesses and residents can share suggestions regarding needed improvements, ask questions or address concerns.

The group also hopes to share public service announcements through local media and through area retailers reminding customers and staff of preventive measures such as social distancing, hand washing and more.

“We’re concerned about the economic viability of our local retailers,” said Mendiola, “and we’re also concerned about the health and well-being of owners, staff and customers.”

He added, “This effort addresses both those concerns in what we hope is a non-threatening invitation to join in the fight.”

For more information or to volunteer to help with outreach to area businesses, please contact Humboldt County Manager Dave Mendiola at (775) 623-6300.

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