



March 12, 2020: COVID-19 News and Resources

Dear Members,

The health and safety of our wine community and members is, and will always remain, our top priority. During the evolving COVID-19 situation, SVVGA is dedicated to keeping our members informed and we are committed to providing support and innovative solutions to help you navigate the current atmosphere.

Like other organizations in the County and Bay Area, SVVGA encourages our members to take guidance from the CDC, which recommends regular and rigorous cleaning as one of the most important preventive measures we can take during the spread of Coronavirus (COVID-19). We are working closely with our partners at City of Sonoma, Sonoma Chamber of Commerce, and the Sonoma Valley Visitor's Bureau, as well as County agencies, to closely monitor developments and stay apprised of all protocols recommended by government agencies and internal teams in order to provide the appropriate protocols for everyone.

In order to help us assess the current situation and plan for future communications, please respond to a brief survey. All responses will remain confidential.

[Click here to take the survey](#)

UPDATES ON SVVGA MEETINGS + MAJOR EVENTS

SVVGA will be making the recommendation to our Board of Directors next Tuesday, March 17 that we follow the [guidelines](#) for Signature Sonoma Valley, that have been published by the California Department of Public Health for Public Event Organizers. You are welcome to share this with your colleagues, and we will continue to update you and the membership on any developments regarding Signature Sonoma Valley and other membership functions. At this time SVVGA still plans to host scheduled small educational seminars and meetings.

RESOURCES + GUIDANCE DOCUMENTS

Health Organizations

- Center for Disease Control – [COVID-19 Microsite](#)
- World Health Organization – [COVID-19 Webpage](#)
- [Gathering Guidance](#) – California Department of Public Health

Key Messaging and Information

- Visit California Industry [Resource Page](#)
 - [Talking points](#) are updated 7 days a week by 10:00 AM (PST)
- U.S. Travel Association offers some [sensible information](#) for staying safe while traveling. These points can be used in your communications with guests, if appropriate.
- County of Sonoma Key Messages in [English](#) and [Spanish](#).
- For those of you who want to reach out to customers, our partners at Sonoma County Tourism have compiled a few [sample letters](#) for your reference.

During this time of rapid change, please refer to our internal SVVGA Members Only Facebook Group feed for latest updates.

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