

## GMT20200513-135218\_Navigating\_gallery\_1920x1080

[00:00:00] **Rich Brooks:** all right, well, it's 10 o'clock. So why don't we, well, you guys are still going. let's see. I want to, I hope I'm doing this right. I've got,

**Greg Dugal:** I want to

**Yury Nabokov:** do, I want to do,

**Rich Brooks:** let's see.

I'm going to click launch poll. Okay. Yeah. And I guess there's two questions. You're seeing. Two questions here. If you're an attendee, I don't think, I don't know if my other people can see it, but it looks like people are weighing in and so you're definitely seeing these. We'll keep this open for a few seconds.

It is. Which category best describes your business? And then we've got five options, outdoor, recreation, lodging, restaurants, retail and other. And then what is your current operation status? Fully open. Partially open and closed and it's kind of fun and exciting to see all these numbers change and the bars change.

I don't know if you guys can see this or just I can, but it's pretty cool. I'm going to keep it open for a few more minutes. I see that people are still joining us. The numbers are really going up right now, and this just is going to give us a little better sense of who we're talking to today.

[00:01:00] Obviously, I'm getting a message in my ear right now. Yes. So I only, I can see this. Thank you, Lindsey. but it looks like right now I'll keep it open for a few more minutes, but, lodging is by far the number one, description and category, led by other, and then outdoor recreation. And then re, I'm sorry.

So right now, let's just keep going. Another 30 seconds. And it looks like unlike almost every other poll I've ever done on this, people are actually participating. I'm seeing that 82% of the people are actually participating so far. and why don't I go ahead. I'm just going to end this poll right now.

And so, I'll let you know the results. I can share the results. Look at that. How are you guys seeing the results on your end? Give me a yes or no. Yes. so you can see lodging is at 60% followed by other followed, 2020 5%, followed by restaurants at 10. Hey [00:02:00] would people who filled out other, would you just drop into the chat?

What the other is a B? I. Curious to know. and then we have outdoor recreation and then retail kind of thought we'd have more people involved in retail. just because so many retail businesses are dependent on the tourism and hospitality businesses. And I see that question too. Your current operation status, almost half of you are closed currently.

Hopefully that will change very soon. 40% of you are partially open and 13% of you are fully open. so as far as other goes, we've got a nonprofit, EDC tour operator. See, I would've gone

with outdoor recreation, but Don, I guess because you're taking everybody into breweries, wineries, and distilleries, that would be indoor recreation.

So yes, I guess other would be fine there. Freeport, large public events and, some organizations as well. Alright, that's awesome. Thank you so much. what I'm going to do now is, I'm going to start my presentation. Go about 30 minutes handed [00:03:00] off to URI. Then you're able to go 30 minutes, but you're going to be texting you to make sure you're on time.

So it'd be ready for that. And then we'll go over to Greg for the last session and then we'll open this up to Q. And. A. we do have Lindsay baddie in hiding, but she is available. And, if you're having any questions or problems, feel free to drop them into the chat. And Lindsay, can you just kind of stay on top of that and, let us know if there's any technical issues or help people as, as

**Greg Dugal:** need be.

**Yury Nabokov:** I sure. Well, yeah.

**Rich Brooks:** Oh, she's talking to me not too loud. Alright. Okay. Well, with that, I'm going to go ahead and share my screen. All right.

**Yury Nabokov:** Best of luck as always, looking forward to learning from you.

**Rich Brooks:** Thank you, sir. All right, and if I did this right. I'm hoping that everybody can see. And I just want to let Greg and Greg know that we can see you.

Greg, I don't know if we can hear you, but you know, if you just, I want you to be aware of that so you don't do anything [00:04:00] crazy. Alright. and, could you guys just confirm to me, cause somebody confirmed that you're seeing just, my title screen marketing during COBIT 19, and nothing else. Perfect. All right, then let's jump into this.

All right.

**Greg Dugal:** Now,

**Rich Brooks:** I know a lot of you are struggling right now, because of the current Corona virus, and I'm gonna do my best in the next 30 minutes or so to provide you with some low cost and even freeways to market your business. To get through this. And as we can see in that poll, there are a lot of different types of businesses on today.

So some of this is going to be appropriate for you. Some of it may not be completely relevant for you, but it may be relevant for somebody else. and just kind of get creative with some of these ideas because this, we're sharing them. You, even if I'm talking about something that you don't think is relevant for you, you might find a way to make it relevant for you.

So, during normal times, at flight, we often talk about this framework we use called the bare essentials of digital marketing. And we use this as a way to [00:05:00] explain how people

should approach their digital marketing, and develop a marketing plan for their business. And just very quickly, bear stands for bear is an acronym and it stands for build basically.

How do you build a platform that turns visitors into customers? A is for attract? How do you drive qualified traffic to your website? R is for retain. How do you stay in touch with your customers after they left? And E is for evaluate and basically how do you measure all this? And I bring this up just because even though things are so crazy right now, this is still the framework or the lens that I use when I look at any kind of marketing plan.

And that's what I want you guys to think of as we go through what you can be doing today. For those of you who don't know me very briefly, briefly, my name is rich Brooks. I'm the president of flight new media. We're a digital agency in Portland, Maine, which means we design websites. We do search engine optimization, paid search, email marketing, social media.

Basically everything you need to increase your visibility and get in front of your ideal customers. I also started the agents of change [00:06:00] a. Annual conference and a weekly podcast all about how do you search social and mobile marketing to reach your ideal customers? I'm the tech guru on two Oh seven, w you guys know that the, the news on the NBC affiliates here in Maine.

In fact, I just recorded an episode, yesterday, which should be airing this week. I wrote a book called the lead machine, the small business guy to digital marketing, which you can find on Amazon. it's also on Kindle. And if you have Kindle unlimited, it's actually free. and then with URI, I co founded fast-forward Bain, which is what we're doing today, our resource for growing main businesses.

So today, this is what I want to cover in the next 30 minutes. I want to talk to you about what you can do during the Corona virus, to get in the best position to succeed. So we're going to talk about your website. We're going to talk about your social media and your other digital marketing outposts, and we're going to talk a little bit about what you might be able to do to pivot, to generate as much revenue and as much business as you possibly can.

[00:07:00] So I want to start with your digital presence. And when I found all these images, I was trying to find images that were about Maine and tourism and hospitality. And I realized this could be the farthest thing from digital presence, but you know, just work with me here. I'll say that your digital presence is more critical than ever.

People want to be able to review everything remotely. This was true before COBIT, but it's more true than ever. This is more than just for lodging too, which of course people are going to book in advance, but these days it's likely that people are going to really schedule out their entire vacation to understand what they can do once they come to the state.

So they're going to check out the restaurants. So you're going to check out what kind of retail stores are going to be, they're going to check out other activities. So people are likely going to be researching a lot more than they would have before they come into the state. So your digital presence starts with your website for sure.

Now, one of the first things that people want to see when they get to your website is some information about covert. So you [00:08:00] want to hit them over the head with this. And I know that may sound counter Intel a counter intuitive because you want to put the best face on things and you want to paint this picture that everything is fine.

But keep in mind that a lot of the people who are coming to your website are. Anxious and they want to know like, what are you doing? So what I recommend doing is, above the fold on your homepage is to add a notice about what's changed for your business since coven. And that could happen just by putting it, when I say above the fold, I mean before anybody has to start scrolling.

I also recommend, and we've been doing this for a lot of our clients, is putting a banner at the top of the page, a sticky banner that people can click on to go to more information about Covin. And even some of our clients have. Actually put a popup box right on their homepage. So as soon as they, somebody gets there, it pops up with critical information, like, we're open and here's our new hours.

So make sure you do that. what kind of information should you include there. Let them know if you're open, let them know. Or when you plan on opening, have your hours changed? What health measures have you implemented? [00:09:00] if you're a restaurant or retail, can I get things through curbside pickup delivery or have them shipped?

How can I pay for this? do you take Venmo? So I don't even have to take my credit card out of my wallet and stick it into a chip reading device. You know, there are going to be people who want to do this, and I live near an ice cream store that has been cash only for ever. But they're taking both credit cards in Venmo these days because they know that this is what people are looking for.

And then outside of making sure that you've updated your website with all the potential Kogut information, and I understand that you probably want to put this in the best possible light. We don't want to scare people off, but we do want to provide them with information. So outside of making sure that you've updated your website with all this information, you should also perform what we call a digital audit.

So right now, I noticed a lot of you are still closed. This may be a great opportunity for you to be making some changes to your websites. I hear somebody's voice. Lindsay, do you want to meet [00:10:00] yourself? Awesome. Alright.

so digital audit. So let's talk about some things that you can do right now. If you're slow, visit your website as a visitor.

What are your visitor expectations? What questions do they have? And are you answering them all? review the copy that's on your website. Is it still on brand? Is it up to date? How does it read on a mobile device? sorry. If there's a dog barking in the background. We're all working from home and this is life, right?

yes. You should be reviewing your website on a computer and a, and a phone. At a minimum. So make sure, like a lot of us who maybe have some older websites, you know, you never really updated it for mobile, activity. But that's how people are visiting your website right now. So when you go to your website to review the copy, review it both on a phone and a laptop and a tablet if you have one, just to make sure that it's an easy to use experience.

And if it's not, see what you can do to fix it. [00:11:00] go to your contact forms, fill them out. Do they work. At this point when we're trying to get every last bit of business we possibly can, the last thing we want is for our contact forms not to work. and then when you fill out your contact form, you should go to what's called a landing page.

What does that landing page say? A lot of us, once we created the website, never bothered to check this, or we haven't checked it in years, does that landing page still have the right information on it or does it need to be updated? Another thing is, did you get your own test email? Make sure that that came in.

Also, is it easy to sign up for your email newsletter? You do have an email newsletter, right? Because that is one of the most critical things that any business can have, but especially in business, in the hospitality of tourism industry, because it's the perfect way to stay in touch with your prospects and customers.

Take a look at your Google analytics and hopefully you do have Google analytics set up, set up, go through it and find out how are people finding you? Are they coming through the search? Are they coming through social media? Are they coming through some specific [00:12:00] websites like Yelp or TripAdvisor? These are critical things that you need to know.

and then in Google analytics, see are they going to your contact form? Are they filling out? Are they booking a room? Are they buying a gift card? Whatever it is that you want them to do. And this is information that you want to check and your Google analytics. And then I'm sure most of you have links to your social media accounts on your websites.

Are they going to where you want them to? Are you still active on those platforms? If you have a link to Google plus, take it down. Nobody's using Google plus anymore, and if you have a link to Twitter and you haven't been on Twitter since 2017 again, that's just something to take down. I'm actually, I generally recommend that you don't have very prominent social media links on your website because the goal of social media is to meet people where they hang out and bring them to the website, not the other way around.

So I usually recommend that you put your Schultz social media links at the bottom of the page. Now, if you can't do all this work yourself, or if you see problems that you can't fix yourself, get a vendor involved, your web developer, [00:13:00] an agency, whatever it is. And if you can't afford a vendor, and I know a lot of you, usually this is the time of the year when you're, when you're at your lowest and you can't wait for people to show up.

They miss maybe a critical time for you. Try a barter, get creative with your payment options. A lot of vendors may be willing to push off payments until the end of the season, or even into 2021. So, or, you know, I remember years ago, we did a website for a, For a

schooner company and they took all of us and our families out for a day on the water as a barter.

So get creative and get this work done right now. Then there's content marketing, and when the restrictions are removed, there is going to be a pent up demand for your business. And once this happens, it's going to be difficult to update your website or add new blog posts or even create social media content because you're going to be busy.

So right now. Not right now. I want you to sit through the rest of this, the webinar, but, but today and over the next few days, spend some time on your website. Spend some time creating that type of content. Blog posts [00:14:00] can be written now and then scheduled to be released later. social media posts can be created now and scheduled to go out later using a tool like a Gora pulse.

Or Hootsuite to be released. it just the right time. And then another thing is if blogging is been part of your SEO marketing and online visibility strategy all along that an even easier approach may be to rehab old blog posts rather than create new ones. Rehab blog posts often do better at ranking higher in the search engines and brand new content for a number of reasons, including the fact that they already have links to them.

Search engines. Love that. Google already knows about your older posts and you're making these posts even better. So here's what I mean when I say rehabbing an old post. Update the information, add new photos, make them bigger photos, because generally the photos we put on websites years ago are too small for today's monitors.

rethink the title and the headers. Add content, add quotes from experts. So let me give you an example. Let's say if you had a post on your website called 10 things to [00:15:00] do in Camden, Maine. Make sure that these are still the best 10 things to do in Camden, Maine. And if you have some new ones, add them either.

Maybe make this now a list of 13 or 15 or get rid of some of the ones that maybe aren't so valuable anymore. Replace the pictures for all these things that you want to do. Add quotes from tour guides or store owners to this list. So if you've got a favorite bakery, you know, maybe reach out to the guy who runs it or the woman who runs it and ask him or her for a quote, add that to the blog post.

Make it as robust as possible. And if you're on WordPress, publish that post under the same URL. So don't change the URL or the web site address, but just hit republish, when you're in, when you're in WordPress. So e-commerce is going to be critically important too, because. E-commerce is just something that people are expecting these days.

they, they want to be able to do transactions at your website. And businesses that can't take payments at the site aren't a disadvantage. There are some different. even though I might [00:16:00] say that e-commerce is no longer an option, there are a number of options that you can use if you're more into retail or if you've got a lot of different products that you have to sell.

A shopping card is definitely the way to go. If you're on a, if you're on WordPress using something like hu commerce or if you're starting from scratch, Shopify is a great platform, a simpler thing. If you just want to be. People to be able to order some product ahead, order something that you can ship to them.

Using a simple order form on a secure website tied into a gateway processor is another way that you could just generate some streams of revenue. And if you're not ready to do that, or you don't have the time using an offsite payment solution like PayPal or square, it's not as seamless. It's not as elegant.

But at least you're make, you're making it easy for people to pay. And then if you are a restaurant or something similar, you might consider a third party delivery service like a door dash or Uber eats. And yes, those guys take way too much of your profits in my personal opinion. But again, better to make something than nothing.

So just [00:17:00] try and think about ways that you can. Let people order online from your websites so that you can continue to do business with them. Social media is where you want to spend a lot of time and attention. Social media activity right now is through the roof because people don't have anything else to do.

so your content is more likely to get seen. I would actually recommend that most businesses, especially the people on this call, would three to five X their activity. I want you posting daily, at least daily to Facebook and Instagram. And then I'd also consider a Pinterest. Twitter. Snapchat and tick talk.

I'm not saying that you add to all of them because you really only want to be where your audience is, but I'm just saying that you should be creating

**Greg Dugal:** content

**Rich Brooks:** consistently where your ideal customers hang out and now is the time to do that. However, your must, your message must change. Okay. Because the thing that things that are going on right now, the message must change.

You need to be understanding of where people are coming from. [00:18:00] But keep in mind, people do want to support local businesses. They want to support small businesses, and they want to support family owned businesses. So if you fall into one or more of those categories. Pull back the curtain on what you're doing and show people how you're preparing for the season, how you're making changes, how you're taking care of your employees and your guests.

How this could be the greatest summer vacation ever, and just have those conversations on social media more frequently than you have in the past. As far as the messaging around talking about vacations, play to memories of past vacations and also to future plans. People are ready to get out, and Maine is going to seem like a safe Haven to a lot of people, so definitely play that up as well.

I might. Avoid conversations around the lock down and whether or not it's good or bad. There are a few taboo conversations all the time, politics and religion among them, but there are a lot of people out there who may not share your opinion about how quickly the economy and it should [00:19:00] open up and that's everybody's entitled to their opinion.

I wouldn't start an argument around this. I would just talk about how excited you are for the season to open and still be talking about safety and all the things you're doing to make sure that all your guests are taken care of. And this is probably a time to consider social ads, especially on Facebook, because even though there's a lot more activity on Facebook, there's a lot more people creating content.

And the cost of Facebook ads have actually gone down a little bit lately. So this might be something worth doing. Generally, I don't recommend advertising unless you're able to sell something. But I think in this case, it might make sense to put a little bit of money behind some of your posts. Now, social media is great.

when people already know you, they're already familiar with your brand unless you're spending some money. but for those looking for a place to stay or a place to eat or things to do on vacation, you're going to need to make sure that you get found. On the search engines. Now I'm a big fan of search engines and search engine optimization, a K [00:20:00] SEO.

**Greg Dugal:** that

**Rich Brooks:** being said, I want to focus on things that you can do right now that are going to have an immediate impact on your business. I love organic SEO, traditional search engine optimization,

**Greg Dugal:** but

**Rich Brooks:** this is for the long run. Any changes you make to your website right now. Might take months to impact your overall search rankings.

That's not going to help you this season. That's something you should think about. Come September, October, November if you've done this, is if you've never done much SEO in the past. So that's not where I focus my attention. Where I'm focusing my attention for your businesses is local search engine optimization.

That's something that can have a more immediate impact to your business. and we'll talk a little bit more about local SEO in a second. And the third item would be paid search. One to four search ads will appear at the top of most search queries that people are making on Google. If you're open for business, whether that means physically or just online, if you're open for business, then consider doing some paid search.

If you're not, [00:21:00] I wouldn't spend any money there. Now for local SEO, what I'm talking about primarily is when somebody does a search on like Kennebunk restaurant or a rock port, in you, that then you see the three results next to the map. I want you to be one of those three results. So here's some things that you want to keep in mind currently.

This is time. The first one is you want to do what's called a claim and cleanse. You can use a free tool like Moz, Moz,

**Greg Dugal:** to find out

**Rich Brooks:** whether or not you have the identical information on all the different. Local search directories out there, name, address, and phone number. So you can go to moz.com look at their local search, put in your business and it will tell you if your information is in the right place and you want to make sure that it's consistent across all of the different web directories.

And Moscow is a tool that can help you do that. Make sure your website and the reviews on your website. Mention your keywords. So if you wanna talk about a waterfront views [00:22:00] or if you want to talk, whatever you're famous for, make sure that appears both in your reviews and on your website, because that will pull you in to those local searches as well.

And probably the most important tool for local search is Google my business or GMB. And this is a. A tool that Google uses to understand local businesses

**Greg Dugal:** now

**Rich Brooks:** go Google. My business during COBIT 19 has been limited right now. So it's not quite as robust as it used to be, just because they're focusing on making sure the information is correct and up to date for coven.

So they, they've actually shut down certain tools about it. So as of, I think it was Sunday, what was happening is. Claiming your business and editing your business are impacted. It might take longer for you to prove to Google that you actually are the owner of your business. If you haven't done this in the past, but I would still recommend going to Google my business and all you need to do is Google the phrase, Google my business, and it will take you through the process.

And basically what usually happens [00:23:00] is. you get a phone call from Google with

**Greg Dugal:** a code

**Rich Brooks:** that you would then put into the website that proves you're the owner. Or they send you a postcard which has a code on it, and you go back to the website and that's how you claim it. And once you claim it, then you can make a lot of changes to it, add photos to a whole bunch of other stuff to make it a more robust listing.

And this will help you with that local search. you can currently reply to reviews that have been left on Google my business or, or any other place. And those will show up. So if somebody left you a positive or negative review, you can respond to those, your responsible show. But new reviews from new customers that you might be going after, they're going to be slow rolling out.

In fact, they might not even be rolling out yet. And other items that you want to update on your listing also is not going to be updated quite as quickly as it normally would be. during normal situations. So one way around this is to create what's called Google my business posts. And you can do this once you've claimed your listing, once you've gone into Google my business, and you can create [00:24:00] posts.

Consider Google my business posts just like you would. Facebook posts, tweets, LinkedIn updates, Instagram posts, whatever it is. You're just creating information that shows off your location, that shows off your specials, your events, anything that's going on that can go live immediately, and that will give you more visibility in local search.

Another thing to do is to reach out to past customers, let them know if and when you're opening. I know a lot of lodges, in the state get the same customers year after year, and it's important for you to have that ongoing conversation. They've probably already booked with you, but they want to hear from you.

So this is why email is so critically important. You want to be able to email them with special offers, you know, let them know what's going on. Give them a reason to come up there, all that sort of stuff. Include discounts for future stays. If you don't know when you're going to be opening or you already have to cancel some of the reservations, see if you can't just push that forward and say, we're going to give you a credit at the end if you're willing to take [00:25:00] it again, your regular customers want you to survive, so definitely keep that in mind when you're making these offers.

I would definitely do some social ads. If you, if you're sending out emails, you have their email address, you can also upload those emails to Facebook and then advertise to those people on Facebook and Instagram as well. Those are usually some pretty inexpensive ads. And again, these people know you, so it's a warm audience.

And then the other thing is, is there any sort of e-commerce or is there anything you can be selling them remotely, getting them excited for the upcoming season, or if you're unable to open because of where you are or whatever the rules are, that may change, you know, is there an opportunity for you to sell them something?

Again, just trying to increase those streams of revenue as much as you can. And then is there an opportunity for you to pivot? this is a phrase that people are throwing around and. Certain businesses are definitely, it's easier to pivot than other businesses, but even if you can't serve your customers and guests right now, you weren't [00:26:00] able to serve them in the past.

You should be able to serve them in the future. Think of this like chess, you know, if you are in check, you can't stay where you are. You have to move, you have to move forward, you have to move back. You have to move to the side. So get creative. What are some of the ways that you can still do business with people?

And obviously, and I'm sure you've heard this from other people in your industry. Right now, I'd be going after staycation or, so I don't know what the, if the 14 day rule is going to stay in effect, but there's a lot of people in Maine who still want to go on vacation and I would be

putting a lot of my marketing and communications towards people in that about getting away.

I mean, the bottom line is June, July and August are often considered to be the 12 golden weeks of summer here in Maine. I don't ever want to leave the state. During the summer. So, you know, we've got our week retreat that we're going to do. There's a lot of other people who are thinking the same thing. So try and fill your book with as many staycation as possible.

see if there, if you can't do short term accommodations because of rules, see if there's some longterm [00:27:00] accommodations that you can do instead, continue to push that e-commerce. And think about can you offer something similar to what you've sold in the past? And that's going to depend on what type of industry or what type of specialty you are in within the hospitality and tourism.

But see, get creative. Think about what you can do that you might be able to sell in market that you, that's similar to what you did in the past. And as I wrap up, some of the things that I want you to think about today, one is it's about improving your digital presence. And if you do have the time right now.

To work on this. This is what you should be working on. improve your website. Take a look at it through your visitors eyes. Make sure the information is up to date. Provide the information on cover so that people can make a decision. Do it in an honest way, but build people's sense of security, lower their fear, lower their risk.

Anything you can do to make this a no brainer decision. even if they are to a certain [00:28:00] degree, rolling the dice that everything will be open and available to

**Greg Dugal:** them.

**Rich Brooks:** Update your messaging. Realize that people are coming from a different place, a mindset than they have in years past, and speak to that mindset and be understanding of people and their fears and anxieties, but still be talking about the memories that they're going to make with their families and be, talking about aspirational, what they're going to get out of this summer vacation out of, out of this trip, whatever it may be.

Greatly increase your social media usage. Really, I would be on Facebook at least two, possibly three times a day. Updates, photos, memes, gifts, anything you can do to engage your audience and potentially also be throwing some money behind Facebook ads. Outreach to past customers. They know, like, and trust you.

They may know your family, they may know the business. reach out to them. Let them know what you're doing. See if you can generate some business that way. And then pivot and get creative. and [00:29:00] if you're not sure what that means, you know, feel free to reach out to me afterwards. Or maybe in the Q and a section, we can talk about some ways that you might be able to get creative.

There are companies, businesses just like yours all over the country, struggling with the same things, and many of them have come up with new ways to generate revenue. So maybe we can talk through some of those as well. That's all the content I have for today. And I actually finished right on time, actually early cause we started a little bit late.

but what I'm going to do now going to get out of my slide deck right here, I'm going to stop sharing my screen and here I am back with my other panelists. and URI, if you're just about ready, I will introduce you.

**Yury Nabokov:** can you hear me? I just want to make sure that, you hear me well,

**Rich Brooks:** I hear you excellently.

**Yury Nabokov:** Fantastic. I just had a, a message saying that there was some technical issues, so I

**Rich Brooks:** was a bit.

**Yury Nabokov:** Scared, but you're good. That's good.

[00:30:00] **Rich Brooks:** All right, sounds good. Well, we'll, we'll have our fingers crossed for you and for those of you who may be joined in a few minutes late, my name name's rich Brooks. We just finished up with the first segment.

next up is URI, and then we're going to be going with Greg and then we'll open this up for Q and a afterwards. So, our second. Presentation day is by URI Nabokov. He is the ABP CA for customer experience manager and marketing strategists at my China savings bank. He's a transformative leader in the business of, Oh, I just lost my notes right there.

when you, took over the screen. Sorry. I, no, you're good. You're good. Go for it. I'll just continue on. So, he's a co, He's a transformative leader in the business of creating emotional, personal, and engaging experiences. He's the cohost of fastforward main podcast, which you should be totally listening to, and a frequent contributor on topics of user experience, gamification and innovation.

In 2017 for his contributions to the digital initiatives and the Chinese savings bank here, he was named an emerging leader by the bank administration Institute. [00:31:00] A year later, he was presented with the rising star award from the new England financial marketing association. Yuri holds two undergraduate and two graduate degrees with the recent additions of executive leadership degrees from the warden school in strategic leadership and records university and customer experience.

He works full time at Machai savings bank as the assistant vice president of customer experience. And with that URI, take it away. Awesome.

**Yury Nabokov:** Well, before I dive in, guys, I, you seeing the, the main slide, the, the, the image of the book

**Rich Brooks:** actually seeing your main slide and your next slide.

**Yury Nabokov:** Oh,

**Rich Brooks:** okay. Do you want to try sharing another screen?

Do you have a two screen setup right now, URI?

**Greg Dugal:** let me see how

**Yury Nabokov:** I can fix that. just one second. Really didn't expect it to, to run into this problem right.

**Rich Brooks:** Okay.

**Yury Nabokov:** How about now?

**Rich Brooks:** Oh, you haven't started sharing it?

**Yury Nabokov:** Hmm. I thought we tested everything [00:32:00] yesterday and you know, as always, you know, things go so nice and smooth and then you just

**Rich Brooks:** stop working.

why don't you hit play and I'll let you know. Perfect.

**Yury Nabokov:** You're good to go. Alright, fantastic. Well, rich, thank you very much for introducing me to our fine audience, everyone. Good morning. Thank you for joining

**Rich Brooks:** us.

**Yury Nabokov:** The, the, the topic of my presentation today is the power of

**Rich Brooks:** video storytelling. Just

**Yury Nabokov:** a couple of

**Rich Brooks:** things that,

**Yury Nabokov:** reach did not mention, was born and raised in Russia.

It was just, you know, a typical kid. Doing normal things, playing, skating, crawling, you know, learning how, how to impress young ladies by, doing break dance. Clearly, I was very influenced by the, Western culture. and with that I was also fascinated with learning a lot. So, went to different schools and now, you know, all the insights and the knowledge that have been, you know, accumulated over the years in my previous academic life.

I am going to be [00:33:00] sharing with you, Also very proud to, to be a member of the Machai savings bank team. I actually, you know, think of them as, as my family. I, I met my wife at the bank, so we are happily married and, as we, as we mentioned earlier, we're going to be getting a puppy soon.

So I am very excited, rich. do you think that you can, launch, Paul, real quick, just wanted to see, you know, what the audience is doing with their marketing spend and what do they do with the, if they use video on, for, you know, advertising and marketing

**Rich Brooks:** just launched that and able to see it.

**Yury Nabokov:** Yep. Just popped in my, on my screen. Thank you.

I hope everyone else can see it as well. Do we have any numbers coming in, rich, or it just two of

**Greg Dugal:** us looking at it?

**Rich Brooks:** yes. Why don't we keep it open now? So it looks like, [00:34:00] social media is leading the way and, the use videos is split with a few more people saying no than yes. I'll keep it open for another few seconds and then we will, we'll close it or do you want me to close it now?

**Yury Nabokov:** I think it's fine. The, domain message here, or the main insight is, hopefully by the end of this presentation, you will feel a little bit more confident and comfortable, utilizing video. For your marketing and communication tactics. So, thank you very much for taking the time and participating.

Let's, let's take a look and, some of the insights in the world of marketing, in relationship to, video.

[00:35:00] **Rich Brooks:** URI. I don't think the audio is coming through.

It is

**Yury Nabokov:** not my.

**Rich Brooks:** Okay.

Not really sure what's going on

**Yury Nabokov:** here.

**Rich Brooks:** alright, let's

**Yury Nabokov:** meet.

**Rich Brooks:** Alright.

**Greg Dugal:** Okay.

**Rich Brooks:** Okay, sure.

**Yury Nabokov:** Let me try reset it. Maybe that's what that, maybe that was the, the, the technical message that I was getting earlier, saying that, you know, for some reason my audio wasn't properly working. let's try one more time.

**Rich Brooks:** You said include videos,

**Yury Nabokov:** can you hear it now?

**Rich Brooks:** Marketing campaigns, [00:36:00] 27% higher click through rates and 34% higher conversion rates than companies not using such strategies. So if you're asking yourself if investing in video marketing is worth it or not, then we say yes, it's totally worth it. Just not because it's the latest trend, but,

So as videos are very versatile and profitable digital marketing tool. Let's take a look at the top six reasons that your business needs to start. Video marketing. Google loves the videos as Google is the parent organization behind YouTube. It directly affects your website's overall search engine ranking.

According to Moodley. If the video is embedded in your website and your chances to be on top of search results increased by more

**Yury Nabokov:** than 50 times,

**Rich Brooks:** increases conversions along with ROI first, and the foremost benefit of using a video is that it will increase your sales. Many studies have shown that more than 70% of users who watched a video related to a product simultaneously bought it.

Not only this, more than [00:37:00] 80% of businesses. Say that using videos as a marketing tool has helped them get good returns on their investment. Generates audience engagement as more than one third of online activity involves watching videos.

**Yury Nabokov:** Using videos for your

**Rich Brooks:** business is more likely to engage a lot of new customers.

So if you're thinking about launching a new product or service, video marketing can be highly beneficial. As more than 80% of consumers prefer watching a video about a product rather than reading about it.

**Yury Nabokov:** Valuable information

**Rich Brooks:** is easily explained

**Yury Nabokov:** with

**Rich Brooks:** so many websites and products being launched every day, using only content to provide information about a product can be quite competitive and boring.

However, according to a study conducted by Forrester. One minute of video is worth 1.8 million words. Adding a video to your landing pages can thus help you attract a bigger audience. Dropbox, when first launched seem to be a foreign concept to many. However, when they explained their process using a video, [00:38:00] their users increased by many folds.

Encourages social shares. More than 40% of internet users watch more than an hour of Facebook or YouTube videos a week. More than 60% of internet users say they're more likely to share a brand video with their friends. In comparison to brands that don't have any videos. So having a video can definitely help your brand go viral.

Engages more smartphone users. Given the growth of M commerce, consumers are more likely to engage in videos a lot more than reading blogs and articles about the same thing. It's been shown that more than 50% of smartphone users for her companies with mobile sites or apps that provide instructional video content.

This is big as there's so much that video marketing can do for your business growth.

**Yury Nabokov:** According to buff. Fantastic. Well, I hope you found this information relevant and valuable, especially those of you who said that a video is not part [00:39:00] of your strategy. The couple of things that I wanted you to guys, walk away with, in terms of, numbers and stats.

first of all, there are four most common video categories. the first, the first one is, explainers. The second one is product demos. How tos and testimonials, those would be considered like your utility video. The things that you know, reach was talking about earlier. communicate with your customers, receive their feedback on the things that you did.

The bass, and, they're willingly to provide you with information about their experience. especially right now with the situation around the cabbage, the how to videos, explaining the measurements that you're taking in order to save guard, the, wellbeings of your employees as well as your patrons.

it's easier for people to understand and see what, what do you do and how it looks like

**Greg Dugal:** instead of trying

**Yury Nabokov:** to put it in writing. and, [00:40:00] the other thing, this is the most fascinating.

**Rich Brooks:** 85% of

**Yury Nabokov:** businesses now have internal staff

**Rich Brooks:** and resource to produce

**Yury Nabokov:** videos in house. And, you know, when I'm talking about this particular stat, I'm not talking about professional production with expensive equipment.

We are talking about one employee that knows how to utilize. Mobile phone because I'm pretty certain every single one of us. Well, at least majority of us have, smartphones as the, as the channels, how we communicate, consuming information and share some valuable insights or great stories with the people we like and care about.

**Rich Brooks:** So,

**Yury Nabokov:** without further ado, let's, let's go to the next slide. When we're talking about videos,

**Rich Brooks:** it is important to remember that.

**Yury Nabokov:** Not every single video is, critical. And not every single video is going to generate, you know, value or revenue for your

**Rich Brooks:** business.

**Yury Nabokov:** So how can you improve the chances, [00:41:00] of your video to be that, growth engine?

First of all, remember to focus on quality and relevancy.

**Rich Brooks:** Meaning, how this information, you know, pertains

**Yury Nabokov:** to me as the watcher. So we're a viewer of your content. So you really need to understand, your audience, who they are, where they live, what they value. And you don't have to have just one specific customer group.

You may have

**Rich Brooks:** customer

**Yury Nabokov:** personas that, kind of like embody certain characteristics. The other thing that I wanted to, mentioned and I'll show you a couple of examples in, you know, later videos is that when we think about quality, quality is very, subjective, especially with all the recent ads that we've been seeing, where companies are using, screenshots or screen shares from zoom meetings, videos that are captured on a mobile camera and mobile devices.

So we're not necessarily looking for a Hollywood style production. We're [00:42:00] simply looking at information that is relevant.

**Rich Brooks:** To the

**Yury Nabokov:** audience.

**Greg Dugal:** All right?

**Yury Nabokov:** So if you want to put it into a

**Rich Brooks:** quick formula

**Yury Nabokov:** to bring everything together, quality, content, relevancy, personalization,

**Rich Brooks:** and most importantly, and

**Yury Nabokov:** reach talked a lot about it.

Make sure that you analyze the performance of your content. If you're creating videos and they're not reciprocating with your audience, but you're not tracking the

**Rich Brooks:** performance

**Yury Nabokov:** of those videos, how do you know if they're working or not? And how do you know when it's time

**Rich Brooks:** to

**Yury Nabokov:** try something different in pits?

So ultimately, combination of those elements

**Rich Brooks:** will lead

**Yury Nabokov:** to. better results. So, speaking about the results, my favorite segue, by incorporating. Principles of

**Rich Brooks:** story, you

**Yury Nabokov:** are increasing your chances of the

**Rich Brooks:** information.

**Yury Nabokov:** you know, being memorable or, for [00:43:00] increasing opportunities for the information

**Rich Brooks:** recalled by 22 times.

**Yury Nabokov:** So it's, it's not

**Rich Brooks:** necessarily,

**Yury Nabokov:** you know, what you say. It's about how you make people feel because stories evoke a certain, Amount of emotion. And also in addition to emotion,

**Rich Brooks:** they trigger a certain

**Yury Nabokov:** chemistry in our brains.

**Rich Brooks:** So when you look

**Yury Nabokov:** at the story arc,

**Rich Brooks:** it's your typical

**Yury Nabokov:** three, a three act structure where we have the beginning, the middle, and the end.

In the beginning where we have the

**Rich Brooks:** exposition, where we introducing the character, where we introducing the

**Yury Nabokov:** setup of the story and where the story's taking place.

**Greg Dugal:** Our brain.

**Rich Brooks:** generate

**Yury Nabokov:** oxytocin. So it's social bonding. We, we, we increasing the feeling of empathy with the people who are on the screen. We feel like them and we are experiencing things that they are experiencing as well.

So when we get to a climax, that's where, you know, it's flight or fight, that's when kind of like everything. [00:44:00] All the stakes are high and you know, we're just basically fighting for survival. That's where our cortisol levels go up. And you know, we are very focused and we are consumed by the story. As long as the story, you know, appropriately structured.

And ultimately when we get to our resolution, that's when our brains generate dopamine. It's the feeling of their reward is. It's something that has been accomplished and there is a positive outcome with which

**Rich Brooks:** we reciprocate so.

**Yury Nabokov:** Our brains react to stories that have a meaning, that allow

**Rich Brooks:** us to reciprocate

**Yury Nabokov:** with the, with the hero of this story.

We willing to join the hero

**Rich Brooks:** on his or her fights to

**Yury Nabokov:** accomplish desired results.

**Greg Dugal:** So

**Yury Nabokov:** a couple of things that important to remember that since the, proliferation of technology, like mobile technology and social media and, the bombardment of [00:45:00] advertising advertisement, actually on daily basis, we are

**Rich Brooks:** exposed to almost 3,500.

**Yury Nabokov:** Advertising

**Greg Dugal:** messages.

**Yury Nabokov:** So ultimately, you're not competing against the competition who may be in the same niche.

**Rich Brooks:** You are competing for the attention

**Yury Nabokov:** of your audience.

**Rich Brooks:** So

**Yury Nabokov:** remember, the attention of the audience, as of 2015 was shorter than the attention of a goldfish. So it's pretty scary if you ask me about that.

So what stories helps us to do. Stories helps us build strong

**Rich Brooks:** relationship.

**Yury Nabokov:** Storytelling speaks to a part of the brain where decisions are made. Yes, we are. We want to believe that we are very objective and fact driven, but in reality, emotions trigger us. stories make it easier for the buyer to remember you or the information that you share.

**Rich Brooks:** Storing

**Yury Nabokov:** storytelling increases the value of the product.

**Rich Brooks:** Stories that are contagious

**Yury Nabokov:** in your buyers want more [00:46:00] stories from you? If someone purchased the product for you. By default. They trust you. They spend their hard earned money by design. It's up to you to continue to nurture those relationships by providing valuable information that is relevant to your audience.

That's why it's very important to know and then distant. Who your customers are and understand your key customer

**Rich Brooks:** personas.

**Yury Nabokov:** All right, so

**Rich Brooks:** let's take a look at

**Yury Nabokov:** a story. Elements quickly. basically stories and narrative about something interesting to happen. Narrative transforms insignificant objects into significant ones.

So, and there are seven, kind of like

**Rich Brooks:** story, archetypes,

**Yury Nabokov:** overcoming the monster

**Greg Dugal:** racks. Well,

**Rich Brooks:** clearly overcoming the monster, you know, the

**Yury Nabokov:** hero is fighting that the reason that you will in the world, and he or her is going to conquer that and

**Rich Brooks:** destroyed

**Yury Nabokov:** rags to riches. Pretty simple. You know, Slumdog millionaire type of style.

The conquest. It's when the hero sets on the mission or [00:47:00] being forced to go on the mission. That's your typical stories of Harry Potter or the, you know, the, the hunger games and, and, and, and such. what voyage and return, It's when the hero just goes only

**Rich Brooks:** journey

**Yury Nabokov:** without any anticipation of facing struggles and challenges, but they end up, you know, doing just that and they're conquering their fears and becoming home safely.

**Greg Dugal:** Comedy,

**Rich Brooks:** pretty straight forward,

**Yury Nabokov:** blind and humorous story with a happy and cheerful ending. Tragedy tragedy.

**Rich Brooks:** It's something that we

**Yury Nabokov:** don't really want to use in our advertising message. But ultimately, if you think about, you know, the, you know, the fears, that's where, the kind of like the terrible outcome, what may go wrong or what may happen if, your target audience does not.

**Rich Brooks:** Take the proper

**Yury Nabokov:** steps that you are encouraged them, that encouraging them to do and rebirth. This is my favorite one, especially. It's very timely. It's story of [00:48:00] reinvention and renewal. So let me show you what we could example of what I mean by that.

**Rich Brooks:** We've all seen it in the story where the chances are low and the cost is high.

The sacrifice is real. It's all around us. But this isn't a story about how tougher times beat us. This is our comeback story.

**Greg Dugal:** The time when we rally and come from a hive,

**Rich Brooks:** the time when we

**Greg Dugal:** defy the odds and get back to work.

**Rich Brooks:** Well, the whole world watches. Yeah. This is your comeback story, and when it's time to come back, we'll be ready.

**Yury Nabokov:** So if you see in, in this particular example, it was a very clear play that the hero of this story is

**Rich Brooks:** not the company,

**Yury Nabokov:** but the people who

**Rich Brooks:** are facing the

**Yury Nabokov:** challenges related to it. In the current and current environment, the company is saying that you are the heroes. You are doing your best. We're waiting for you.

And whenever you're ready, we'll open [00:49:00] the doors to, to welcome you. So, key elements in the, the story structure. We need to

**Rich Brooks:** have a hero

**Yury Nabokov:** who that person is. And remember, you

**Rich Brooks:** are not, your business is not the hero of the story.

**Yury Nabokov:** The hero of the story may be in the employee at customer,

**Rich Brooks:** at

**Yury Nabokov:** community, a leader that may,

**Rich Brooks:** Have certain ties with your,

**Yury Nabokov:** with your business villain. It's not necessarily a bad person. It may be a challenge,

**Rich Brooks:** a difficult situation

**Greg Dugal:** which

**Yury Nabokov:** our hero has to deal with. And ultimately the battle. That's how the, the hero conquers

**Rich Brooks:** the challenges

**Yury Nabokov:** associated with the, You know, with the struggle that he's dealing with.

So thinking about the character, can he or she needs

**Rich Brooks:** to be relatable? The challenge

**Yury Nabokov:** needs to be irrelevant. You know, we cannot be talking about something that is happening on Mars. We're talking about what's happening with us right here, and what are we doing to overcome those challenges.

**Rich Brooks:** You know, whether we,

**Yury Nabokov:** we.

Spend more time on, you know, polishing our communication and messaging, whether we spending more time, [00:50:00] you know, cleaning our, places of business and providing safety and, you know, in the sense, kind of like a reassurance that we are

**Rich Brooks:** doing everything to protect our patrons and our customers.

**Yury Nabokov:** And ultimately, you know, learned lessons.

What are we learning from this experience?

**Rich Brooks:** You know, with the

**Yury Nabokov:** previous example, we know that. We are the heroes. We're doing our our best and the company trusts

**Greg Dugal:** us.

**Rich Brooks:** To finish the

**Yury Nabokov:** fight and they will be there waiting for us at the finish line. I'll skip this one for now. But the most important thing is if there is no struggle, there is no story.

Because if I say that, you know, one day I will cop and, I, I had to, you know, drill a hole and I went to a garage, got the, the drill and drill the hole. There is really no story. It just kind of like a matter of fact. But

**Rich Brooks:** if I were

**Yury Nabokov:** to tell you that, you know, I had to go on the

**Rich Brooks:** arduous journey to find

**Yury Nabokov:** the ways you know, to fulfill, they fulfill the needs of my wife in relationship to, making our home a comfortable place.

Well [00:51:00] then there is something that we can work with. All right. Here's another quick example that I want you guys to look at.

**Rich Brooks:** Turning that pile of clean laundry into a pillow form and she intends in your backyard and roasting smores over the stove top.

**Yury Nabokov:** We see you

**Rich Brooks:** creating masterpieces on the sidewalk and dreaming of imaginary places in the clouds. You see you

**Greg Dugal:** visiting

**Rich Brooks:** museums and operas from your sofa, attending living room concerts in your slippers, virtual tours from under the covers.

**Yury Nabokov:** You

**Rich Brooks:** see you explorers.

**Yury Nabokov:** You

**Rich Brooks:** see. You can take adventure away from the Explorer. You can never take the Explorer away from adventure. They find a way. The truth is, Colorado Springs isn't the adventure you are

[00:52:00] **Yury Nabokov:** crafting is

**Rich Brooks:** just a river without your

**Greg Dugal:** paddle.

**Yury Nabokov:** Ziplining is just a

**Rich Brooks:** route without you daring. Soar.

**Yury Nabokov:** The

**Rich Brooks:** mountains are just a landscape without you to believe the adventure is you. And while our community does its part to keep our neighbors safe from harm, we'll be here for your next adventure.

**Yury Nabokov:** All right. So we clearly see the hero of the story, the, the adventure seeking individual that is preparing for his or her next adventure when the time is right and when the time is right. Colorado

**Rich Brooks:** Springs

**Yury Nabokov:** hopes that that individual will consider them for their, exciting journeys across the valleys and the mountains and, you know, do all those, you know, cool and exciting things.

Again, there wasn't much about the Colorado Springs. It was everything about the person who is battling with the [00:53:00] current environment. All right, so what are the attributes of a story, time and place, main character goal obstacles. And resolutions. So when we think about, you know, the context, that's the setting of this story, the challenges, the obstacles, the main character has to run into or deals with

**Rich Brooks:** conflict,

**Greg Dugal:** the

**Yury Nabokov:** action off this story.

What is ultimately preventing our hero from getting to the, you know, resolution. Hook. Usually it's how something that

**Rich Brooks:** helps to transition into the story and

**Yury Nabokov:** lesson than recommendation. That's your typical, kind of like, you know, drive behavior change or kind of like,

**Rich Brooks:** you know, call

**Yury Nabokov:** to action. If you think about, sales, that's your typical subscribe, learn more, visit, you know, schedule a meeting, schedule a conversation, all sorts of things.

Or, you know, requests, you know, PDF about, you know, the coolest place, you know, to visit. I'll skip this one. this, the hero of the [00:54:00] story has to go through the story. It's, you know, again, that's not your business, but the hero has a problem ultimately to resolve the problem that the cast, the lead, the hero's facing, this person meets the guide.

In most cases, the guide is you and you have a plan. Then the plan propels

**Rich Brooks:** the hero to action.

**Yury Nabokov:** You know, whether it's direct or transactional, meaning, you know, do something, you know, protect yourself. Subscribe to our e-news. And then, you know, from there we get to the desired result. You know, it can be a success or it can be failure.

So, you know, we can show, you know, what happens if the person does not take the right steps towards, you know, what we are promoting them to, or, you know, they can succeed by doing the right things and listening to our advice. All right. this is a quick video that I wanted you guys to see. That's from

[00:55:00] **Greg Dugal:** challenge of the league is the

**Rich Brooks:** division of the league international that

**Yury Nabokov:** basically

**Rich Brooks:** allows for kids with special needs kids who may not be

**Yury Nabokov:** comfortable with safe on the little league field

**Rich Brooks:** with kids their own age. How to help her to play baseball.

**Greg Dugal:** To experience,

**Yury Nabokov:** but other kids, little league experience,

**Greg Dugal:** you know, the

**Rich Brooks:** thrill of running the masons

**Yury Nabokov:** as a trickle of hitting

**Rich Brooks:** them all, either pissed her off.

T

**Greg Dugal:** challenge a little league allows for

**Rich Brooks:** those kids that want to play baseball, that maybe don't really

**Greg Dugal:** get wrong, uncomfortable

**Yury Nabokov:** in another situation

**Rich Brooks:** to blame and to me to be friends and

**Greg Dugal:** to play with their buddies on the field and have a wonderful experience. So it was my passion

**Rich Brooks:** spring

**Yury Nabokov:** challenge and really.

**Rich Brooks:** Well, I've

**Greg Dugal:** always

**Rich Brooks:** been passionate

**Yury Nabokov:** about coaching.

**Rich Brooks:** Literally softball. I'm going into my ninth year, always been passionate about the sport, but the opportunity to coach all three of my daughters. When Todd approached me about

**Yury Nabokov:** the opportunity from

**Greg Dugal:** a Chinese savings bank.

**Rich Brooks:** To sponsor this tambourine.

**Greg Dugal:** I didn't [00:56:00] hesitate.

**Rich Brooks:** It's just a great cause and

**Yury Nabokov:** to see if the looks on these kids' faces and look what's on the parents' faces,

**Rich Brooks:** what's on the buddy spaces, and how much fun they're

**Yury Nabokov:** having.

**Rich Brooks:** It's just such a rewarding.

funny. Anton's a little league created a community for our parents, our players, and our body created around with small children with special needs.

**Yury Nabokov:** All right. So I'll, I'll go back to this, outline.

**Rich Brooks:** So you can see the character of the story

**Yury Nabokov:** and,

**Rich Brooks:** is the

**Yury Nabokov:** person who started the challenger leader league and he is, he was faced with the problem of external one. You know, he needed the funding, you know, to [00:57:00] launch the program and, you know, have

**Rich Brooks:** a supportive suit, you know,

**Yury Nabokov:** keep working and introducing the, opportunities for, for, for, for kids, you know, with, you know, physical disabilities to enjoy, to enjoy the game. The, the internal problem is, can he do that? Can you

**Greg Dugal:** fulfill his desires

**Yury Nabokov:** to help know, help those kids, you know, experience the joys of, a childhood.

**Greg Dugal:** And ultimately the philosophical challenge.

**Yury Nabokov:** Philosophical problem is that, you know, childhood does not have to have limitations. So then, you know, the person is the guy, you know, in this case, it's savings bank that is very empathetic and, you know, had kind of like, you know, has authority in executing and supporting community initiatives that matter

**Rich Brooks:** to our customers and our

**Yury Nabokov:** people.

So then, you know, we sit down with, with the hero, we have a plan that we outline things that we can do, whether it's a donation, whether it's the creation of a promotional video, to support the,

**Rich Brooks:** to support the efforts, [00:58:00]

**Yury Nabokov:** of the, of the hero. Then, you know, we tell them, all right, we're ready. Let's do

**Rich Brooks:** it.

We'll launch it.

**Yury Nabokov:** And you see the successful result where we have happy kids. Laughing, celebrating the joys of being young and playing baseball game regardless of, regardless of the, the, the situations that they're in. And, ultimately the, identity transformation for our character

**Greg Dugal:** is

**Yury Nabokov:** him starting with the idea, not knowing whether he has what it takes in order to deliver that.

And now he is the, he's the person that did all the hard work and created these, This opportunity, this event, you know, to celebrate everyone regardless of age and, other, situations. Okay. so I know that, you know, I only have couple of minutes left.

**Rich Brooks:** I just wanted to get through a

**Yury Nabokov:** couple of things with you guys.

You know, when we're thinking about recording,

**Greg Dugal:** we usually,

**Rich Brooks:** right. Script first

**Yury Nabokov:** for the videos. We have an idea for what we want to say and [00:59:00] then, you know, we put the visuals behind, you know, reporting pictures, you know, select visuals, establish sequence, and then write your narrative. No, you're no, no. Your rent narrative.

Understand where it's going to lead you. And this is a good example of a video produced with a great narrative. We started with the narrative and then, you know, only

**Greg Dugal:** used.

**Yury Nabokov:** Stock video without involving any, sophisticated production.

**Rich Brooks:** I will return it to gently into the phone to see waters under Hills and all the beauties to feel the earth beneath my feet against my face and be welcomed in that every time to her kind. And Bryce, but a last for now, I'd have to wait. To see my true loves form, but we all know that these green lines of weather, tougher storms,

[01:00:00] **Greg Dugal:** the wandering lanes

**Rich Brooks:** and rugged cliffs or fields laced with streams will still be there after I

**Greg Dugal:** awake.

But for now,

**Rich Brooks:** they're in my dream.

**Yury Nabokov:** A great, great app for Ireland for a destination. I'm pretty certain there is a lot of great poetry that describes the beauty of Maine and perseverance of our people.

**Rich Brooks:** I'm sure

**Yury Nabokov:** if that poetry, you know, resonates with, with, you know, w with you and potentially your customers, there is a great opportunity for a video story.

That is simply narrated with, stock photos. Let me give you a couple of, tools that you might find very

**Greg Dugal:** valuable.

**Rich Brooks:** Video production that these,

**Yury Nabokov:** you know, where are we at right now does not cost a lot. As long as you have a mobile device, you're 80% golden.

**Rich Brooks:** however,

**Yury Nabokov:** to improve the quality of your production, a couple of things that I would recommend, right out of [01:01:00] the Gates LaValley or Mike that can be hooked

**Rich Brooks:** to your

**Yury Nabokov:** smartphone, that will allow you to produce a greater, audio.

so you don't have a lot of background noise and stuff. And the,

The, the digital tripod for your mobile device because

**Rich Brooks:** you don't want to be recording

**Yury Nabokov:** videos with the shaky.

**Rich Brooks:** Shaky hands and for under a hundred dollars, you basically take your video production to the

**Yury Nabokov:** next level without significant investments.

if you want to get, you know, a little bit fancy, you can buy additional camera lenses or, and gimbal. But that's kind of like after you test all your ideas with videos and when you produce it yourself.

**Rich Brooks:** this is a film rig.

**Yury Nabokov:** \$170 comes with the lights and the, The mic again, kind of like level up,

**Rich Brooks:** but a couple of interesting

**Yury Nabokov:** things.

You definitely need to have. editing software. I move in splice. They're both free and filmic pro. It's the app for your smartphone to record videos and the use kind of like greater controls beyond your traditional, A [01:02:00] default, a default options if you don't want to spend time chasing great shots and recording them yourself.

there are websites like elements. I agree. Dot. IO story blocks. They have a stock video,

**Rich Brooks:** which you

**Yury Nabokov:** can basically, you know, you basically, you have to buy a subscription, but after you gain access to their library, you may find a lot of great videos that are stock. And all you have to do is to have a narrative, put the visuals together based on the story arc that you're telling your audience.

And then, you know, without a lot of, Time wasted or spent on recording those videos, you have them available to you at a digital library. And on that note, I want to say thank you everyone for sticking with us. I'm delighted that

**Rich Brooks:** I managed it on time. It is

**Yury Nabokov:** LA one Oh five. reach [01:03:00] has been texting me, making sure that I was ready to go.

Guys, one thing that I wanted to sure share with you. Please. If you have any questions, reach out to me. I think my presentation will be shared with everyone, but I'll be more than happy to talk video with you and introduce to you a to a local resources.

**Rich Brooks:** Very great. That was great job. Thank you very much for that.

we did have a number of questions and for those people who have been posting questions, I know I responded to a few of them, but we will definitely be tackling them in the Q and a section session, which is going to follow Greg's presentation. Greg, I'm going to go ahead and unmute you just so you're not surprised.

and then I'm going to turn on your video. If, if I'm able to, audio. I'm not sure if I'm actually, you're going to be in control of that, Craig, so I'm just giving you a heads up. You'll need to turn on your video and audio, before we get to Greg's presentation. I had forgotten to mention this earlier.

I just really want to thank [01:04:00] savings bank, our sponsor to this, a great local bank. they have been a huge supporter, of other things that I've done too, but especially fast forward main. Obviously Yuri is a big part of that as well. They are great local bank. I have, personally, I'm not being paid for this.

I will just say that they've been a great partner for flight new media as well. And, our personal business banker was fantastic in helping us with some of these, PPP loans and related stuff. I also of course, want to thank my, my team at flight new media. They've been doing a great job behind the scenes, helping us out and taking care of things.

And I also want to thank, hospitality Maine, our partner in today's event, they stepped up. Greg has been very gracious with his time and his expertise. Looking forward to, hearing from him in just a moment, but really, Big round of virtual applause for everybody who is on camera and behind the camera today, and hopefully you're getting some value out of it.

and like Gary said, with Greg's permission, depending on what it, we'd be happy to share the slides. you know, after the event, we'll be sending out an email in the next [01:05:00] 24 hours or so, with some of the additional followup information as well. Again, we are recording this while Greg speaking. If you have any other questions, you can drop them into the chat or to the QA.

It doesn't matter. And when Greg finishes up, we'll try and address as many of these questions as we have time for today. and I just want to mention URI, you mentioned something about stock photography, and I think I saw somebody from visit made on here before earlier today. I want to say that either visit main or the main office of tourism has some either free or really inexpensive B roll.

A video of the state of Maine, for businesses. I don't know what the exact cost is. If there is a cost. I know I saw somebody from visit Maine. If anybody has any information, they want to

drop that into the chat, we'd love to share it because I know that having some quality drone video or video, a, you know, action video that we could put into our own videos for tourism and hospitality for own businesses would certainly be helpful.

And, With that. let me just find [01:06:00] my notes and, we'll introduce Greg. Greg, I've known for years, even before his hospitality, Maine days, even before he had that wonderful beard. I've just known Greg a long time. I even once went to a wedding and who was the efficient, but Greg Dougal, it was totally crazy.

he was the president and CEO of the Maine innkeepers association from 2003 to 2016 in 2014 he also became the same for the main restaurant association. And it changed roles. He found himself as the director of government affairs for both associations. The two are now combined and the new name is

**Greg Dougal:** hospitality, Maine,

**Rich Brooks:** and he has been involved in the tourism and hospitality industry for almost 35 years, most notably at the San Roset resort, which he held the VAR a variety of positions in his 16 year tenure, including food and beverage director and director of sales and marketing.

Greg also served as the executive director for the Camden Rockport, Lincoln field chamber of commerce. And during his tenure, he was honored with the chamber executive of the year by the Maine state chamber of commerce in 2002 [01:07:00] and received honors as restaurant or of the year in 2000 from the main restaurant association.

I'm very pleased to be introducing my friend Greg Dougal. Greg, take it away.

**Greg Dougal:** Thank you very much. I guess I need to do the screen share as well, correct?

**Rich Brooks:** Yes. I'll stick around until you get that

**Greg Dougal:** hair. Yeah, I'm almost there.

All right,

**Yury Nabokov:** Greg, you're definitely doing better than me, so

**Rich Brooks:** I couldn't see you.

**Greg Dougal:** Well, I want to thank rich. Yeah, thank you URI. And I want to thank, I don't have as many bells and whistles, Yuri, as you did, and I do apologize for that. My, I've got a lot of text and not a whole lot of fun and graphics or videos.

You're going to have to just put up with me, I guess, but thank you very much for having me. And, I guess you can tell I wrote my own bio right with all those awards and they're rich, so thanks. Thanks for reading that out and, [01:08:00] and I'm, and I'm happy to be here. It's actually quite refreshing to actually be listening to something, even though that it may be covert related, it is not PPP or guidelines or any of the above.

So I learned a lot and I'm sure everybody else on. At least from looking at the chat room, everybody else did as well. so I'm just going to jump right into it, and I don't really need, probably to provide a history of all this awfulness, to anybody because, yeah, this may self advance itself. I didn't think it did, but

**Rich Brooks:** We'll

**Greg Dugal:** see. so, restaurant closures came on March the 18th. so ironically, the anniversary of these restaurant closures, or of all the beginning of the closures, is going to be on Monday. obviously May 18th, and that will be. Exactly two months since the first restaurant closed. And it will be when restaurants in [01:09:00] the 12 counties without community transmission can reopen.

so, it, it seems more like two years or maybe even longer than that, but, it has, has been too long months. so a lot of people. Saw the closures coming. Some people, actually, I've spoken to several people in the last few days whose restaurants are actually set up for the social distancing, that they were attempting to provide prior to the closure in hopes that they wouldn't be closed.

so there are many people who are probably going to move. You know, forward pretty quickly, as long as they adhere to the guidelines. And then of course, the role of takeout was big for some people. A lot of people chose not to do it depending on their circumstances. I've talked to some people who were actually with a reduced revenue stream.

We're actually able to pretty much make the same bottom line from doing like a ton of takeout. but most people either are doing a bit of it or not doing it at all. but moving forward that, that. Role of takeout is going to be huge because, the, [01:10:00] the mix on this really seems to be, if people are doing takeout, you know, they'll be able to do about 30 to 35% occupancy inside dining.

hopefully, another 30 or so percent and outside dining, depending on the weather here in Maine. And of course, the other ones being, the. The, the takeout and delivery piece of it. so. When the governor announced the restaurants were closed, she inadvertently said that they could sell their food and beverage.

and I can assure you that my inbox filled up almost immediately. I think I had 50 emails within 10 minutes saying, did she say beer and wine? Did she say beer and wine? Well, she didn't actually say beer and wine. She said beverage. But thankfully that same day. the governor's office actually acquiesced to the fact that it sounded like that, and it probably was a good idea.

Other States had done it. And so we were able to do that. Since then, we've gotten draft beer and cocktails added to that cocktails to go add into that mix. So that was great. as well. And then of [01:11:00] course, on four or five, at about six o'clock in the evening, April 5th, we received news that lodgings would be closed except two essential travelers.

and that, of course. manifested itself on the following Sunday, two days later at noon for the closure of lodging, which was a very quick turnaround. you know, we had the introduction of

fi, you know, financial elements, as was mentioned. I'd want to give my heartfelt thanks to URI and Messiah savings bank, along with the other community banks in Maine who dropped everything that they.

Did and really learned something very quickly and were able to adapt and provide businesses with much needed funds. I know the PPP isn't perfect, but it has helped and saved a lot of people in their businesses, and hopefully it's some fixes that we may talk about in a little bit. Would be enough to make a big, a big difference in how it moves forward.

**Rich Brooks:** you know, forgiveness

**Greg Dugal:** for PPP, you know, how can, how can that be achieved? there are efforts underway, to do that. And I'll [01:12:00] explain that in a moment. the 14 days self quarantine, which is the 800 pound gorilla for most of the lodging people on this call. And quite frankly, everybody, because if nobody can come and they have to.

Because they have to wait 14 days to do anything that's not going to go well for any business in the state of Maine. The piece about reservations I will discuss as well. and of course we do have guidelines in, reopening restaurants, and we're hoping to get the lodging guidelines sometime today, for a preview so that they can come out, hopefully shortly.

so as most of you know. Well, that's a huge business in Maine. Our hospitality industry, a \$3 billion last year in restaurants, and a 1.2 billion, in lodging. and that generated about \$348 million

**Rich Brooks:** in tax revenue to the

**Greg Dugal:** state, which of course will not happen this year. so as I mentioned earlier, a [01:13:00] lot of people, ramped up their, excuse me, ramped up their, their ability to do social distancing and try to comply beforehand.

So a lot of people are. Being able to hit, this thing coming, coming right up quickly. we were heavily involved in trying to get essential travelers defined so that for the period of time that we had, that we could actually, the able to. Explain to people who was essential and who was, you know, eligible to stay in lodging properties moving forward.

Even though the essential traveler piece has been taken out with the governor's new plan, it's still the framework for what they use for here in may. which of course people are not allowed to take anybody's still except

**Rich Brooks:** for essential travelers.

**Greg Dugal:** So that list still remains relevant. you know, the revenue losses

**Rich Brooks:** are sizable in and.

**Greg Dugal:** March in April, excuse me, in April of May of, of last year, we did \$454 [01:14:00] million in restaurant sales and \$139 million in lodging sales. So even though

**Rich Brooks:** it's.

**Greg Dugal:** It isn't peak season by any stretch of the imagination. It's still a sizeable, not that that, that came out of our GDP in our economy that results in about \$50 million in taxes.

Now, granted, a hundred percent of the business did not, whereas not eliminated. but a good portion of it, like 80% was, and so, you know, somewhere in the 40 to \$50 million range is they hit already on. On on state coffers. So we, you know, obviously we'd like to get things moving forward so that we can not only run our businesses and be successful, but we can also continue to contribute

**Rich Brooks:** to our

**Greg Dugal:** state.

So it is a sizable loss.

PPP

**Rich Brooks:** idol. And forgiveness.

**Greg Dugal:** So, there have been some successes through the treasury and changing, things based on rules. And I'm not sure why that's forwarding, but it is. so [01:15:00] we've had basically for. pieces of legislation, covert one, covert to COBIT, three and covert three and a half.

So coven four is going to be where any changes to the PPP will happen on last. Of course, rulemaking. Is conducted and, and approved. so the, the seasonal business calculation there, their period of calculation, to get the loan was really limited and very short. And when they. Interjected the second amount of money for PPP, they added, some months.

So instead of it being calculated through June 30th, and sorry to those who went through the first round and are stuck with that, to September 30th. So it proves, though that the treasury can do what's called diminimous rulemaking to change things. because the conventional wisdom is, is the changes in what would be covered for.

Are going to be difficult to achieve. politically. [01:16:00] So, the hope would be, and some of you have seen as of yesterday, this is, this stuff changes, but I'm a minute by minute basis. I'm sure things have changed since I've come on this call. but. The, the, you know, the important pieces to this are the coverage period.

Cause currently it's eight weeks from when you received funding, the breakdown of how it needs to be spent, the 75, 25, you know, the fact that on the 25 that you can only spend it on debt, service, rent and utilities. and, and you know, the fact that forgiveness may be very difficult to achieve. Mark LeDoux can, Senator Collins, his office is working on.

I've, I forgiveness package. There's some hope that that people that had loans under \$2 million, which is everybody in Maine that I know of, we're definitely under \$2 million for that period in time, would just basically have already been pretty vetted by the banks and they would just need to show what they spent the money on.

And as long as it was reasonably spent then, then those things would be [01:17:00] okay. So these are all things that are hypothetical moving forward. Yeah. Th the, the basis of how you handle your PPP and your idle loans remain the way they do under the old rules or the old law actually, until either the rules or laws are changed.

But, speaker Pelosi came out with a bill yesterday that would move, the forgiveness. the loan forgiveness date from June 30th to December 31st. and it would extend if you ended up converting into a loan and not giving forgiveness, the ability to pay it back from two to five years. the covered loan period went from eight weeks to 24 weeks in this proposal.

it creates a safe Harbor for folks that can't rehire because of the, the issues with, unemployment insurance and the federal. Piece of it that makes it difficult to compete against the UI. and then it, and I don't know anything about this part, but it says it eliminates the 75, 25 rule. I've not had the opportunity to actually look at [01:18:00] that closely, but all of that is, is obviously coming from the Democrat side of the aisle.

the original proposal of this was a Republican proposal, so I feel. Comfortable that they're moving in a direction, it's going to make things a lot better for us in the long run. and if we can just get the streamline, the streamline forgiveness piece, that would be really awesome. And then not as many people got idle loans, but quite a few did.

That's the, economic income disaster, excuse me, economic injury, disaster loan. which also came with a grant, and I apologize for reading this, but it's probably the best, the status currently, this is the best thing that I've seen that relates to that. It says the idol program is still processing applications already received.

However, they are not accepting any new applications except from agricultural companies. The idol grant program was reduced from 10,000 per company to a thousand per employee up to 10 employees. This grant is an advance on any potential loan and does not have to be repaid, has been reported. To the media, that the maximum loan amount was [01:19:00] reduced from 2 million to 150,000 per applicant.

But the SBA is yet to publicly confirm that the Ida loan must be repaid over a 30 year term, of course, which is different than the PPP at three 73.75 interest for businesses and 2.75 for nonprofits with a one year deferment on the first two payment. So, I know several. People businesses that did apply for idle loans.

I haven't heard of any that have actually received the funding short of the \$10,000 grant. I'd love to hear from somebody if they have, because that will give hope and faith to all the people that haven't. my email address is Greg and hospitality maine.com. So if you know something about that, I would greatly appreciate

**Rich Brooks:** hearing

**Greg Dugal:** from you.

So the governor's plan, was what came out at her press conference back in April. and I do have some information on that as well. The 14 day self quarantine again is the 800 pound gorilla. It is didn't place basically [01:20:00] until we achieved stage four, which we may or may not ever achieve. and so the fight is on, obviously, maybe the fight is.

Now. It's not too strong a word. It is a fight. It has been a fight. I know I'm not supposed to be too political per rich, but, but that's going to be, I don't have many political things to say today, but I do need to mention that we are in constant contact with a commissioner, Heather Johnson. she is the commissioner of the DECA department of economic and community development, sort of riding herd on this.

Lots of you have contacted her as well. she's worked very hard and been very. Responsive as best as you can be. with the limited time that she has, the DCD is the smallest department in state government.

**Rich Brooks:** right. If I can just interrupt for a second. I just want to say you can be as political as you need to.

I just suggest you on social media. You want to just be aware of that. But

**Greg Dugal:** I haven't never lived on social media. I learned my lesson a long time ago, but thank

**Rich Brooks:** you rich. I [01:21:00] appreciate that. So

**Greg Dugal:** we've met with the governor. We met with her at the beginning of

**Rich Brooks:** last week, last Tuesday. It took us awhile

**Greg Dugal:** to be able to get in to speak with her, but she certainly was

**Rich Brooks:** with

**Greg Dugal:** commissioner Johnson, mot director, Steve Lyons.

And she was very,

**Rich Brooks:** she listened very

**Greg Dugal:** closely. She didn't

**Rich Brooks:** provide any

**Greg Dugal:** additional information to us. Most of you have now seen the

**Rich Brooks:** letter that was placed in the Bangor daily news yesterday

**Greg Dugal:** or seen it come through social media where it's being read.

**Rich Brooks:** we felt

**Greg Dugal:** that, you know, our members deserve

**Rich Brooks:** board information.

I need to interrupt you again. We're getting some weird audio on your end. Can you try muting and unmuting yourself cause it's getting distorted.

**Greg Dugal:** Okay. Okay. I don't have any news. I don't have any noise that I hear in my own

**Rich Brooks:** place. That would be better. No, it still seems a little [01:22:00] bit garbled. I'm not sure what's going on. I hope I didn't disrupt everything by interrupting you the first time. Now I feel like it's totally my fault. Is there a different, when you look down at your control panel down where the microphone is, do you have any other options for a different mic or different option?

Okay.

**Greg Dugal:** I would have to escape out of this. And

**Rich Brooks:** where do you want me to lie? Bottom left corner where there's a microphone. Sometimes when you click on the little up arrow, you might see some different options there.

So this would be in your zoom screen,

**Greg Dugal:** right? That's what I'm trying to get back to.

Sorry

**Rich Brooks:** about that.

**Greg Dugal:** Yeah. I'm not sure how to get back there to be honest with you. Rich,

**Rich Brooks:** I could just stop the screen

**Greg Dugal:** share. Do you think that would help?

**Rich Brooks:** Let's try it. Let's see what we can do. Cause I know you have some good [01:23:00] content to share with us today. Alright. How's that? No, it's definitely something happened with a microphone.

**Greg Dugal:** I'm muted and I need it.

**Rich Brooks:** Yeah, it's unfortunately, it's not gotten any better.

**Yury Nabokov:** what of Greg disconnects and then reconnects back again? Would it, would it

**Greg Dugal:** help?

**Rich Brooks:** We can certainly try. Greg, how many more slides did you have approximately? I have to finish the one I just put up and I had two more. Alright, quickly. why don't you.

**Greg Dugal:** Yeah. Okay. Somebody just says that, so

**Rich Brooks:** how's that? No, unfortunately. why don't you disconnect and reconnect and we'll take a question from the audience in the meantime that's unrelated to you and then hopefully when you reconnect, whatever the audio problem was, will have gone away.

**Greg Dugal:** Okay. I will do that.

Thank you.

**Rich Brooks:** See you in a couple. Sorry, everybody, I guess this is just, you know, sometimes when you're [01:24:00] working from home and, of course I feel like I was the trigger here because I had to interrupt him. so anyways, we did get a bunch of good questions in here and, so we'll just one that pops out at me right now.

This one's for URI. URI, what is the best way to reduce wind when using your iPhone for video?

**Yury Nabokov:** actually a shared a link in chat to '

**Rich Brooks:** em,

**Yury Nabokov:** Mike called pop

**Rich Brooks:** voice.

**Yury Nabokov:** it is priced at \$22 on Amazon, and, I believe it's the prime, so you can actually have it, an expedite delivery. but again, you know, you can start as, as low as 22 and go as high as hungry in the \$50, but it totally up to you and up to your budget.

**Rich Brooks:** All right. Greg's connecting to audio.

Fingers crossed.

**Greg Dugal:** Okay. I'm back. I don't know if that helps.

**Rich Brooks:** Perfect. I'm not interrupting ever again.

**Greg Dugal:** It's okay. Don't worry. [01:25:00] so I should probably screen share again, I guess. Now I'll get moving along. I can condense some of this

**Rich Brooks:** stuff. Okay.

**Greg Dugal:** Are you still there, rich?

**Rich Brooks:** I am. I just muted myself because I didn't want everything again.

Go ahead and hit screenshare. Are you unable to

**Greg Dugal:** now? I am doing it right now. Thank you.

okay, we're back. So again, on the governor's plan, I mean, I don't need to spend a whole lot of time on the self quarantining element of this because, Because we all know that it's just painful and it's, and it's just, nobody's dealing with it. Well, none of our guests are dealing with w w well, and none of us are dealing with it well.

So the only real way to fix it is to try to find a way to get rid of it. Most of us have heard that the governor has said that. You know, testing is a huge [01:26:00] part of what may be able to bring us back online. There's four, parameters and we were achieving three of them. And the fourth one being testing the, you know, the IDEXX, announcement was very helpful.

To the residents of the state of Maine. There's some concern that there might be enough of that testing to go around to really help us with our visitors. other States that, some of them, which are currently, engaged in, in, in a pretty big. Of like Massachusetts and Connecticut. They also have testing in stores now, like at CVS and places like that.

So the hope is, is that people would be able to test and prove that they had been tested and ask the discussions that have been going around. We're hoping to hear something this week. One thing I want to make short, plain to everybody. There's a confusion about, because of the language that was in the governor's plan.

And remember this is a plan. It is a law like the executive orders are or anything like that. [01:27:00] So. it says the administration is developing guidelines to assist them and safely reopening and reservations should not be taken until those guidelines are issued. I spoke to three people yesterday on that.

That is not valid. you can take reservations. Obviously you can't for may, because may. And that's either online or any other way, but not in may because it's just essential travelers in June. It's just main residence. So it makes it a little bit difficult to be able to book online. obviously one would have to check, but moving forward for July, August, September, and October, there is no, restriction against taking reservations.

And I was shocked to speak to that many people who thought that there was, we sent out to. Through our briefing, we sent out two different messages to our members and to the general population of folks that aren't our members that they needed, that they didn't need to, to not take reservations. So we talked about the guidelines and the checklist.

The other big issue in the governor's plan is the [01:28:00] maximum group size of 49 so I know there's some wedding officiants on this call. Thank you, rich for, for promoting that. and we all know that, you know, we do a lot of small weddings, but in most cases, in the larger resorts and hotels and even events centers, you know, these are bigger groups than 50.

and really there is no end to that, that I see in the plan. which is a serious problem. There are people that have September, October, or weddings that they'd like to continue to have. So we are certainly going to push for, you know, the elimination of the quarantine and that, obviously cloth phase coverings were in there.

The other big concern on the restaurant side is what is a bar? What does a restaurant, cause the bar can opens on July 1st if you have a bar. In a room that's a restaurant that you've always had and you serve food in it, you are perfectly fine to continue to do that. And again, there's no restriction against using a room with a bar.

The bar references more to [01:29:00] schedule X nightclubs and Tavern type licenses and not anything to do. With, with just the bar that happens to find itself in a restaurant. so here is some of the, the key things in the guidelines. You remember that we PR, we were promoting all of phase one for us, which they have their own phase one, but what we gave them started things off on may one.

So I'm not sure why it's doing that, but. It is, so may one was, was the date that we suggested that, you know, we would be able to serve individuals and, we would be able to, Bring main residents into lodging. And so our goal was for on June one was to be pretty much, you know, to a level, maybe with still some distancing and stuff like that, that would, would allow for us to be able to serve.

And then you get, you know, with whatever restrictions might be applied, So the, [01:30:00] the restaurant guidelines require cloth phase coverings, and or, shields. those are, those plastic shields are acceptable and they're very important cause a lot of people have issues with being constricted in breathing.

Gloves are important, but they're not paramount because they're only as good as the person that wears them. social distancing with employees, as well as, as customers and making sure the group sizes are of employees, like for a meeting or an afterward gathering or remain under 10, six feet and a restaurant.

as far as the signage goes, we will be able to provide that signage to you. If anyone needs it, just let us know. reservation only call in or online digital waiting lists. No people just walking up to the door. But that doesn't mean they can't text you in advance and be put on a list. no crowding at entrance.

This is the reason why. Lots of people that don't take reservations aren't happy because they don't understand why they need to. The reason they need to is so that we don't have a huge [01:31:00] buildup of people at the door, and that people have a way of contacting an advance and either have a reservation or create one and wait in their vehicle.

One person can come in to wait inside, but no more than that. But it's advised that most people just stay outside. No crowding at the entrance, which I just said. Keep servers in the

**Rich Brooks:** same structural

**Greg Dugal:** areas if you can. and you're supposed to keep a record of the customer name, phone number, and then the server that served in that area on a sheet of paper that you're able to hold on to.

you know, restrooms shouldn't be inundated no more than the entrance should be laminated menus or paper menus, eight or less on the table size, 50 per room. And they are

pretty. Much sticklers for that. We're working on trying to get clarification on larger rooms. but currently it's six feet a distance and 50 per room.

The takeout with beer, wine and cocktails will continue for the time being. we know about the six foot single use condiments. And expanded [01:32:00] outdoor dining. You know, the state is basically, I spoke with the Bureau of alcoholic beverages yesterday. They're putting together a program as is the health inspections program that will allow for people to have more flexibility to serve outside.

The governor has suggested that people. And again, this is in the 12 counties, not all of them. The rest of the counties would jump in on June one as, as of this writing, that was outdoor dining hopefully can be done on sidewalks and parking lots, but your community is going to have to also agree to be part of that as well.

But if you own private property and you want to put 10 tables, six feet apart outside. Please do, even if you've never done it before. and then on lodging, again, we don't have the guidelines. These are suggestions that were put forth again for a may one start. But of course, it's looking very much like a June one star.

And, that would include, again, no walk-ins. and PPE for employees, all beds. Coverings have to be changed every occupancy. Not everyone does that with black with the [01:33:00] blankets and do bays, but this would need to be done to, to keep moving forward with this. Again, six foot distancing and all the common areas, no pools.

Again, these are suggested. guidelines. They're not, you know, no, no. buffets, we talked about restaurants already. Many hotels and hands have those, limited service, no buffets. So not continental. Breakfast is nothing like of any sort like that. 24 hour room hold after occupancy. And again, we'll see what the, what the guidelines say.

But. there are, there's going to be some sort of hold on rooms. Hopefully it won't be too offensive. W I mean, 50% of the hotel doesn't necessarily work with longterm stays, especially if you have multiple longterm stays. so after each occupancy, if you would hold the 24, you know, hold them. Hold the room out of inventory for 24 hours.

June looks like it's just going to be main residence. Hopefully the 14 day piece will go away. and then 49 person group size is also obviously a problem for lodgings in many [01:34:00] ways. So again, just to reiterate, you know, our, our phases don't match up with their phases. We were ready to go on may one.

and of course they decided that they needed more time and, and we are working within those parameters. So I think. That is it rich. I hopefully that was informative. It certainly was a lot of information and I talked too fast as usual. So my apologies.

**Rich Brooks:** No, that was great. Greg. Thank you very much. why don't we go back to, the view.

And Greg, I think, I don't know. You and I are having some sort of problem cause I think all of a sudden your, your voice is where to get it. Is it? Yes. All right. So what, I'm sorry to do this

to you. Why don't you jump off and jump back on again when we start to take some questions. I promise we won't talk behind your back.

That's okay. Please do. All right, so for the people who are hanging on, we are going to take some Q and a in just a moment. I do want to thank again, Macharia savings, bank flight, new media and hospitality main that helped put on this free [01:35:00] webinar. I hope you guys got a lot of value out of it. We are going to be hanging out for some time.

Just to answer as many of your questions as we possibly can. I didn't see the question pop up a few times. Yes, we are recording this. We're probably gonna do a little bit of editing just to make it a little bit smoother, and try and get that, the videos and the, presentations up as quickly. As possible.

so why don't we jump into some of the questions. We'll wait on Greg's questions, until the end. but if you do have some Q and a, please feel free to either drop it in the Q and a or in the chat. and, I see a question from Duncan. what is the recommendation on ADA compliance on videos? URI.

to be honest with you,

**Yury Nabokov:** I'd prefer to address that, that question to be addressed by the, illegal, because depending on the industry, there are certain requirements that, you know, you need to be adhere to. I realize that, you know, we're talking about hospitality. That's something that has not been a part of my focus.

So, but I believe one of our, [01:36:00] fast-forward main podcast gas, is,

**Rich Brooks:** A

**Yury Nabokov:** legal consultant with a main startup. rich, do you remember his name?

**Rich Brooks:** Alex? you're not thinking of Alex Steed, obviously? No,

**Yury Nabokov:** no, no, no. but you know what, it's an interesting question. I'll, I'll, I'll, I will take that question then.

If it's okay with you, I'll, I'll follow up later. Now, now that you asked, now I'm curious.

**Rich Brooks:** I know online a lot of the issues are around just making sure that whatever content you put out there is accessible by all different types of people. So my recommendation, which is not legal, a tender, would be the idea that if you are going to put a video up there, that there should be descriptive text of the words being used as well as the description of what's going on.

So people who are visually or auditorily impaired can still access that same amount of information. we did get a lot of questions for Greg, which is not surprising. So I'm going to go ahead and shoot these over to Greg. Greg, Marie wants to know what are your thoughts about towns closing down [01:37:00] streets to encourage outdoor dining and shopping?

Is this being promoted by hospitality, Maine?

**Greg Dugal:** Absolutely. Hopefully you can hear me. Kenya.

**Rich Brooks:** Yes. And you sound good.

**Greg Dugal:** Yeah, absolutely. I mean, we were, I was very aware of what was going on in the city of Rocklin. and, and also, John Jennings cheered his thoughts for the city of Portland with save humans.

and so we would encourage anybody to go down that road that's willing to do it. you know, we talked about. You know, people being able to take over some of the space. So what better than that than to give people pedestrians, the ability to be able to walk around as well. So any way we can be of a help, because it will have to come from the communities.

The governor's not going to mandate that they do anything that happy to help.

**Rich Brooks:** All right. a lot of these, I'm just gonna unless, I'm going to focus on Greg, all the questions that came in for you. is the governor scheduled to announce any amendments to her opening plan for hospitality businesses in the near future?

As far as you know.

**Greg Dugal:** I [01:38:00] guess the true answer to that is no. I, what I do know is both herself and the commissioner do know how big of an issue this is for our industry. they have been spoken to by, I can't even begin to tell you that dozens and dozens of people that have either tried to have an audience with the commissioner or the governor.

And, or just send information in. I mean, there's no, I mean, they would be, have to be living in a bubble to not know how much of an issue this is. So I do believe that something's going to happen. I'm hoping it's going to be this week, but no, I don't

**Rich Brooks:** know that for

**Greg Dugal:** sure. Alright.

**Rich Brooks:** catcher wants to know, can we do online reservations in June despite the limits on who can book.

**Greg Dugal:** Yes. but it can only be main residence, which makes it a challenge, especially if you're using third party sites. So you're going to have to call and make sure that their main residents, you know, the one thing that I've been saying is nobody knows where this is headed. So, you know, people have been like, you know, purging their July and August reservations.

You know that [01:39:00] nobody should be doing that. I mean, everybody should hold onto what they can. Being truthful with the customer, saying, you know, I'm not sure what's going to happen, but we're hoping that things will change because I think they will, and to give up your reservation based based on the fact that, that, that may happen.

I wouldn't do it.

**Rich Brooks:** Okay. Sounds good. Jennifer wants to know, are there any cleaning guidelines for rental houses? If not, do you know if, governor mills is going to release those like she did with restaurants?

**Greg Dugal:** I have not seen that. Of course, we don't do, short term rentals. I have not seen that.

I'm assuming that a lot of what will be released on the lodging checklist and on the guidance that we put out from national organizations. Would be helpful to those folks as well. So happy to share that with them. I have not seen an actual checklist for short term rentals. eyes. Matter of fact, I will check to see if that, if there is one after we're done here and maybe we can get that information out.

**Rich Brooks:** Sounds good. URI, just quickly, what's the name of the MC again? That would help [01:40:00] reduce wind noise? Pop

**Yury Nabokov:** P O P

**Rich Brooks:** voice.

**Yury Nabokov:** Professional level. You're, I actually, I'm looking at the Q and a and I'm, I'm getting the link.

**Rich Brooks:** you know, what would be great, URI, you had some great equipment there. Maybe you could put together a list of the equipment and include it and we'll share it with everybody.

Perfect.

**Greg Dugal:** Yeah,

**Rich Brooks:** absolutely. I think all right. Sounds good. Greg, Mark says. No reservations is in governor's plan for July 1st and reservation should not be taken until those guidelines are issued. Not sure if that was a question or just some feedback on something you've already said.

**Greg Dugal:** Well, it's something that I said and it is in there, but we have been assured by commissioner Johnson.

The problem is, is they're not able, they don't have the bandwidth and the capacity to go in and update everything that's changing. So, you know, old information remains up there and this is a piece of that old information. I'm happy to send our guidance to people that was given to us by commissioner Johnson that says, you can take reservations and you really can take [01:41:00] reservations June.

Obviously for main residents, and online, if you can make that work. And anytime beyond that,

**Rich Brooks:** Pamela wants to know, did I misunderstand Greg saying the PPP loan forgiveness was extended beyond eight weeks, or is this chart just part of the Polozzi proposal?

**Greg Dugal:** it is part of everyone's proposal, but it is just that a proposal.

It is still, the problem is, is there are people that are already at eight weeks and there's nothing that anyone can do for them. They need to execute the program like they're supposed to 75, 25 spend the money in the eight week period. There's nothing anyone can do about that. This is only going to help people that came in on the second wave and they're potentially going to.

you know, you know, term out like sort of sometime at the, in the middle to late of June. And, and I, I know that people realize that this is a problem in this, this Pelosi plan is also more money for small businesses to really kind of reopen, which was left out of the equation. I mean, if [01:42:00] everyone sits in not doing anything for eight weeks, how are they going to have money to buy food to get going on the restaurant side?

So, there, there will be. I hope more money in that respect, but everything that I'd mentioned is still a proposal, and that includes lengthening the eight weeks.

**Rich Brooks:** Lisa has a question. Follow up on something I said, does the ADA compliance and videos apply to social media as well?

what I would say to that is, it may depend on what your industry is.

My feeling. Is that it's more important to do so on your website than social media because you can't really control what social media, it's not your platform. That being said, if I'm going to put a post, a video up to social media, like to Facebook or Instagram, I always take the time to put captions on it because very often people have their sound turned off.

So, and this actually answers a question that came up earlier. I would recommend if you have a video. Post it to YouTube to embed to [01:43:00] your website, but when you want to share that video on Facebook, upload it natively to Facebook or to Instagram because your Facebook is going to reward you for native videos rather than linking over to a YouTube video.

So on YouTube, that matters less. But on those Facebook, Instagram, and social media networking sites, I would always try and add closed captions for those people who have their sound turned off. Greg. Sarah wants to know, we still have a large amount of reservations for June 24th through 30th non-majors that have their annual vacation time.

Any chance we can move the July 1st date back one week? I assume she means closer to us, and I'm not sure if she's saying like, can she do it magically or if there's any chance that the governor may rethink things.

**Greg Dugal:** Well, she can't do it for sure. we have made it perfectly plain and clear that, that we need to have the ability to be able to operate before Memorial day weekend, for the, for the main residence and bill [01:44:00] and sometime later in June for the additional folks so that they're not conflicting with John.

July 4th. Weekend. now that's just what we've asked for it, you know, but, but it seems as though that, that they've taken more of the regional non-community transmission approach of the 12 counties to be able to allow them to go early. I don't really see a whole lot of activity to get restaurants going, early in the other four counties before June 1st.

Sarah, I believe, is Sierra approach from the Wells of gunk with motel resort. And she would find herself in one of those four counties. I would not, again, I would inform those people that there could potentially be a problem, but I would not take them off the books yet. I think in the next couple of weeks we're going to know a lot more about when that opening time for out of state residents would be.

The other piece of this is they could go. And pick specific, you know, there, there are many States that are forbidden and, or required things from people in hotspots. So [01:45:00] that's not necessarily something that can happen here too. so it's just a matter of waiting to see. But you know, June 24th is like a lifetime away at this

**Rich Brooks:** point for Greg.

14 day quarantine has been completed. How are they supposed to know this?

**Greg Dugal:** You're not required to do anything except ask for it. And you know, so people, the one, there's one big misconception is people think that people can self quarantine at their home in New Jersey or Massachusetts or New Hampshire.

That is incorrect. The only place they can self quarantine is here and for June, the only people that. Would be able to stay from out of state, would be somebody that's successfully had a self corn 14 day South quarantine. That would have to be like at a second home or it would have to be at a home they borrowed from a friend.

short term rentals are considered lodging. Anyone can't, people can't rent a cottage or a camp to self quarantine. that is not okay currently [01:46:00] with the rules. So, I think, I mean, I don't know that I did. I miss some of the point on that. Can you say that?

**Rich Brooks:** I guess the question is, where are, or my question is, where are people self quarantining if they come from out of state and they ha, where are they staying?

Exactly. If they can't rent a cabin and they can't stay at a hotel, what are, what are, what's the expectation there?

**Greg Dugal:** So, so in, in June, they. The, unless they remain resident, they would have to self quarantine elsewhere in July and August. They can come to the property because we're now accepting out of state guests and they can stay for 14 days plus their 3.6 days that most travelers spend in Maine.

But I think the point is, is nobody's going to stay for 17.6 days. I just think gonna happen, but in July and August, in subsequent months, they could do their, achieve their self quarantine in. An actual property.

**Rich Brooks:** Alright. [01:47:00] I mean, I conceptually understand it. It just seems like, it would be nearly impossible.

I would almost think that there's a business model to be created for self quarantining people, somewhere in the state where they could then input, enjoy 3.6 days of vacation time. After that. I would agree. Maybe we can get some giant blow up tent. I've got an RV out back, actually a pop up camper.

I'm going to start self warranting out of state or so, the

**Greg Dugal:** Irv is a great idea.

**Rich Brooks:** okay. So I'm skipping over some questions about, you know, like cottage rentals and stuff like that. I think that there, there are other places to go and get that information. and a second away from some political hotspots right now.

Yeah. A lot of these questions are basically about what I just asked, so I think we kind of talked a little bit about that.

**Greg Dugal:** Rich. Yeah, I did. I did see something come through on campgrounds, just so everybody knows anybody who's affiliated with the campground, the main campground owners association has contributed information for a checklist to start up [01:48:00] campgrounds, that is being reviewed at this time as well.

**Rich Brooks:** Okay. right. We're on the fourth week of our PPP at a hotel in your County. If the 14 day quarantine isn't removed prior to the completion of the end of the forgiveness term, we will be forced to lay off employees. Once again, if we must go dark for a while, we could really use some guidance on best practice procedures for lodging operations, including pools before that time comes in order to put our people to work on implementing changes while we still have them.

Any advice you can give there?

**Greg Dugal:** Well, somebody who's in the fourth week, and I believe that was Scott de Felice. That that somebody who's in their fourth week is probably going to get some sort of forgiveness here of some sort. And there's going to be some changes, like obviously if they extend this to the end of the year, like they're discussing, then, then he could take that money and spread it out as best as he could and use it for the next couple of weeks into July.

Or beyond, depending on how much was left, but as maintaining the 75, 25 split of [01:49:00] payroll to expenses. but short of that, you know, you just have to keep spending it like you, like nothing's going to change. It's unfortunate, but, there's not really much of anything else that can be said or done about it until there's either a rulemaking change or they get out of their political.

Caves and do something about this PPP issue because it is, it's big because otherwise you're going to have to lay your employees off again. And, certainly the enhanced unemployment goes, through till, July 25th so there's still the ability to be able to do that. The other thing is, is a workshare program, which most people don't know about.

It's really a very important thing. And basically what it does is you have to be approved by the DOL, but when you can do then is pay people a partial amount, like to work 20 hours a week. Then they get their state unemployment still. and because they're getting stayed on employment, they qualify for the federal amount.

So ultimately they could be making the same as they are or more. Then than they are on unemployment, because that's been a [01:50:00] big bugaboo about getting employees back is because they can make more sitting at home than they can by being paid through the PPP. But you should explore workshare and I'm happy to provide that info to anyone who needs it.

A

**Rich Brooks:** couple people pointed out that cottages, rentals are licensed lodging providers. I don't know if you have any advice for them about, that may be different from any of the other lodgings or whether they might be okay for 14 day quarantines or anything like that. Correct.

**Greg Dugal:** well, the lodgings are off limits and the 14 day quarantine re applies to them as we sit here today and it doesn't really matter.

This is not necessarily licensed properties. And if I said that I. I apologize. I misspoke. Some

**Rich Brooks:** cottages, she might've said that. Sorry, Greg. Not yet.

**Greg Dugal:** Well, well, some, some, some cottages or are part of larger units or they're just, you know, some people that have, that have applied to the state for a lodging lessons, which is, you know, a great [01:51:00] thing.

And then there are other people that don't do that and don't have to do that, which are short term rentals. And so it's, it's, it's a unique market. You know, I would say that anyone with a cottages that is affiliated with a, with a. Hotel, or an Inn or a motel should follow the same procedures in those cottages as they do in the other, you know, the other lodging properties.

It's going to be a little more difficult for short term rentals, but that information will be available to everybody to use. It won't be maybe specific to short term rentals. but there is, as far as I know, in the guidelines

**Rich Brooks:** for

**Greg Dugal:** lodging, there is nothing specific to cottages.

**Rich Brooks:** Does anybody have any feedback on business liability?

If someone gets sick because of a stay at their business.

**Greg Dugal:** Now there's going to be, there's legislation, the safe Harbor legislation at the federal level for people that have actually provided lodging to people through the CocoaVia crisis cause that's been going on. and also, for those people moving forward, it may come as [01:52:00] two separate

**Rich Brooks:** types of legislation because

**Greg Dugal:** one, obviously.

Was providing a service to the community and maybe even the state in some instances. and the other is actually just conducting business moving forward. But there needs to be something like that out there. And ultimately, at the end of the day, we're probably going to see a, a fund for like pandemic.

Risk fund like we see for the terrorism risk insurance because it is such a large issue that it's probably going to need to be covered by something that's federally guaranteed versus just being through an insurance company. So there's going to be a bunch of that going on. The state of Maine has not considered that, to my knowledge at this point.

Some States have done this to executive order. I have not heard that the governor will do that. And this again goes back to the Colvin liability part of it. the F the legislature may or may not reconvene again. nobody knows the answer to that. You know, currently they're not scheduled to do so. [01:53:00] so I think the federal piece of, of limited liability and safe Harbor is our best bet at this point.

And I think everybody gets that. And, and, and the other thing, just real quickly, as I did see a couple of posts from law firms in the state of Maine, You know, you need to be, you know, you really kind of have to be a negligent sort of situation. If you don't follow what you've been told to fall and you open, somebody gets sick, assuming they can prove that they got it where you are.

you know, there's a lot of hoops. It's not as obvious as it seems that people are going to get sued left and right over this. I mean, there's, there's gotta be a degree of negligence, and there's gotta be a degree of, of, of, Now, I lost my train of thought, but you know, I don't believe that there's going to be a tremendous outreach of people suing over this.

it just, it hasn't really happened to any great degree already, and we've been going through this for three months, so.

**Rich Brooks:** Alright. my comfort, I guess small

**Greg Dugal:** conference, like to have the legislation.

**Rich Brooks:** I'm going to collect all [01:54:00] the questions that have been answered, are asked rather, because I know I jumped around from place to place and I'm sure I missed some of them.

I will get them over to Greg and to URI. and, and take a look at them myself. And we may pull together some additional resources and answers a great cause. I know some people are. We're asking about what was hospitality Maine's position on this or doing about this, which I'm sure you, you're in a position to answer.

before we sign off for today, Greg, is there anything you want to share with us just about hospitality, Maine, which you guys are doing, you know, all that sort of stuff.

**Greg Dugal:** Well, and I did note that my compatriot Gwen Perry, I'm from hospitality, Maine, just posted information on the workshare program. So thank you, Glen, and please feel free to look at that information.

I think you'll find it. very enlightening. you know, so basically we've been, you know, receiving thousands of emails a day. for two months and there's six of us and we're processing it as quickly and as much as we can. We've been, you know, connected to the state. I mean, there are lots of people that [01:55:00] have different views of how this should be handled.

You know, there's people that are opening anyway. There are people that feel that lawsuits are appropriate. our role in this has been to work with state government to get the best outcome that we can. To open our businesses. there's, there's no casting of aspersions against other people with other ideas.

**Rich Brooks:** We just need to

**Greg Dugal:** remain focused on the prize, which to us is, you know, to get moving forward, to eliminate that 14 days of quarantine to work any way that we can within the system to do it. and that continues to be our goal based on what our board. Has decided and what our staff, including Steve humans, is decided.

So rest assured that we're spending no time. Doing nothing, and spending a lot of time doing a lot of stuff. and, and that's what our job is and where we relish it. And, I think that if anybody, everyone knows that if they send me an email, I'll respond to it. And I gave it out already [01:56:00] once, and I'm sure rich has it somewhere.

so please don't hesitate to ask questions. I mean, that's the only way to get through this. and hopefully soon we'll be all busy and we won't have to ask too many.

**Rich Brooks:** Greg, I just want to thank you for everybody who's on the call today. I know you guys are working really hard, and I know this is not where you wish you were putting your effort right now, but it is really important and you guys are doing really good work, so thank you very much for that.

**Greg Dugal:** Well, thank you, rich and thank you guys. Did a great job. We do need to think about marketing moving forward. People will be coming soon and we can't lose sight of that. Yeah.

**Rich Brooks:** And I'm going to put together a little recap of what I talked about and some additional resources as well. your, any last words before we sign off for today?

**Yury Nabokov:** if anything, you know, man is always remarkable. Persevere under pressure and moving forward. You know, it's exciting to be a part of this community, hardworking and honest people.

**Rich Brooks:** That's awesome. everybody out there, thank you so much for tuning in. you know, if you're sitting around the house [01:57:00] or the lodging and you are looking for something to listen to.

Yuri and I have a podcast every week now, admittedly, it's not about hospitality every week. It's about a wide variety of things. But, fast forward, Maine is the name of the podcast and you can ask your Alexa, I don't want to say that too loud cause they have one in the room with me just to play it and it should be able to play it and check that out.

And you, we just. Are always interviewing business experts here in the state of Maine, and it's all about growing Maine businesses just like yours.

**Greg Dugal:** Yeah. Can I just have one, one final word, because I forgot where we're working. You know, because you know, the consumer is obviously part of this prob problem.

Consumer is part of this situation and we need to be sensitive to the fact that. Everyone's going to have a different opinion of what we should do moving forward. So we're working on something called the promise, which is a document that's going to actually be something that people can put in their window and say, you know, we have adhered to this promise to make sure that you're safe when you come to our establishment.

So there'll be more on that. But I [01:58:00] had promised that I had said it and I forgot. So thank

**Rich Brooks:** you. That's awesome. All right, well, thank you to my fellow panelists today. Thank you guys for tuning in, and you should expect an email from fast-forward Maine with the full video and some other benefits as well in the next 24 to 48 hours.

be safe. Take care of yourselves and talk to you soon.

**Yury Nabokov:** Have

**Greg Dugal:** a great day. Everyone stay

**Yury Nabokov:** healthy.