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Member Memo #5 - COVID-19 Cautious but Optimistic Announcements!

Dear Members:

April 30, 2020

While we won't be back to normal for the foreseeable future, some much needed optimism was announced by the Province of Saskatchewan last week by Premier Scott Moe and yesterday's announcement made by Premier Brian Pallister releasing their phased-in approach made for Manitobans.

While there are significant differences between their recovery plans, the key message is that the governments want to see the economy open and ensure businesses can operate safely in order to ensure their sustainability as we progress through the next phase of this pandemic.

While the plans may be different, Phase 1 begins on May 4 for both provinces. Please click on the links to review the details of the restoration plans:

[Re-Open Saskatchewan](#) (PDF)

[Restoring Safe Services Manitoba's Pandemic and Economic Recovery Plan](#) (PDF)

What does this mean for WRLA members?

Having been deemed an essential service, the majority of you continued to operate with adaptive measures and it is important to continue to move forward with these new best practices in the areas of sanitation, physical distancing and new sales practices. Occupancy level requirements will need to be adhered to and guidelines will need to continue for employees and customers alike. Best practices continue to include:

- Staff must use the self-screening tool before coming in to work. Example included by Manitoba Health <https://sharedhealthmb.ca/covid19/screening-tool/>
- Employees must stay home when ill and customers are refused entry if they have COVID-19 symptoms.
- Staff are given information about physical distancing. Businesses must post external signs indicating physical distancing protocols, along with floor markings where service is provided or lines form.
- Entry into the business, including lines, are regulated to prevent congestion.
- Businesses must maintain a single point of entry.
- No more than 10 people may gather in common areas. Congregation of people should be discouraged.
- Hand sanitizer is available at entrances and exits for public and staff use.
- Washrooms have frequent sanitization and a regime for business sanitization is in place.
- Cashless or no-contact payment should be used to the greatest extent possible.

We need to continue to do our part to ensure that we can progress through the recovery phases as projected. Continue to work with your contractors and other stakeholder groups to help reinstate consumer confidence by reviewing protocols that can be taken when working on projects, both on the residential and commercial side. We want to see our member businesses throughout the supply chain rebound, recover and prosper!

There is no question that "May the 4th be with you" will take on a new meaning for Saskatchewan and Manitoba residents...! At least it will be a positive spin!

Creating Opportunities!

Use social media as an opportunity to connect with the community, market your products and projects, and help to rebuild consumer confidence.

With spring in the air and people anxious to get outside, now is the time to renew and re-energize your social media marketing plans and promote projects suitable for this time of year.

If you're not sure where to start or just need a refresher, the WRLA offered three webinars specifically catered to social media marketing. Visit our webinars online (www.wrla.org/events/webinars) to access:

- Social Media Content Calendar
- The Instagram Lowdown
- The Facebook Refresh

WHAT'S NEW – FEDERAL GOVERNMENT PROGRAMS

The Canada Emergency Wage Subsidy (CEWS) application launched April 27 via the CRA's My Business Account.

If you haven't yet applied, here are some tips to help you prepare:

- **STEP 1:** When you apply for CEWS, you must enter amounts such as the number of eligible employees and gross payroll. If you haven't yet assessed your eligibility and estimated your subsidy, [do so here using the CRA's CEWS calculator](#).
- **STEP 2:** To apply for CEWS, [log in to your CRA My Business Account](#). The notification is clearly visible at the top of the page and will direct you to your payroll account section to begin the application process where you will enter the required information you determined using the calculator. [Click here to read the CRA's detailed application guide](#).

Important Notes:

1. Deposits for approved claims by CRA will start May 7.
2. Employees laid off due to COVID-19, resulting in 14 or more days without pay, will not be considered eligible under CEWS.
3. CEWS and the [10% Temporary Wage Subsidy for Employers](#) are intended to provide total support of up to 75% for payroll, not 75% + 10%. If you did not reduce the source deductions you remitted to the CRA, but you were entitled to the 10% Temporary Wage Subsidy for Employers, the CRA will treat you as having over-remitted your employee source deductions. In all cases, if you are eligible for the 10% Temporary Wage Subsidy, you must put the amount that you are eligible for in the box for line F, whether or not you have taken advantage of it.
4. For additional support, CRA launched a dedicated **CEWS toll-free line for business** (1-833-966-2099) with 2,000 agents available. Hours of operation are: Monday to Friday: 9 am to 9 pm (local time) and closed on weekends.

Additional Business Support Links

Provincial Government Resources

1. [Alberta](#)
2. [British Columbia](#)
3. [Manitoba](#)
4. [Northwest Territories](#)
5. [Nunavut](#)
6. [Saskatchewan](#)
7. [Northwestern Ontario](#)

Federal Government

1. [Resource for Canadian Businesses](#)
2. [Public Health Updates](#)
3. [Canada Border Information Service - 1-800-461-9999](#)

We are here to support you, if you have any questions, concerns or information you would like us to share with us or your fellow members, please call or email me. Our team and board of directors is here to support you!

Best regards,

Liz Kovach

WRLA President

Director of Prairie Provinces, Building Materials Council of Canada

Cc: WRLA board