

Best Practice Recommendations for Reopening Your Museum
following the coronavirus pandemic Spring 2020

For more information contact the Iowa Museum Association <mailto:Director@iowamuseums.org>

Reopening – General:

- Dependent upon Governor Reynolds' county-specific proclamation(s).
- Honor social distancing guidelines.
- The number of patrons in the building at one time must not exceed 50% of the building's maximum legal occupancy.
- Implement good hygiene practices; provide hand sanitizer stations.
- Contact your insurance carrier to discuss recommended coverage.
- Be prepared for a soft opening and ramp up to full staffing and visitation over time.

Staff and Volunteer Safety:

- Require staff and volunteers to wear face masks covering mouth and nose.
- Install front desk sneeze guards between staff and visitors.
- Create distance between staff work spaces.
- Restrict number of staff in facility.
 - Have a schedule of who is working when and where so that you can create a contact map if you need to trace who has had contact with an infected person.
 - Possibly limit which staff/volunteers have access to which areas of your property for ease of tracing.
- Develop a policy for cleaning high touch and public surfaces – products, process, cleaning schedule.
 - Purchase appropriate cleaning supplies.
 - Provide training for staff/volunteers in cleaning procedures (be specific about how surfaces need to be cleaned and with what).
- Provide PPE for janitorial staff, front line staff as needed.
- Limit staff travel for business.
- Implement touchless transactions – no cash if possible.
- Establish a policy to allow staff to work from home.
- Update and share your emergency response documents with staff and volunteers.

Visitor Safety:

- Restrict number of visitors in building.
 - Consider reservations or timed tickets sold on-line. Touchless transactions are recommended.
- Encourage visitors to wear face masks covering mouth and nose.
- Restructure exhibit space for one-way traffic.
- Post signage restricting touching surfaces as possible.
- Post and implement policy for frequent cleaning of high touch and public surfaces.
- Implement on-line programming.
- Provide special hours for at-risk audiences to visit.

Mission: Working in the interests of Iowa museums, the Iowa Museum Association builds organizational capacity, advocates to heighten awareness of the field, and fosters community.

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- Provide E-commerce merchandise sales options – limit cash transactions if possible. Touchless transactions are recommended.
- Provide digital visitor guides and materials.
- Cancel or restrict group visits, guided tours, public programs, and special or private events.

Board Safety

- Move to online (example: Zoom) board meetings to maintain distancing.
- Share documents via e-mail, Dropbox, Teams or similar tools.

Facility changes

- Consider whether children's areas/high touch surfaces need to be temporarily closed.
- Post signage indicating cleaning, safety and changes in visitation procedures in multiple locations.
- Implement marketing and communication plans to address cleaning, safety, and changes in visitation procedures.
- Use website and social media to share information and make visitors comfortable in your space.
- Consider floor markings or ropes to delineate personal space parameters within the building.
- Develop restroom, gift shop, ticket counter cleaning procedures, post signage, train staff and volunteers to implement appropriately.
- Determine if the policy for public use of meeting rooms should be changed.
- Determine what will be done differently if there is a second wave of coronavirus in Fall 2020.

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