

**BILL KETRON**  
COUNTY MAYOR



**RUTHERFORD COUNTY**  
**TENNESSEE**

July 6, 2020

Ref: #RutherfordResponsible Initiative

Dear Valued Rutherford County Business,

I wanted to take a moment to talk to you about our current situation in Rutherford County regarding COVID-19 and ask for your support for our new initiative to slow the spread of the virus in our communities.

As you may know, Rutherford County is now listed as third in the state for number of positive cases.

Late Friday (July 2) afternoon Governor Lee issued Executive Order 54, granting county mayors in 89 counties the authority to issue local mask requirements.

I am trying to keep from having to implement such a requirement county-wide and want to enlist your help with our new initiative entitled, "#RutherfordResponsible."

Many of our businesses have been following the guidelines under the Governor's Tennessee Pledge, but some have since relaxed due to a change in restrictions and recommendations. We understand the desire to return to a state of normalcy, but right now, we are not in a place to operate with a "business as usual" mentality.

#RutherfordResponsible asks businesses and their customers to commit to wearing a mask in public when social distancing is impractical. We hope that you will support this initiative by displaying the attached graphics inside your business and/or promoting it on social media. We ask that you and your employees set an example for your customers by not only wearing masks but asking them to participate as well.

It's going to take a combined effort between our businesses, county leaders, and leaders from the jurisdictions within to promote these protective measures to our residents and visitors. We do not want another shutdown. Some of our businesses have indicated that they will not survive the second time around. We will always keep the health and wellbeing of our citizens as top priority, but the vitality of our economy is important as well.

We have included graphics for flyers, signs, and social media. Thank you in advance for your consideration.

Sincerely,

Bill Ketron  
Rutherford County Mayor