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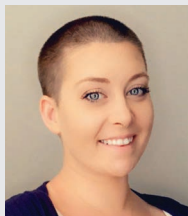
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Inside-out

SHOPS INNOVATE TO DO BUSINESS AT A SOCIAL DISTANCE

Wyatt Werner and Alycia Welch of Street Factory Media install Muddy Waters' new curbside window.
Photo courtesy of Street Factory Media

By Michelle Bruch

If your neighborhood shop appears to be closed, check again.

One Yoga Studio members are lighting candles and brewing tea at night before the virtual class "Yoga for a Good Night's Sleep." The Warming House is streaming living room concerts for more viewers than could normally fit inside the 40-seat venue. Lyndale Animal Hospital has curbside service, where staff allow pets inside for appointments while their humans wait outside.

While some businesses are dormant and waiting out the pandemic, many others are innovating. Salons like Twisted Hare are shipping hair products with a commission for stylists, and Sweeney Todd's is demonstrating how to trim bangs online. Restaurants like Lu's Sandwiches are distributing "Isolation BIZ-ingo" cards with Saturday night takeout orders.

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Remote learning is difficult for students with disabilities

By Nate Gotlieb

Each school day, Christy Caez's son, who has ADHD and dyslexia, sits down with his district-provided Google Chromebook to do his classwork.

The Lake Nokomis Community School second-grader does his best to complete assignments, but he's not yet able to read. That means Caez, a stay-at-home mother of two who lives in the Bryant neighborhood, has to guide him through his assignments, reading instructions and typing up his work.

"If I didn't sit down with him, he wouldn't get anything done," Caez said.

Many Minneapolis students with disabilities have, like Caez's son, faced a steep learning curve in the transition to remote education.

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The transition to distance learning has been difficult for second-grader Brooklyn Gross and other students with disabilities. Submitted photo

12 dead from COVID-19 at 3 Southwest senior homes

By Zac Farber

Deadly clusters of COVID-19 have unsettled three Southwest Minneapolis senior homes, accounting for more than 1 in 5 known deaths from the respiratory disease across the city.

As of April 28, six residents of Jones-Harrison's nursing home on Cedar Lake have died from the new coronavirus, including five who died between April 20 and April 27. A total of four staff members and 11 residents at the 157-bed nursing home have tested positive for the virus. One resident and one staff member of Jones-Harrison's attached 44-bed assisted living facility have also tested positive.

At Walker Methodist Health Center in East Harriet, four of the nursing home's 220 residents have died from the virus and a total of nine residents and two staff members have tested positive. Eight of the nine positive tests were confirmed the week of April 20. There are no cases in the adjacent Walker Place retirement community; the door linking the facilities has been locked for over a month.

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Jones-Harrison Residence, a senior community in Cedar-Isles-Dean, is working with state officials to contain the spread of the coronavirus. Photo by Zac Farber

Thank you for your support

After 30 years of serving our community, we launched the Southwest Journal's first-ever donation drive in our April 14 issue.

We have been overwhelmed by the incredible generosity of our readers, which is helping to buoy us in the uncertain months ahead. In addition to your financial support, your letters and messages of encouragement have moved us immeasurably.

If reading our paper has made your life in Southwest a richer, more meaningful experience, please consider donating at swjournal.com/donate.

Thank you from the bottom of our hearts. We exist to serve our community and value your support in every form.

Utepils Brewing and Icehouse partnered to sell virtual concert tickets along with growlers. Patisserie 46 is offering French Toast kits that come with a loaf of brioche, custard batter, a dozen eggs, Minnesota syrup and a choice of ground coffee or a bottle of rose wine. Common Roots is taking orders for whole fruits and veggies, and Wise Acre has added a farmers market with meat, eggs and produce. The Café Meow is still fostering cats for adoption, sharing a live feed of the cats on Twitch.tv instead of hosting cafe meet-and-greets.

Other shops are quickly building online stores. By happy circumstance, Once Upon A Crime created an online bookstore and changed the website two weeks before the pandemic hit.

“That has saved us,” said Meg King-Abraham. “Without that, we would probably be done.”

Kathy Lawrow, owner of the women’s clothing boutique Larue’s, said she’s learning to post merchandise and stock inventory for her new online store.

“That’s been pretty cool. I think it’s made me recreate my business in a new way. But I don’t like it as a substitute for the real thing,” she said. “Something else I swore I would never do is post on Instagram and Facebook — I prefer an interconnected experience. I also learned how to do that.”

Other shops are reinventing the entire storefront. Food moves through a new curbside window at Muddy Waters. Glam Doll Donuts now displays donuts in the front window and serves them through a new “Pandemic Door.”

And some shops have created completely contact-less transactions. The Lynhall is alphabetically arranging family suppers on tables for no-touch pickup. Amigo Service Center and other auto shops can pick up and drop off vehicles at home.

“It’s those little things, just looking around and saying, ‘What can I do, what can I sell, what can I make to support my business staying afloat?’” said Theresa Swaney, the Lake Street Council’s senior creative operations manager. “I’ve seen cocktail kits popping up everywhere.”

Safest ways to do business

“Curbside pickup, where it’s possible, is a great idea,” said Pete Raynor, a professor at the University of Minnesota School of Public Health, where he directs the Industrial Hygiene program. He explained that the risk of transmitting SARS-CoV-2 combines the quantity and duration of exposure.

“Having something like curbside pickup can be really beneficial from both of those standpoints, because the amount of time you’re interacting is relatively short, as well as it being outside and not having to go into a store or any other facility,” he said. “Paying ahead is great.”



Lyndale Animal Hospital allows pets inside for appointments while their humans wait outside.

Airborne droplets and smaller aerosols appear to be the primary source of virus transmission, Raynor said. Inside, the quantity of droplets will always be higher than outside, where the wind disperses and dilutes the virus.

Contact transmission through surfaces appears to be secondary to airborne transmission, and Raynor said you can protect against it by washing hands. He recommended washing hands after getting home and after unpacking; disposing of packaging and disinfecting counters or other services; and washing hands before eating.

Angie Cyr, acting program manager at the Minnesota Department of Health’s Food, Pools & Lodging Services, recommends paying ahead for contact-less delivery service.

“They let you know the delivery is there, and that’s it,” she said. “That’s the best way to go.”

While it’s recommended that everyone wear masks, that doesn’t mean you can get as close to someone as you want, Cyr said.

Asymptomatic people still spread the virus while they’re talking, regardless of a mask, Raynor said.

“When you’re in a store, think about mini-

mizing your conversation,” he said. “The more you talk, the more you’re generating aerosols.”

While curbside service is probably safer, Cyr cautions that there is always a risk involved.

“The more that you’re interacting with somebody not in your household, the more chance there is that you’re going to pick something up,” Cyr said.

New business sense

The Brookings Institution estimates in a recent report that about 2 million, or 26%, of national small businesses, defined as fewer than 250 employees, are at immediate risk of closing.

Local small businesses are seeing a serious reduction in revenue, and restaurants are particularly hard-hit, said Matt Perry, president of the Southwest Business Association.

Greg Alford is focused on carryout at C&G’s Smoking Barbecue, and he’s closely watching meat plant closings.

“It’s been four or five days since I’ve been able to get beef. The minute it hits the floor, people start buying it up,” he said, explaining that the shipments are smaller. “I thank God that I’ve got great customers.

They’re doing what they can do to support me and try to keep me open.”

At the East Harriet-based Knowmad Adventures, staff worked overnight to fly travelers home, as Argentina closed the border with 48 hours notice, followed by Chile with 36 hours notice. One couple’s boat was barred from docking in Chile for a week.

As revenue dropped to zero, they furloughed staff, cut pay, shuttered the office along with its water and garbage service and downgraded business software. Owner Jordan Harvey is negotiating with vendors so he can book 2021 trips with 10% down that are fully refundable 95 days before departure. It’s still a risk to the company, he said. Anytime a trip is canceled, it hurts the local guides and outfitters and squanders hours of staff time.

“I’m trying to make it so people can book something to look forward to through this all,” he said.

Farmers markets are still on for the season. The Kingfield Farmers Market recently tested out a curbside pickup model, where patrons pre-ordered directly from vendors and signed up for 15-minute pickup windows. The farmers didn’t know if anyone would



Deb Corhouse at the Kingfield Farmers Market, where customers can pre-order directly from farmers for curbside pickup.



Glam Doll Donuts displays the daily selection in the shop window, serving food through a new “pandemic door.”



Revival has a mobile app for takeout and delivery. All photos by Isaiah Rustad



Nico's Taco and Tequila Bar offered taco boxes, margarita kits and Isolation BIZ-ingo cards for virtual bingo.

show up, but they served 250 customers who anecdotally spent \$50 apiece, when the usual spend is about \$10. When the regular season launches in May and June, the Fulton, Nokomis and Kingfield markets will offer a no-contact curbside pickup option and a physically distant shopping experience, with no on-site food consumption.

“We’re making it happen,” said Emily Lund, executive director.

In some ways, One Yoga’s online classes are booming and growing, but overall there has been a decline in business since the studio closed, said Claire Leslie Johnson,

program director. Special online workshops will include yoga for anxiety and stress relief. Health equity through yoga is part of the nonprofit studio’s mission, and there are free introductory classes for people of color and sliding fees down to \$2.50 per class or \$10 per month for people with limited income or job loss.

“Taking time for self-care, including lots of time outside, has been super therapeutic for me,” she said. “[I am] building yoga and mindfulness practices into my daily routine, even if it’s just 10 minutes sitting and meditating in the morning.”

Many studios are sharing donation-based offerings through social media. TwinTown Fitness posts at-home workouts on its blog, with DJ mixes available as well.

“Social media has become more important now,” Swaney said.

Quang Restaurant is sharing photos of customers’ mash-ups and leftover creations.

“In normal times, small businesses have limited marketing budgets and rely heavily on word of mouth. It is now even more important for you to voice (photograph) your support,” Quang wrote on Instagram.

The Uptown Association is offering a new

“passport” promotion, where patrons who order takeout from five restaurants and share photos can win \$100 in gift cards.

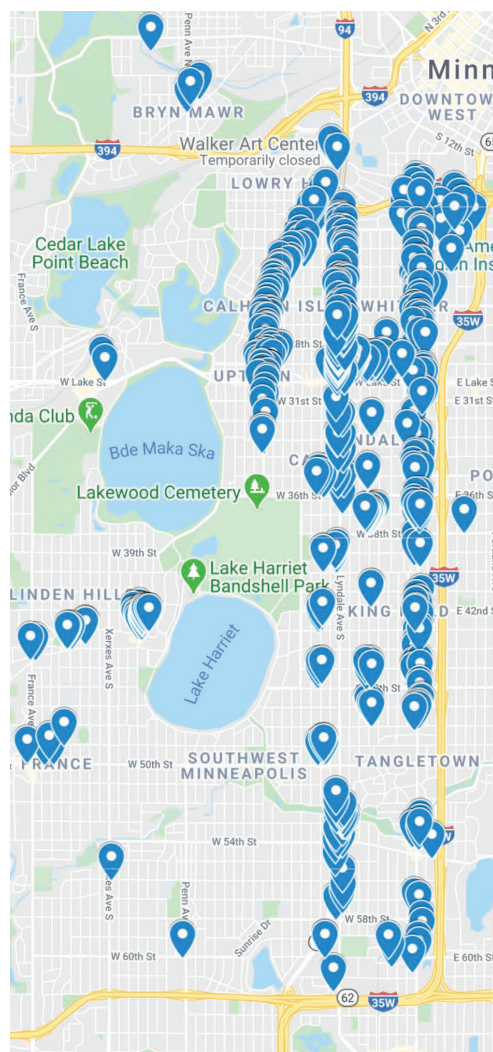
At businesses across the city, change is coming fast.

When Lyndale Animal Hospital staff suggested a curbside model, staff locked the doors to humans the next day. Staff adapted quickly, clients were largely understanding, and the system is now a “well-oiled machine,” said Kelsey Endres, practice manager.

“It was hectic, but I feel like everybody got it,” she said. “This is what we’re doing now.”

CURBSIDE BUSINESS DIRECTORY | VISIT SWJOURNAL.COM/CURBSIDE-DIRECTORY TO SEE ALL LISTINGS

The table below is a snapshot of how a few local businesses are adapting to social distancing. A listing of more than 600 Southwest Minneapolis businesses is available on our website at swjournal.com/curbside-directory. As plans evolve by the day, please contact businesses directly for the most up-to-date information.



Business	Now	What’s new	Pickup/delivery	Support
Dogwood Coffee Co. 3001 Hennepin Ave. dogwoodcoffee.com	Roasting schedule continues; packing and shipping beans	Webstore orders typically roasted within a day and shipped the following day. Ground beans available as requested in order notes. Home brew guides available on website. Dogwood is in the final stages of certifying the roasting facility for organic production.	Shipping through online store.	Tip baristas at tinyurl.com/tip-dogwood Proceeds from BE The Change Unisex Tee benefit Dogwood staff: tinyurl.com/be-the-change-tee
Pompadour Salon 3743 Nicollet Ave. pompadourmpls.com	Product pickup or delivery available while Pompadour waits to reopen	Email to get products via curbside pickup or delivery.	Yes	10% of gift card sales go to Second Harvest Heartland
Tower Games 3920 Nicollet Ave. towergamesmn.com	Curbside pickup through The Lowbrow	If you place an order on the Tower Games Webstore by 1 p.m. and you then place an order at The Lowbrow for curbside pick up for that evening (or the next day), they will bring out your food and Tower order. Empty game room is converted into shipping area.	Pickup at The Lowbrow with restaurant order. Shipping through online store.	eGift cards available
Hola Arepa 3501 Nicollet Ave. holaarepa.com	Curbside pickup and delivery	Order and pay in advance; orders brought out to parking lot; 15% service charge on all orders, additional FOH tips appreciated. Mimosa kits available: Hibiscus Sangria Spritz mix with a bottle of cava, recommended for pairing with chicken and cachapas or breakfast arepa.	Yes	Curbside chips and salsa sale raised more than \$8,500 for Hola Arepa kitchen staff
La Société Du Thé 2708 Lyndale Ave. la-societe-du-the.com	Mail order and pickup	Call ahead, wait outside, place payment in receptacle. “This sounds like a Soviet era transaction, an exchange of prisoners but what the hell: You want to be well and so do we.”	Yes	