

Dealer Advisory

April 17, 2020



Trouble viewing this message? [View as Webpage](#)

It's hard to remember what day of the week it is, but today is Friday! Rather than send the *MADA Fast Facts* this week, we felt it would be best to continue with a DADA/MADA advisory.

A Simple Thank You.

We would like to recognize dealers throughout Michigan for working through the extreme challenges of the past month and making incredibly difficult decisions in the best interest of the business, employees and consumers. Government leaders and businesses throughout the country have been thrown into an unwinnable situation and everyone is doing their best to get through this unprecedented time.

Thank you for reading the (near) daily notices from your association and working with your staff to interpret the complicated (and constantly changing) guidelines, rules and regulations for new COVID-19 programs and policies. All while taking steps to protect and support those around you.

It will undoubtedly be some time before "business as normal," but MADA and DADA will continue to advocate for the best interest of Michigan's residents and franchised dealers as we navigate this new environment. Please remember that you are welcome to contact your association with any questions or comments you have. We are here to support you through this.

P.S. If you are looking for something you read in a past advisory, please check out the Coronavirus Toolkit, [here](#).

Midwest Governors Announce Partnership to Reopen Regional Economy

On Thursday, Governors Gretchen Whitmer (MI), Mike DeWine (OH), Tony Evers (WI), Tim Walz (MN), JB Pritzker (IL), Eric Holcomb (IN), and Andy Beshear (KY) announced that they will work in close coordination to reopen the economy in the Midwest region.

"Today, we are announcing that Michigan, Ohio, Wisconsin, Minnesota, Illinois, Indiana, and Kentucky will work in close coordination to reopen our economies in a way that prioritizes our workers' health. We look forward to working with experts and taking a fact-based, data-driven approach to reopening our economy in a way that protect families from the spread of COVID-19."

The governors have stated they will closely examine at least these four factors when determining when best to reopen our economy:

- Sustained control of the rate of new infections and hospitalizations.
- Enhanced ability to test and trace.
- Sufficient health care capacity to handle resurgence.
- And best practices for social distancing in the workplace.

[Read the press release here](#)

SBA Relief Programs No Longer Accepting Applications

Following the notice earlier this week that the Economic Injury Disaster Loan program had met its

cap, the SBA has now announced that it is unable to accept new applications for the Paycheck Protection Program.

Lapse in Appropriations Notice: SBA is unable to accept new applications at this time for the Paycheck Protection Program or the Economic Injury Disaster Loan (EIDL)-COVID-19 related assistance program (including EIDL Advances) based on available appropriations funding. ([see notice](#))

NADA, along with more than 160 national groups, [signed a letter](#) asking Congress to authorize additional funding for the PPP. On Wednesday, Treasury Secretary Steven Mnuchin and SBA Administrator Jovita Carranza urged Congress to appropriate more money for the program as soon as possible. According to the Chamber of Commerce, 43% of small business owners say they have less than six months until they close permanently. Congressional leadership and the Administration are in negotiations to increase spending for the PPP, and negotiators hope to reach an agreement by Monday.

News from NADA



NADA has been working with federal leaders around the clock to request guidance on the new federal programs in order to provide insight to its members. Please make sure you are checking out the [NADA Coronavirus Hub](#) for important documents, links and informational webinars, such as the following:

Upcoming Dealership Lifeline Webinars

Reminder: your NADA passcodes are required and "seating" may be at capacity. If you are not able to view live, webinars will be available on demand within 24 hours.

Digital Retailing Disruption - The Dealer Perspective

April 21, 2020 | 1pm-2pm ET ([register](#))

Join NADA Academy Instructors Georgia Munson, Michael Lucki and Matthew Vollmers as they discuss the results of a Digital Retailing Dealer Survey and provide examples of adjustments to the sales process to be more customer- and employee-centric.

How to Kick Start Auto Leads During and After COVID-19 Disruptions

April 22, 2020 | 1pm-2pm ET ([register](#))

Lead profitability is a function of lead quality. In the wake of COVID-19, dealers can't afford to waste time or money on ineffective leads. Join Matt Niess, Director of Business Development at automotive Mastermind, to learn about how to get away from antiquated marketing methods, kick-start auto leads during and after COVID-19 disruptions, and ramp up your CX.

To view NADA's on demand coronavirus webinars, please go [here](#).

NADA Releases New FAQs:

Dealership Health and Safety Concerns During A Pandemic

Apr. 16 -- NADA's latest FAQs, "Dealership Health and Safety Concerns During A Pandemic," outline the steps dealerships can take to provide a safe environment for their employees, followed by frequently asked questions related to occupational health and safety law during the pandemic and what steps to take should an employee test positive for covid-19. [Download the FAQs](#)

Updated Information on the Paycheck Protection Program

Apr. 16 -- NADA released a [detailed 11-page analysis of Use and Forgiveness of PPP Loans](#). Many dealers have been able to obtain PPP loans and need further clarification on how to properly

apply them. NADA's latest analysis provides guidance for dealers on how they can use the proceeds from the loan; where they can apply them; and to what extent the loan can be forgiven. NADA urges all dealers with a PPP loan to review the guidance carefully. NADA is seeking further guidance regarding using the loan for floor plan.

For additional updates, visit:

- U.S. Treasury Department FAQs: [Paycheck Protection Program Loans](#) (Apr, 15)
- [Treasury.gov/CARES](#)
- [SBA.gov/PayCheckProtection](#)

The Interim Final Rule announced additional eligibility criteria and requirements for certain loan pledges. The official version will appear in the Federal Register.

Citizens Research Council of Michigan: Seeking Policy Solutions to Navigate the Pandemic

The staff of the Citizens Research Council of Michigan has hit the pause button on research and drafting related to projects that were occupying them prior to the pandemic. They are focused on policy issues our state and local governments must address in this difficult time.

The not-for-profit organization has survived other difficult periods in the state's history. It survived the Great Depression and many recessions. It survived two world wars, two "police actions," and other military conflicts. It has survived through auto workers' strikes and civil disturbances. And this too shall pass.

Until this crisis passes and the organization gets back to policy research, it will continue to brief Michigan on the current COVID-19 situation as it relates to public policy.

- [Pandemic threatens Detroit's fiscal recovery](#) (April 13)
- [Adapting Michigan's Sunshine Laws to the Cloud of Coronavirus](#) (April 6)
- [Coronavirus and the State Budget: What's at Stake](#) (March 30)
- [Public Transit in the Time of Coronavirus](#) (March 24)
- [Now is not the Time for Pork-Barrel Spending](#) (March 18)
- [Paid Sick Leave is Part of Coronavirus Defense Strategy](#) (March 9)

As a not-for-profit organization, Citizens Research Council of Michigan has the resources to operate because of the financial support provided by businesses, foundations, and individuals. [A contribution at any level is greatly appreciated](#) to help the organization survive the economic disruption and continue the work started more than a century ago to improve government operations in Michigan.

Other Articles You May Find Interesting...

CAPTRUST ~ April 2020 Market Update

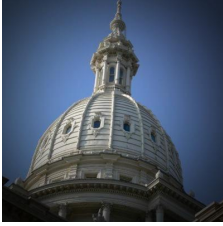
While there is no doubt the rapidly changing economic environment is bringing all investors short-term storms to weather, CAPTRUST Chief Investment Officer Kevin Barry explains a normal state of economy is on the horizon. Listen in as he explains ... ([keep reading](#))

Fenner, Melstrom & Dooling, PLC ~ Key distinctions between layoffs and furloughs

As businesses across the country grapple with the economic fallout from the novel coronavirus (COVID-19) pandemic, many must decide whether to downsize their workforces to lower payroll costs and stabilize cash flow... ([keep reading](#))

ADM Capitol Corner

The Auto Dealers of Michigan, LLC offers [weekly updates](#) on Michigan legislative news.



- Many New COVID-19 Death Numbers Come From 'Old Death Certificates;' More
- Republicans Seek To Repeal 1945 Emergency Powers Act
- Henry Ford To Restart Surgeries For Urgent Non-COVID Patients
- Senate GOP Pops 'Open Michigan Safely' As Whitmer Joins With Midwest Govs
- 4 Northern Sheriffs Won't Strictly Enforce Stay Home Order; Detroit Chief Back On Job

Please feel free to contact DADA at (248) 643-0250 or MADA at (800) 292-1923 if you have any questions.

This advisory has been prepared in conjunction with Colombo & Colombo, P.C., and Abbott Nicholson, P.C.

Michigan Automobile Dealers Association

1500 Kendale Boulevard, P.O. Box 2525

East Lansing, MI 48826-2525

www.michiganada.org

Phone (517) 351-7800

Fax (517) 351-3120

Detroit Auto Dealers Association

1900 West Big Beaver

Troy, MI 48084-3537

www.dada.org

Phone (248) 643-0250

Fax (248) 643-8788