

**SPECIAL MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD  
PAYNESVILLE LIQUOR STORE  
MARCH 6, 2012  
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
  - A. Minutes (page 1)
- III. NEW BUSINESS
  - A. March Promotions
  - B. Entrance Alarm
- IV. OLD BUSINESS
  - A. Sales & Purchasing Report (page 4)
  - B. Vision Meeting (page 9)
  - C. Hours of Operation
  - D. Signage at Hwy. 55 & Main St. - Report
  - E. Discuss Placement of Signage off of Hwy. 23 Bypass
  - F. Wine Club - Report
  - G. Discuss Wine & Food Paring Event
- V. INFORMATIONAL
- VI. ADJOURN

\*\*\*Please contact Renee Eckerly at 320-243-3714 ext. 227 or  
at [reneeE@paynesvillemn.com](mailto:reneeE@paynesvillemn.com) if you can't attend the meeting.\*\*\*

**Voting Members: Jeff Thompson, Jennifer Welling, Steve Vaske, Sue Hecht, and Reed Ringstad. Advisory Members: Bill Ludwig and Candice Woods**

This agenda has been prepared to provide information regarding an upcoming meeting of the Paynesville Municipal Off-Sale Retail Liquor Board. This document does not claim to be complete and is subject to change.

**BARRIER FREE:** All Paynesville Cable Committee meetings are accessible to the handicapped. Attempts will be made to accommodate any other individual need for special services. Please contact City Hall (320) 243-3714 early, so necessary arrangements can be made.

## REQUEST FOR COMMITTEE/COUNCIL ACTION

**COMMITTEE/COUNCIL NAME:** Liquor Board

Committee/Council Meeting Date: March 6, 2012

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

**ITEM DESCRIPTION: Minutes**

Prepared by: Staff

**COMMENTS:**

Please review the February 13, 2012 Municipal Off-Sale Retail Liquor Board meeting minutes.

**ADMINISTRATOR COMMENTS:**

**COMMITTEE/COUNCIL ACTION:**

Motion to approve the minutes from the February 13, 2012 Municipal Off-Sale Retail Liquor Board meeting.

**MINUTES  
SPECIAL MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD**

**FEBRUARY 13, 2012**

The meeting was called to order by Reed Ringstad at 6:00 p.m. Members present were Bill Ludwig, Jeff Thompson, and Steve Vaske. Candice Woods, Jennifer Welling, and Sue Hecht were absent.

**Motion was made by Vaske to approve the minutes from the January 3, 2012 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Ringstad and unanimously carried.**

**FEBRUARY PROMOTIONS**

Ludwig reported the following:

Miller Lite, MGD, & MGD 64	24 pack cans	\$16.99
Yellow Tail Wines	1.5 L	\$11.99
	750 ml	\$5.99
E & J Brandy	1.75 L	\$16.99

**SALES REPORT**

Ludwig reported the following:

	<b>2012</b>	<b>2011</b>
January Profit Margin:	24.97%	24.70%
January Profit:	\$12,738.00	\$12,506.00
January Sales:	\$60,790.00	\$58,925.00

There was some discussion on the top categories for 2011 compared to 2010 and what were the top drivers in those categories.

**ROSE CENTER WINE TASTING FUNDRAISER**

Ludwig reported that about 20 people attended the event. Wirtz Beverages was the featured vendor. Louis Baas and himself donated their time and helped.

**SIGNAGE AT HWY. 55 & MAIN ST.**

Ludwig reported that C & L is a month to 2 months behind due to staffing issues. He should know more by next week.

**PLACEMENT OF SIGNAGE OFF HWY. 23 BYPASS**

There was discussion on options for placement on City property and where that is. Ludwig will check with vendors for banners on these locations.

## **WINE CLUB**

62 people attended the event and 94 bottles of wine were sold. The next Wine Club is scheduled for 7:00 p.m., Thursday, February 23, 2012 at Ron & Judy's with the featured vendor TKO Wines; owner Tom Olson.

## **RUM NIGHT**

74 customers attended the event, but only 18 bottles were sold. However, Ludwig noticed an increase in sales on items that were tasted. The Board discussed only 36 people registered and 38 persons paid at the door, but the room was only set up for 50. Thompson suggested increasing the at the door cost to \$10.00, but keep the \$5.00 if preregistered.

## **MEETING SCHEDULE**

**Motion was made by Ringstad to continue with the first Tuesday of each month at 6:15 p.m. Seconded by Vaske and unanimously carried.**

## **BLENDER PURCHASE**

The Board discussed an online purchase. Ringstad will check on EBay for a good price.

## **REWARD CARD**

Ludwig presented quotes from Rite Technology. Gift cards start at \$.70 per card for 1000 cards plus a \$60.00 set up charge. The installation of software and training will be \$453.15. After a lengthy discussion this item was tabled and will be revisited in April.

## **WINE AND FOOD PAIRING EVENT**

Ludwig presented bids from Ron & Judy's, the Legion and Queen Bee's Bar & Grill. Ludwig also explained that the wine vendor backed out last Thursday. After much discussion about pricing, profit, attendance, and possible vendor, the event was postponed. Ludwig was directed to continue researching attendance, menu, and the price people are willing to pay and get a firm commitment from a vendor.

There being no further business, the meeting was adjourned at 7:38 p.m.

# Consolidated Z Report

For batches closed between 2/1/2012 and 3/1/2012

Number of Registers 2  
Number of Batches 51

All Regs Closed? FALSE  
EDC Closed? TRUE

*Entire  
Month  
Feb 2012*

Cash In	
Opening Total	\$40,000.00
Sales	\$63,527.64
Neg. Transactions	(\$385.39)
Tax	\$5,639.98
Shipping	\$0.00
Debit Surcharge	\$0.00
Cash Back Fee	\$0.00
Paid on Layaway	\$0.00
Paid to Account	\$0.00
Deposit Made	\$0.00
<b>Total</b>	<b>\$108,782.23</b>

Cash Out	
Paid Out	\$0.00
Dropped	\$0.00
Layaway Closed	\$0.00
Paid on Account	\$0.00
Deposit Redeemed	\$0.00
Closing Total	\$108,772.73
<b>Total</b>	<b>\$108,772.73</b>

Misc.	
Total Sales	\$63,142.25
Total Tendered	\$82,419.81
Total Change	(\$13,637.58)
Over / Short	(\$9.50) (0.0150%)
Cost of Goods	\$48,917.54 77.47 %
Commission	\$0.00
Discounts	\$1,650.50 2.61 %
Discount Quantity	900 13.13 %
Product Count	6853
Transaction Count	3337
Ave. Transaction	\$18.92
Largest Transaction	\$165.85
No Sales	191 5.72 %
Aborted Transaction	24 0.72 %
Item Corrections	53 0.77 %
Returns	\$219.79 0.35 %
Neg. Dollar Items	(\$622.00) 0.99 %
Manual Inventory Adjustments	\$367.20

Department Sales		
Department Name	Sales	%
Beer	\$33,054.65	52.35 %
Club	\$289.00	0.46 %
Energy Drinks	\$230.23	0.36 %
Gift Card Sales	\$60.00	0.10 %
Ice and Water	\$120.02	0.19 %
Liquor	\$17,479.98	27.68 %
Lott Scr Payout	(\$560.00)	-0.89 %
Lottery Scratch Tickets	\$1,276.00	2.02 %
Misc	\$486.98	0.77 %
Online Lotto	\$517.00	0.82 %
Online Lotto Payout	(\$62.00)	-0.10 %
Pop	\$288.57	0.46 %
Snuff and Cigars	\$130.00	0.21 %
Tobacco	\$1,034.33	1.64 %
Wine	\$8,797.49	13.93 %

## Tender Information

Tender Type	Open	Shift	Close	Over/Short
Cash	\$40,000.00	\$34,166.82	\$74,112.18	(\$54.64)
Check	\$0.00	\$6,002.66	\$6,047.80	\$45.14
Credit Card	\$0.00	\$28,612.75	\$28,612.75	\$0.00
Gift Cards	\$0.00	\$0.00	\$0.00	\$0.00
Offline Credit Card	\$0.00	\$0.00	\$0.00	\$0.00
<b>Totals</b>	<b>\$40,000.00</b>	<b>\$68,782.23</b>	<b>\$108,772.73</b>	<b>(\$9.50)</b>

## Credit Card Detail

Card Name	Count	Amount
Total		

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**Discounts By Reason Code**

<u>Reason code</u>	<u>Qty</u>	<u>Total</u>	<u>% Sales</u>
15% Coupon	7	\$20.93	0.03 %
15% Discount Craft Beer	20	\$42.00	0.07 %
2-6 pk for 12 pk Price	2	\$3.49	0.01 %
750ml for 1.5L	4	\$7.00	0.01 %
Coded Beer	50	\$277.37	0.43 %
Discontinued Item	9	\$48.50	0.08 %
Dont use	1	(\$1.00)	0.00 %
Powerball	24	(\$24.00)	-0.04 %
Quantity Discount	92	\$127.39	0.20 %
Quantity Discounts	14	\$20.12	0.03 %
Sale Price	415	\$740.50	1.16 %
Senior Wednesday Discount	17	\$22.74	0.04 %
Wine Bags 4 Bottles	6	\$6.85	0.01 %
Wine Club	158	\$276.91	0.43 %
Wine Tuesday Discount	81	\$81.70	0.13 %
<b>Total</b>	<b>900</b>	<b>\$1,650.50</b>	

**Tax Collected**

<u>Tax Name</u>	<u>Amount</u>
MN Liquor Tax	\$5,561.65
MN Sales Tax	\$78.33
<b>Total</b>	<b>\$5,639.98</b>

**Payout & Drop Detail**

<u>Cashier</u>	<u>Payment To</u>	<u>Comment</u>	<u>Amount</u>	<u>Date/Time</u>
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**Taxable Sales**

<u>Description</u>	<u>Amount</u>
MN Liquor Tax	\$59,312.17
MN Sales Tax	\$1,137.75
Non Taxable	\$2,674.35
Tax Exempt	\$17.98

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### Return Detail

Cashier	Product description	Qty	Sold price	T #	Reg #	Date/Time
Carmen Norstedt	Dek Buttershots 375 ml	-1.00	(\$5.99)	154935	2	2/10/2012 6:18:35 PM
Carmen Norstedt	Mikes Fruit Punch 23.5oz	-1.00	(\$2.99)	154935	2	2/10/2012 6:18:35 PM
Carmen Norstedt	Yellow Tail Riesling 750ml	-1.00	(\$5.99)	156524	2	2/24/2012 4:47:14 PM
Carmen Norstedt	Bud Select 12 pk cn	-1.00	(\$11.29)	156732	2	2/25/2012 5:06:54 PM
Josh Mergen	Busch Lt 12 cn	-1.00	(\$9.99)	155488	2	2/15/2012 5:33:19 PM
Josh Mergen	Dailys Frozen Staw/Daq Sing	-1.00	(\$1.99)	155491	2	2/15/2012 5:38:36 PM
Josh Mergen	Miller High Life Lt 24 cn	-1.00	(\$15.99)	155494	2	2/15/2012 5:49:40 PM
Josh Mergen	Mikes Lemon 6 pk btl	-1.00	(\$8.49)	155494	2	2/15/2012 5:49:40 PM
Josh Mergen	Jagermeister 750 ml	-1.00	(\$15.99)	155517	2	2/15/2012 9:45:28 PM
Josh Mergen	Dailys Frozen Staw/Daq Sing	-1.00	(\$1.99)	157079	2	2/29/2012 8:25:10 PM
Josh Mergen	Dailys Frozen Staw/Daq Sing	-1.00	(\$1.99)	157079	2	2/29/2012 8:25:10 PM
Louis Baas	Risata Moscato D' Asti	-1.00	(\$15.29)	155382	2	2/14/2012 6:09:13 PM
Louis Baas	Lancers Rose 750ml	-1.00	(\$8.09)	155382	2	2/14/2012 6:09:13 PM
Louis Baas	Beringer Red Moscato 750ml	-1.00	(\$6.29)	155382	2	2/14/2012 6:09:13 PM
Louis Baas	Crown Royal 1L	-1.00	(\$29.99)	156299	2	2/22/2012 6:52:56 PM
William Ludwig	Colt 45 Blast Strw/Lemon	-1.00	(\$1.99)	154512	2	2/7/2012 1:32:01 PM
William Ludwig	Franzia Chillable Red 5 Ltr	-2.00	(\$19.98)	154619	2	2/8/2012 3:47:52 PM
William Ludwig	Franzia Chardonnay 5 Ltr	-1.00	(\$15.49)	156466	2	2/24/2012 1:33:39 PM
William Ludwig	Bud Select 24 pk Bottle	-1.00	(\$19.99)	156957	2	2/28/2012 4:29:47 PM
William Ludwig	Bud Select 24 pk Bottle	-1.00	(\$19.99)	156957	2	2/28/2012 4:29:47 PM
Total		-21.00	(\$219.79)			

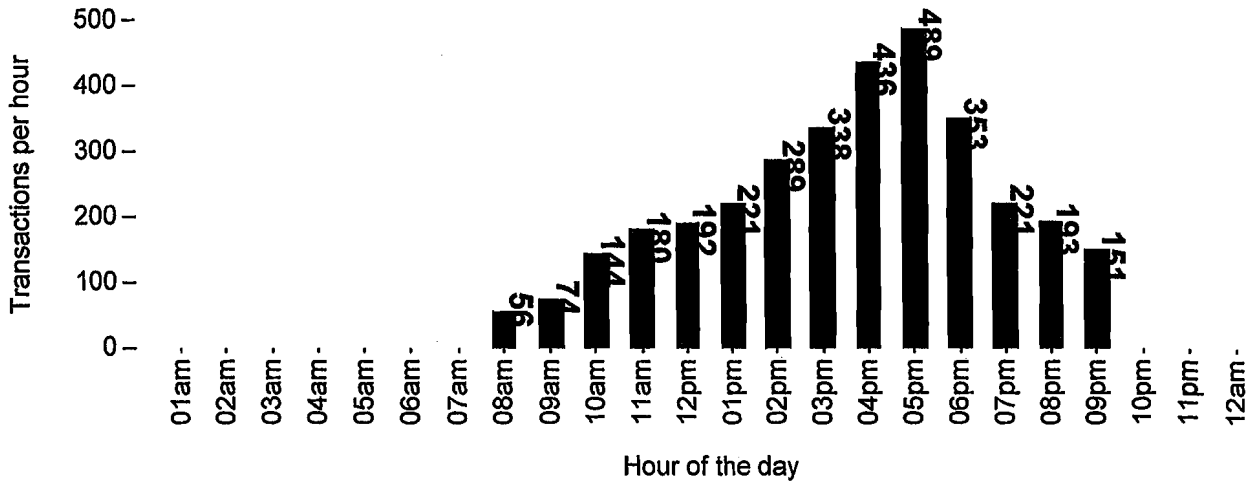
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### Negative Item Detail

<u>Cashier</u>	<u>Product description</u>	<u>Qty</u>	<u>Sold price</u>	<u>T #</u>	<u>Reg #</u>	<u>Date/Time</u>
Carmen Norstedt	Scratch Off Payout	10.00	(\$10.00)	154230	2	2/4/2012 12:26:41 PM
Carmen Norstedt	Scratch Off Payout	40.00	(\$40.00)	154242	2	2/4/2012 1:06:21 PM
Carmen Norstedt	Scratch Off Payout	40.00	(\$40.00)	155019	2	2/11/2012 11:21:19 AM
Carmen Norstedt	Scratch Off Payout	4.00	(\$4.00)	155742	2	2/17/2012 5:28:49 PM
Carmen Norstedt	Scratch Off Payout	50.00	(\$50.00)	155748	2	2/17/2012 5:41:10 PM
Carmen Norstedt	Scratch Off Payout	17.00	(\$17.00)	155823	2	2/18/2012 9:48:53 AM
Carmen Norstedt	Scratch Off Payout	5.00	(\$5.00)	156724	2	2/25/2012 4:45:53 PM
Carmen Norstedt	Online Lotto Payout	5.00	(\$5.00)	156724	2	2/25/2012 4:45:53 PM
Josh Mergen	Scratch Off Payout	5.00	(\$5.00)	154126	2	2/3/2012 6:24:04 PM
Josh Mergen	Online Lotto Payout	1.00	(\$1.00)	154767	2	2/9/2012 5:35:33 PM
Josh Mergen	Scratch Off Payout	2.00	(\$2.00)	154776	2	2/9/2012 5:58:14 PM
Josh Mergen	Scratch Off Payout	10.00	(\$10.00)	154788	2	2/9/2012 7:18:48 PM
Josh Mergen	Scratch Off Payout	50.00	(\$50.00)	155480	2	2/15/2012 5:13:09 PM
Laurie Wegner	Scratch Off Payout	6.00	(\$6.00)	154339	2	2/4/2012 5:38:01 PM
Laurie Wegner	Online Lotto Payout	1.00	(\$1.00)	154402	2	2/4/2012 8:43:59 PM
Laurie Wegner	Scratch Off Payout	6.00	(\$6.00)	155080	2	2/11/2012 3:16:38 PM
Laurie Wegner	Scratch Off Payout	2.00	(\$2.00)	155180	2	2/11/2012 9:07:49 PM
Laurie Wegner	Scratch Off Payout	19.00	(\$19.00)	156987	2	2/28/2012 6:59:23 PM
Lisa Jewell	Scratch Off Payout	70.00	(\$70.00)	155917	2	2/18/2012 4:12:43 PM
Lisa Jewell	Scratch Off Payout	10.00	(\$10.00)	155939	2	2/18/2012 5:37:43 PM
Lisa Jewell	Scratch Off Payout	2.00	(\$2.00)	156907	2	2/27/2012 7:30:26 PM
Louis Baas	Scratch Off Payout	8.00	(\$8.00)	153822	2	2/1/2012 5:16:17 PM
Louis Baas	Scratch Off Payout	5.00	(\$5.00)	155536	2	2/16/2012 1:22:40 PM
Louis Baas	Scratch Off Payout	92.00	(\$92.00)	155657	2	2/17/2012 1:22:44 PM
Louis Baas	Online Lotto Payout	42.00	(\$42.00)	156034	2	2/20/2012 12:59:08 PM
Louis Baas	Scratch Off Payout	42.00	(\$42.00)	156637	2	2/25/2012 11:09:00 AM
William Ludwig	Online Lotto Payout	1.00	(\$1.00)	153767	2	2/1/2012 12:52:11 PM
William Ludwig	Online Lotto Payout	4.00	(\$4.00)	153866	2	2/2/2012 11:42:57 AM
William Ludwig	Scratch Off Payout	1.00	(\$1.00)	153920	2	2/2/2012 5:06:16 PM
William Ludwig	Scratch Off Payout	10.00	(\$10.00)	154418	2	2/6/2012 10:27:54 AM
William Ludwig	Scratch Off Payout	12.00	(\$12.00)	154419	2	2/6/2012 10:30:52 AM
William Ludwig	Online Lotto Payout	1.00	(\$1.00)	154430	2	2/6/2012 1:15:54 PM
William Ludwig	Scratch Off Payout	15.00	(\$15.00)	154722	2	2/9/2012 2:20:27 PM
William Ludwig	Online Lotto Payout	4.00	(\$4.00)	154819	2	2/10/2012 11:19:48 AM
William Ludwig	Online Lotto Payout	3.00	(\$3.00)	155214	2	2/13/2012 1:35:29 PM
William Ludwig	Scratch Off Payout	1.00	(\$1.00)	156108	2	2/21/2012 8:42:56 AM
William Ludwig	Scratch Off Payout	2.00	(\$2.00)	156125	2	2/21/2012 12:26:09 PM
William Ludwig	Scratch Off Payout	2.00	(\$2.00)	156126	2	2/21/2012 12:26:48 PM
William Ludwig	Scratch Off Payout	2.00	(\$2.00)	156127	2	2/21/2012 12:27:34 PM
William Ludwig	Scratch Off Payout	5.00	(\$5.00)	156255	2	2/22/2012 3:53:12 PM
William Ludwig	Scratch Off Payout	2.00	(\$2.00)	156322	2	2/23/2012 10:29:52 AM
William Ludwig	Scratch Off Payout	10.00	(\$10.00)	156431	2	2/24/2012 9:40:38 AM
William Ludwig	Scratch Off Payout	3.00	(\$3.00)	156448	2	2/24/2012 12:00:27 PM
<b>Total</b>		<b>622.00</b>	<b>(\$622.00)</b>			







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# **Paynesville Vision Group**

# **Meeting**

**March 15, 2012 \* 6:00PM**

## **Paynesville Area Senior Center**

- How to keep our downtown business district growing and profitable
- How to keep current and future customers coming into our cities businesses
- How to keep our health care services alive and healthy
- How to maintain our cities service at their best and meet our expectations
- How to keep our schools competitive and effective for our current and future enrollment expectations
- Other – you pick it

This meeting will be conducted by a member of the Imitative Foundation, Dan Franks, of Little Falls, MN. Dan is an excellent facilitator. All ideas and voices will be heard.

All businesses, church, residential, leaders and residents are urged to attend.

We need your ideas, leadership, participation and your support for our cities stability, growth, and economic attractiveness.

s/Doris Wendlandt

Bob McDaniel - 243-7580

Ron Stebbins