

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD
PAYNESVILLE LIQUOR STORE
MAY 1, 2012
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
 - A. Minutes (page 1)
- III. NEW BUSINESS
 - A. May Promotions
 - B. Redneck Wine Glasses (page 7)
 - C. New Liquor Store in Litchfield
- IV. OLD BUSINESS
 - A. Sales & Purchasing Report
 - B. Blender Purchase
 - C. Waxing Floors & Bathroom Floor
 - D. Wine & Brewery Tours
 - E. May Wine Club
 - F. Wine & Food Paring Event Report
 - G. Curb Cut
 - H. Appreciation Day/Open House
 - I. Hwy. 55 & Main St. Signage
 - J. Review 2012 Goals (page 8)
- V. INFORMATIONAL
- VI. ADJOURN

*****Please contact Renee Eckerly at 320-243-3714 ext. 227 or
at 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: May 1, 2012

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

ITEM DESCRIPTION: Minutes

Prepared by: Staff

COMMENTS:

Please review the March 26, 2012 and April 3, 2012 Municipal Off-Sale Retail Liquor Board meeting minutes.

ADMINISTRATOR COMMENTS:

COMMITTEE/COUNCIL ACTION:

Motion to approve the minutes from the March 26, 2012 and April 3, 2012 Municipal Off-Sale Retail Liquor Board meetings.

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

MARCH 26, 2012

The meeting was called to order by Reed Ringstad at 6:15 p.m. Members present were Bill Ludwig, Steve Vaske, Jeff Thompson, and Jennifer Welling. Candice Woods and Sue Hecht were absent. Doris Wendlandt was also present.

Motion was made by Thompson to approve the minutes from the March 6, 2012 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.

WINE AND FOOD PAIRING EVENT

Ludwig explained that the vendor backed out to do the event on the original date. Queen Bee's and Ron & Judy's are available on April 26, 2012. This would take the place of the regular Wine Club event. Tickets are \$30.00 per person with minimum of 20 and 100 maximum. Wendlandt would like between 20-40 people and would need to know by April 23, 2012.

Event suggestions include:

- Cloth table cloths and napkins
- Partition pulled
- Round tables – 6 to a table
- Water pitchers at each table
- Wine glasses
- Water glasses
- Coffee station
- Dumping station

Event:

- Casual dress
- Wine
- Dinner
- Presentation
- 6 course meal
- 5:30 – 6:30 social
- 6:30 dinner
- Purchase tickets by April 21, 2012
- Menus

The Board reviewed the proposed menus presented by the venues. Ron & Judy's menu would cost \$18.95 not including tax and Queen Bee's menu would cost \$19.43 including tax; with no room charge.

Wendlandt expressed her support of Paynesville.

**Motion was made by Ringstad to hold the Food & Wine Event at Queen Bee's.
Seconded by Thompson and unanimously carried.**

It was suggested to have the participants fill out an evaluation sheet.

Items to do:

- Signup sheet
- Sign In sheet
- Tickets
- Order sheets
- Evaluations
- Poster
- Advertising
- Wirtz will do the place mat with wine descriptions and menu

APRIL AGENDA

The Board would like to discuss a Wine Road Trip at the next meeting.

There being no further business, the meeting was adjourned at 7:45 p.m.

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

APRIL 3, 2012

The meeting was called to order by Reed Ringstad at 6:17 p.m. Members present were Bill Ludwig, Jeff Thompson, and Sue Hecht. Candice Woods, Jennifer Welling, and Steve Vaske were absent.

APRIL PROMOTIONS

Ludwig reported the following:

Miller High Life & Miller Light	24 pack cans	\$14.99
Busch & Busch Light	24 pack cans	\$14.99
Kraken Rum	1 liter	\$16.99
Jesse James Bourbon	750 ml	\$13.99
Sweet Bitch Wines		\$8.99

CUSTOMER APPRECIATION DAY/ OPEN HOUSE

Customer Appreciation Day/Open House was discussed.

**Motion was made by Hecht to host Customer Appreciation Day/Open House.
Seconded by Vaske and unanimously carried.**

The event will be held on Friday, May 25, 2012 from 9:00 a.m. to 10:00 p.m. Vendors will be conducting in-house tastings. Door prizes, refreshments and discounts will be available.

ADVERTISING

Advertising includes:

- Ladies Night Out, May 11, 2012
- MN Anglers - \$100.00 ad for June 2nd event

Motion was made by Welling to do the MN Angler ad for \$100.00 with a coupon for free ice. Seconded by Hecht and unanimously carried.

- Baseball Book – may not participate in this
- Football Ads – will not participate in this fall
- Spring Insert – to list all events May - September

Motion was made by Vaske to do a Spring Insert. Seconded by Hecht and unanimously carried.

SUMMER EVENTS

Bourbon Night to be held on a Friday night in July or August. Ludwig will set up a date with a vendor.

June Wine Club – Gallo, margaritas, and Turning Leaf
July Wine Club – Frozen drinks
A Scotch and Cigar event was mentioned.

Purchasing a blender was discussed. This will be put back on the May agenda.

ROAD TRIP

The Board briefly discussed visiting local wineries and breweries in September. This will be put back on the May agenda.

HOLIDAY HOURS

The Board discussed being open on the holidays and consented to the following:

Memorial Day	10 a.m. – 8 p.m.
4 th of July	10 a.m. – 8 p.m.
Labor Day	10 a.m. – 8 p.m.

SALES REPORT

Ludwig reported the following:

- Sales were down \$926.00 from last year; however 2011 had the moving sale
- Profit was up \$4,354.00
- Year to date sales were up 3%

Year to date profit was up 14%

COMMUNITY VISION MEETING

Ludwig reported on signage, how to keep Paynesville viable, and the Hwy. 23 Bypass were discussed. Their next meeting is scheduled for April 19, 2012.

HOURS OF OPERATION

Store hours were discussed and will be changed from 8 a.m. to 10 p.m. to 9 a.m. to 10 p.m. Monday through Saturday. By doing this change it will save \$2,700.00 a year.

SIGNAGE ALONG HWY. 23 BYPASS

Signage on the Compost Site and Opportunity Park land would be optimum.

SIGNAGE AT HWY. 55 & MAIN ST.

Ludwig reported that he is still waiting for C & L to complete the sign.

WINE CLUB

52 people attended the event and 57 bottles of wine were sold.

DOOR BUZZER

A two buzzer system with alarm and door bell in the amount of \$144.97 plus tax was discussed and agreed on to purchase.

CURB CUT

Ludwig reported that Spanier is out about two weeks and will bring a bid to Roger Teal. The location of the curb cut will be moved from in front of the door to off to the side.

WAXING OF FLOORS

It was reported that the floors will need to be waxed. This will be on the May agenda and Ludwig will get quotes.

There being no further business, the meeting was adjourned at 8:04 p.m.

Redneck WINE GLASS

20¢ or
FREE
w/Purchase
Project Idea
fa 138

supplies:

- Pint mason jar
- Glass candlestick
- E6000
- Sandpaper
120 grit or less

Optional:

- Bead
- Enamel glass paint
- Vinyl letter
- Armor Etch



Scan with your smart phone
to view our YouTube video.

Directions:

1. Sand the bottom of the mason jar and top of candle stick. Wipe of any dust from the sanding.
2. Place jar upside down on tabletop apply E6000 in circle to the bottom of the mason jar and top of the candles stick. Let sit for a couple minutes.
3. Then place the top of the candlestick on the bottom of the jar. Let dry upside down for 24 hours.
4. Attach printable tag with jute or ribbon.
Tag can be found here: <http://www.craftsdirect.com/default.aspx?PageID=467>

Other options:

- Before step one: For etched look apply vinyl letter to jar, cover entire jar with Armor Etch, wait 5 minutes rinse off and dry
- In step two: Place bead on bottom center of jar before adhering candlestick.
- After step three: Use enamel paint to paint designs on to the jar and let dry.

CRAFTSDIRECT

Check out www.craftsdirect.com for more project ideas!



1

2012 GOALS

Each Board member was to bring 3-5 goals they would like to see for 2012. They are as follows:

- Advertise using rebates
- Increase advertising with hotel and resorts
- Different types of advertising
- Educating the customer
- Sell more gift cards
- Retaining staff
- Signage off of Hwy. 23
- Justify 2 employees at all times for safety and customer service
- Reward Card Program
- Cash Register
- More customer appreciation events
- More non-wine events
- Curb cut

Customer Service: Continue to create a fun atmosphere, concentrate on speed of service and thru put. Work with staff on their product knowledge. Encourage staff to get out from behind the counter and ask to help.

Gross profit dollars: Raise gross profit margin and maintain a 25% overall margin. This could potentially bring an extra \$10,000 to the bottom line. **Game Plan:** Watch pricing from vendors and look for the deep deals on purchasing. However make sure the product can move within three months.

Beat Sales Budget: Break the \$1.1 million mark on just sales. **Game Plan:** Continue to host events, start the make your own six packs on craft beers, offer a 2 for price on all wine products, teach the staff the proper way to up sell. Offer Birthday discounts, craft beer discount day. Continue to run monthly specials but start doing weekly as well. Revisit gift cards instead of certificates

Product Knowledge: Continue training the staff on our product line. **Game Plan:** Get the proper sell sheets from our vendors and the internet. Research the online training from MMBA. Give weekly read and sign documents for the staff to study. Encourage them to attend Wine Club and all tasting events.

Cross Train Staff: Work with staff to cross train and help with ordering, processing PO's, Wine Club, Beer Camp and all events.