

**SPECIAL MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD  
COLD SPRING BREWERY – NEW BREW HOUSE  
JULY 10, 2012  
6:00 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
  - A. Minutes (page 1)
- III. NEW BUSINESS
  - A. July Promotions
  - B. 2013 Parade Participation
- IV. OLD BUSINESS
  - A. Sales & Purchasing Report
  - B. Wine Club
  - C. Beer Camp Report
- 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: July 10, 2012

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

**ITEM DESCRIPTION:** Minutes

Prepared by: Staff

**COMMENTS:**

Please review the June 5, 2012 Municipal Off-Sale Retail Liquor Board meeting minutes.

**ADMINISTRATOR COMMENTS:**

**COMMITTEE/COUNCIL ACTION:**

Motion to approve the minutes from the June 5, 2012 Municipal Off-Sale Retail Liquor Board meeting.

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

**JUNE 5, 2012**

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

**Motion was made by Thompson to approve the minutes from the May 1, 2012 Municipal Off-Sale Retail Liquor Board meetings. Seconded by Hecht and unanimously carried.**

**JUNE PROMOTIONS**

Ludwig reported the following:

Michelob Golden Light	24 pack cans	\$16.99
Blue Moon	12 pack cans	\$11.99
Windsor	1.75	\$12.99 (with \$3.00 mail in rebate)
Sea Glass Wine		\$7.99

**BEER CAMP**

The Board finalized the details for Beer Camp including set up, clean up, snacks, prizes, coolers, pourers, etc.

**94.1 BREWERY TOUR**

It was reported that there is a group from Willmar touring the Cold Spring Brewery and they will be stopping at the Liquor Store on their way home. We will have in-house tastings as well as a coupon to give out. The radio advertisement to participate in this is \$250.00.

**Motion was made by Hecht to participate in the Beer Tour. Seconded by Vaske and unanimously carried.**

**WE-FEST PROMOTION**

There will be a We-Fest Promotion at the Liquor Store on Friday, July 13, 2012. At this time 98.1 radio station will be giving away We-Fest tickets. The store will have a Miller Light promotion and two hour tasting.

**JULY WINE CLUB**

Ludwig reported that he will not be at the July 26, 2012 Wine Club. It was determined that staff and board members could do it in his absence.

**BOURBON NIGHT**

Bourbon Night is being changed from August 3, 2012 to August 10, 2012. Ludwig presented proposals from venues for the event:

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Queen Bee's – booked  
Legion – open and no room charge  
Ron & Judy's – ½ a room and no room charge

**Motion was made by Welling to host Bourbon Night at the American Legion.  
Seconded by Hecht and unanimously carried.**

### **SALES REPORT**

Ludwig reported the following:

- May sales were up from last year
- Overall sales are up from last year
- Profit is up
- The average transaction is up

### **COLD SPRING BREWERY TOUR**

The Board and some of the Liquor Store employees are planning on touring Cold Spring Brewery on Tuesday, July 10, 2012; the same night as the July Board meeting. Spouses are also invited to attend. Employees will not be required to attend as they will not be paid, but are encouraged to attend.

### **WINE CLUB**

The May Wine Club was held on Thursday, May 24, 2012 with Bellboy as the featured vendor. 73 persons attended the event and 71 bottles were sold. The June Not Your Ordinary Wine Club will be held on Thursday, June 28, 2012 with Johnson Brother's as the featured vendor.

The May 2013 Wine Club needs to be moved up a week earlier to keep away from Fishing Opener and Appreciation Day.

### **LADIES NIGHT OUT**

Ludwig reported that all went well for this event.

### **CUSTOMER APPRECIATION DAY/ OPEN HOUSE**

Customer Appreciation Day was held on Friday, May 25, 2012 and Ludwig heard many comments on how nice this event was on this particular weekend. It was also suggested to keep the specials the same, 10% off liquor and wine and \$16.99 on all suitcases.

There being no further business, the meeting was adjourned at 7:22 p.m.