

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD
LIQUOR STORE
SEPTEMBER 4, 2012
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
 - A. Minutes (page 1)
- III. NEW BUSINESS
 - A. September Promotions
 - B. Advertising
- IV. OLD BUSINESS
 - A. Sales & Purchasing Report
 - 1. Wine Sale Report
 - B. Wine Club
 - C. Beer Camp
 - D. Bourbon Night Report
 - E. Hwy. 23 Bypass Signage
- 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: September 4, 2012

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

ITEM DESCRIPTION: Minutes

Prepared by: Staff

COMMENTS:

Please review the August 7, 2012 Municipal Off-Sale Retail Liquor Board meeting minutes.

ADMINISTRATOR COMMENTS:

COMMITTEE/COUNCIL ACTION:

Motion to approve the minutes from the August 7, 2012 Municipal Off-Sale Retail Liquor Board meeting.

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

AUGUST 7, 2012

The meeting was called to order by Chairperson Reed Ringstad. Members present were Bill Ludwig, Jeff Thompson, Jennifer Welling, and Steve Vaske. Sue Hecht was absent.

Motion was made by Welling to approve the minutes from the July 10, 2012 Special Municipal Off-Sale Retail Liquor Board meeting. Seconded by Thompson and unanimously carried.

AUGUST PROMOTIONS

Ludwig reported the following:

Bud & Bud Light	18 pack cans - pounders	\$12.99
Miller Light	24 pack cans	\$16.99
Svedka Vodka	1.75 L	\$16.99
Canadian Club Whisky	1.75 L	\$19.99

BEER CAMP

The Board discussed Beer Camp to be held on September 14, 2012. Queen Bee's is open and \$100.00, Ron & Judy's is free, but only half of the banquet room is available; and the American Legion is free and the full banquet hall is available.

Motion was made by Welling to hold Beer Camp at the American Legion at 7:00 p.m. on September 14, 2012. Seconded by Vaske and unanimously carried.

ANNUAL WINE SALE

The Annual Wine Sale will be held August 27 – September 1, 2012. This sale will feature 20% all wines in-stock. VIP passes offering 25% off all wines and a list of wines will be given out to all Wine Club Members at the August 23, 2012 Wine Club event. Posters will also be created and distributed in the community.

SALES REPORT

Ludwig reported the following:

- July sales were strong, but missed July 2011 by \$500.00; this could be due to the loss of a Friday this year
- June sales were up \$15,000.00 from last year
- Year to date sales are up \$50,000.00 and profit is up \$15,000.00
- Sold approximately 59 cases of Third Street Brewery product this summer

WINE CLUB

The next Wine Club will be August 23, 2012 at Ron & Judy's Restaurant. The July Wine Club had 52 people and sold about 14 products.

2

WILLMAR BREWERY TOUR

Ludwig reported that about 28 persons were on the tour and approximately 90% of the participants purchased product.

WILD COUNTRY NIGHT

The event was busy, but not all who attended purchased product. The winner of the We Fest Tickets was from Moorhead, MN.

BOURBON NIGHT

Bourbon Night is August 10, 2012 at the American Legion. Everything is ready for the event.

HWY. 23 BYPASS SIGNAGE

The Board discussed signage on Teal's property and other locations. The use of temporary banners was also discussed until a sign could be made. Ludwig will research costs for a lighted sign and possible locations.

LABOR

Stephanie Hormann, Part-time Liquor Store Clerk has resigned and her position will not be filled at this time.

There being no further business, the meeting was adjourned at 5:50 p.m.