

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD
LIQUOR STORE
OCTOBER 2, 2012
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
 - A. Minutes (page 1)
- III. NEW BUSINESS
 - A. October Promotions
- IV. OLD BUSINESS
 - A. Sales & Purchasing Report
 - B. Wine Club
 - C. Beer Camp Report
 - D. Hwy. 23 Bypass Signage
- V. INFORMATIONAL
 - A. November Meeting - Wednesday, November 7, 2012 at 6:15 p.m.
- 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 Member: Bill Ludwig

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: October, 2012

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

ITEM DESCRIPTION: Minutes

Prepared by: Staff

COMMENTS:

Please review the September 4, 2012 Municipal Off-Sale Retail Liquor Board meeting minutes.

ADMINISTRATOR COMMENTS:

COMMITTEE/COUNCIL ACTION:

Motion to approve the minutes from the September 4, 2012 Municipal Off-Sale Retail Liquor Board meeting.

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

SEPTEMBER 4, 2012

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

Motion was made by Welling to approve the minutes from the August 7, 2012 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Ringstad and unanimously carried.

SEPTEMBER PROMOTIONS

Ludwig reported the following:

Busch Light	24 pack cans	\$14.99
Yellow Tail Wines		\$4.99 and \$10.99
Canadian Club Whisky	1.75 L	\$19.99

NOVEMBER MEETING DATE

The November Liquor Board meeting will be changed from Tuesday, November 6, 2012 to Wednesday, November 7, 2012 at 6:15 p.m. due to the elections.

ADVERTISING

Ludwig reported that Teals is fine with the Liquor Store installing a sign on the West or South side of the Teals building. Electricity was discussed and it was suggested that we use electricity from Teals and then pay for it on a monthly basis instead of running our own line which would be very costly. Ludwig will research electrical prices and a cost for an additional sign. Ludwig also reported that the banners for along the new bypass arrived on Friday and will be put up in the next week.

SALES REPORT

Ludwig reported the following:

- June, July, and August (summer month's) numbers were strong
- Had one \$2,400.00 sale
- Had one 110 case of Busch purchase
- Up \$10,000.00 from last year
- Sold 500 more bottles of wine from last year
- Prices are going up on liquor, beer, and wine

ANNUAL WINE SALE

The Annual Wine Sale was held August 27 – September 1, 2012. This sale featured 20% all wines in-stock. VIP passes were given out to all Wine Club members offering 25% off all wines.

Ludwig reported that the sale went well and customers bought more cases of wine this time, not just a bottle or two.

WINE CLUB

The next Wine Club will be September 27, 2012 at Ron & Judy's Restaurant. The August Wine Club had 54 people and sold 74 products. It was suggested that next summer the Board focus on recipes for drinks instead of just out of the bottle mixes.

BEER CAMP

Beer Camp will be held on September 14, 2012 from 6:30 p.m. – 8:30 p.m. at the American Legion. Ludwig is working on finalizing the tables, beers, etc.

BOURBON NIGHT

Bourbon Night was August 10, 2012 at the American Legion. 22 people attended the event and 11 bottles of bourbon were sold.

There being no further business, the meeting was adjourned at 7:13 p.m.