

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

AGENDA

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- I. ~~CALL TO ORDER~~

 - II. CONSENT AGENDA
 - A. Minutes (page 1)

 - III. NEW BUSINESS
 - A. December Promotions
 - B. Discuss Advertising (page 4)
 - C. 2013 Goals – each Board member please bring 3 – 5 goals for the Liquor Store (page 6)

 - IV. OLD BUSINESS
 - A. Sales & Purchasing Report
 - B. In-House Tastings Report
 - C. Wine Club
 - 1. Customer Appreciation Night
 - A. Snacks
 - 2. Featured Vendor Commitment Form (page 7)
 - 3. Survey Results (page 8)
 - D. Sign (page 12)

 - V. INFORMATIONAL
 - A. Next Meeting – Wednesday, January 2, 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: December 4, 2012

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

ITEM DESCRIPTION: Minutes

Prepared by: Staff

COMMENTS:

Please review the November 8, 2012 Municipal Off-Sale Retail Liquor Board meeting minutes.

ADMINISTRATOR COMMENTS:

COMMITTEE/COUNCIL ACTION:

Motion to approve the minutes from the November 8, 2012 Municipal Off-Sale Retail Liquor Board meeting.

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

NOVEMBER 8, 2012

The meeting was called to order by Chairperson Reed Ringstad at 6:18 p.m. Members present were Bill Ludwig, Jennifer Welling, Sue Hecht, and Steve Vaske. Jeff Thompson was absent.

Motion was made by Welling to approve the minutes from the October 16, 2012 Special Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.

NOVEMBER PROMOTIONS

Windsor 1.75	\$15.99
Busch Light Pounders 18 pack cans	\$12.99
Miller High Life 24 pack cans	\$14.99

JANUARY MEETING DATE

The January meeting will be held on Wednesday, January 2, 2013 at 6:15 p.m.

OVER & SHORT MONEY

Over and short money was discussed and it was suggested to remind employees to watch checks for accurate amounts and have employees count cash back.

STAFFING

Ludwig reported that the Policies & Procedures Committee interviewed four applicants and two will be hired with the remaining two listed on the eligibility list.

SALES & PURCHASING

Ludwig reported that October was the first month that sales have been less than a year ago. This year there were four Saturdays and last year there was five Saturdays in October. The highway has also affected sales. Margins have fallen due to beer and wine prices increasing.

FRIDAY AND SATURDAY IN-HOUSE TASTING

The store is hosting in-house tastings every Friday and Saturday nights through the end of the year.

WINE CLUB

The next Wine Club will be November 15, 2012 at Ron & Judy's Restaurant. The October Wine Club had 55 people and sold 105 products. The December Wine Club will be held on Thursday, December 13, 2012.

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CUSTOMER APPRECIATION

Ludwig distributed the wine bottle opener that will be given out as an appreciation gift to all Wine Club members on December 13, 2012. Any remaining openers will be sold at the store. Snacks will be served and a list of such will be distributed at the next meeting. Board members may prepare a snack for that evening if they wish.

MINNESOTA WINE STATISTICS

Ludwig reviewed the Minnesota wine statistics with the Board.

MMBA FOOD DRIVE

The MMBA Food drive was not very successful. The food and cash received will be brought to the Community Center.

MMBA CONFERENCE

Ludwig reported on the conference he attended. Most pricing is going to a figure ending in \$.49 or \$.99. The conference also addressed using tweeter, face book, and web pages to advertise sales and events.

NEXT MEETING

The next meeting will be held on Tuesday, December 4, 2012 at 6:15 p.m. The agenda should include:

- 2012 & 2013 goals
- Featured Vendor Form to include must provide a minimum of two bottles per variety, two door prizes, and tasting notes on all varieties being tasted.
- Deadline for selection list and tasting notes.

There being no further business, the meeting was adjourned at 7:48 p.m.

Local Favorites



Millner Heritage
Assorted Wines
Located in Kimball

15% OFF



Assorted
Hob Nob Wines
750 ml Bottle

\$7.99



Assorted
Beringer Wines
1.5 Liter Bottle

\$8.99



Robert Mondavi
Private Select Wines
750 ml Bottle

\$7.99



Big House Wines
3 Liter Box

\$13.99

Glacial Ridge
Assorted Wines
Located in Spicer

15% OFF



Assorted
Verdi Wines
750 ml Bottle

\$5.99

Assorted
Tisdale Wines
750 ml Bottle

\$2.99

Assorted
Smoking Loon
Wines
750 ml Bottle

\$6.99



Assorted
Dancing
Bull Wines
750 ml Bottle

\$5.99

Assorted
Rex Goliath
Wines
750 ml Bottle

\$3.99

Assorted
Barefoot
Bubbly
750 ml Bottle

\$5.99



Third Street
BrewHouse
6 Pack Bottles
Located in Cold Spring

\$6.99



Save Even More!
\$3.00 Mail In
Rebate on 1 Bota
Box Purchase

Bota
Boxed Wines
3 Liter Box

\$14.99



Primal Roots Red & White
Blend Wines
750 ml Bottle

\$6.99



Save Even More!
\$12.00 Mail In
Rebate on 6 Bottles
Purchase

Fetzer Wines
Assorted • 750 ml Bottle

\$6.99



Black Box Wines
Assorted • 3 Liter Box

\$16.99



Assorted
Barefoot Wines
1.5 Liter Bottle

\$8.99



**La Grande
Noir Wines**
750 ml Bottle

\$6.99



**Villa Donna
Moscato D'asti
& Malvasia**
750 ml Bottle

\$8.99

**Francis Coppola
Diamond Collection
Chardonnay**
750 ml Bottle

\$9.99

**Francis Coppola
Diamond Collection
Claret**
750 ml Bottle

\$13.99



Summit All Flavors
12 Pack Bottles

\$11.99



**Rum Chata
Cream Liqueur**
750 ml Bottle

\$15.99

PREPARED
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*****ECRWSS**B004
T16 P10 -10043-
7.00
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PO BOX 333
EDEN VALLEY MN 55329-0333

Teal's LIQUOR
Two Week Wine Sale!

Sale Prices Good November 12th - 24th, 2012
at TEAL'S LIQUOR
Conveniently located next to Teal's Market in Cold Spring

Teal's LIQUOR
**Two Week
Wine Sale!**



Assorted
Cupcake Wines
750 ml Bottle

\$6.99

Assorted
**Red & White
Wine Blends**
750 ml Bottle

\$7.99

Sale Prices Good November 12th - 24th, 2012

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.

Paynesville Wine Club Featured Vendor Commitment Form

Wine Club Date _____

Company/Vendor Name _____

Person Representing Company/Vendor _____

Phone Number _____

Cell Number _____

Email _____

Mailing Address _____

Expectations:

- Provide tasting notes on the selections 2 weeks prior to the event (either preprinted (75 copies) or in word format)
- Provide at least 2 door prizes
- Provide and pay for at least 2 bottles of each selection

Company/Vendor Representative Signature

Date

Liquor Store Manager

Date

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2012 Paynesville Wine Club Survey Results

Total surveys returned = 49

1. How often do you attend Wine Club?

First Time	2
Second Time	3
Monthly	39
Bi-Monthly	1
Quarterly	3
Bi-Annually	1
Yearly	0
Total	49

2. Do you feel the \$5 cost of the event is appropriate?

Yes = 46 No = 1

Do you purchase punch cards to save money?

Yes = 14 No = 27

Do you purchase advance tickets?

Yes = 38 No = 6

Do you pay at the door?

Yes = 9 No = 29

3. Which Wine Club location would you prefer? (Please rank 1 to 4 with 1 being your first choice.)

American Legion **Number of times**

Ranked 1 = 1

Ranked 2 = 18

Ranked 3 = 5

Ranked 4 = 0

Ron & Judy's Restaurant

Ranked 1 = 44

Ranked 2 = 1

Ranked 3 = 1

Ranked 4 = 0

Queen Bee's Bar & Grill

Ranked 1 = 1

Ranked 2 = 6

Ranked 3 = 11

Ranked 4 = 4

Other

Ranked 1 = 0

Ranked 2 = 0

Ranked 3 = 3

Ranked 4 = 5

Comments:

- Steve Vaske's house
- Rotate
- Bugbee's
- No private area at Queen Bee's
- Coffee Shop – downtown
- Pilgrim Inn

- No, all but one, Queen Bee's, bad atmosphere, owner is not nice, Doris wants to get her way, poor repor with customers
- No, all but one, Queen Bee's
- Yes, different businesses need support from the City too
- Yes, spread the wealth
- No, private, good food, great service
- Yes, good for all
- Yes, we need to support the local businesses
- ~~No, like Ron & Judy's (sometimes cold during winter in the event room)~~
- No, I'd rather not, I enjoy it here
- No, would never remember which place to go
- No, too hard to remember where it's at

Would you support rotating the Wine Club event between the above establishments?

Yes = 30 No = 15

Why or why not?

- No, I'd be confused
- No, closer to my home, atmosphere is nice
- No, too confusing to regular customers
- Yes, it's nice to support all places
- No, best atmosphere is at Ron & Judy's

4. Have you ever attended Beer Camp? Yes = 30 No = 15

Why or why not?

- No, not a beer drinker
- No, I seem to have a conflict with the date
- No, don't like beer
- Yes, fun
- Yes, very good variety
- No, was busy
- Yes, it's fun
- No, I have a drinking problem
- No, too busy dang
- Yes, dates haven't worked well though
- No, wrong dates, out of town
- Yes, like to taste
- Yes, fun
- Yes, it's a good event
- Yes, lots of fun
- No, not convenient night
- No, not a convenient time each time for us
- No, beer is not my favorite
- No, I enjoy wine better
- No, don't like beer
- No, not a beer drinker
- No, don't like beer
- No, don't like beer

5. Have you ever attended Bourbon Night? **Yes = 16** **No = 33**
 Why or Why not?
- **No, not a bourbon drinker**
 - **No, don't like bourbon**
 - **No, I would like to**
 - **No, don't like it**
 - **No, want to come**
 - **No, not able to**
 - **Yes, also fun**
 - **Yes, great time, best one**
 - **Yes, best night, should have more**
 - **No, timing**
 - **No, not a fan**
 - **Yes, didn't come for it**
 - **Yes, like to taste**
 - **Yes, best night ever**
 - **Yes, did not realize how much I liked bourbon**
 - **No, would love to.**
 - **No, not a bourbon drinker**
 - **No, not a bourbon drinker**
 - **Yes, fun to learn about new things**
 - **No, don't like bourbon**
 - **No, not a bourbon drinker**
 - **No, not a bourbon drinker**

6. Have you ever attended Rum Night? **Yes = 18** **No = 31**
 Why or Why not?
- **No, did not work with my schedule**
 - **No, was busy**
 - **No, unable**
 - **Yes, diluted product**
 - **No, not able to**
 - **Yes, more fun**
 - **Yes, fun**
 - **Yes, pretty good**
 - **Yes, loved it, informational too**
 - **No, couldn't make it**
 - **Yes, enjoy different beverages – get to taste before you buy**
 - **Yes, good**
 - **No, would love too**
 - **No, not a rum drinker**
 - **No, didn't work out, don't drink much rum**
 - **No bad timing, it wouldn't attend if it worked**
 - **No, busy that night**
 - **No, not a rum drinker**
 - **No, don't like rum**

7. How do you hear about Liquor Store events?
Friends = 24

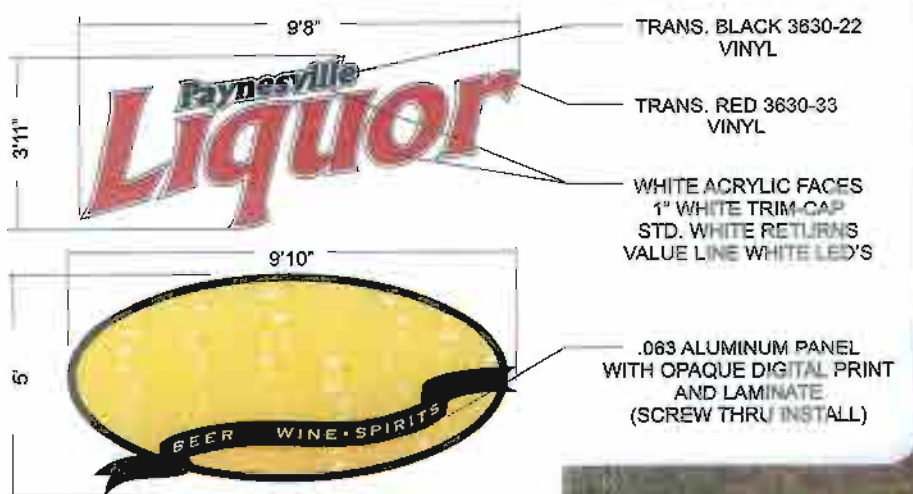
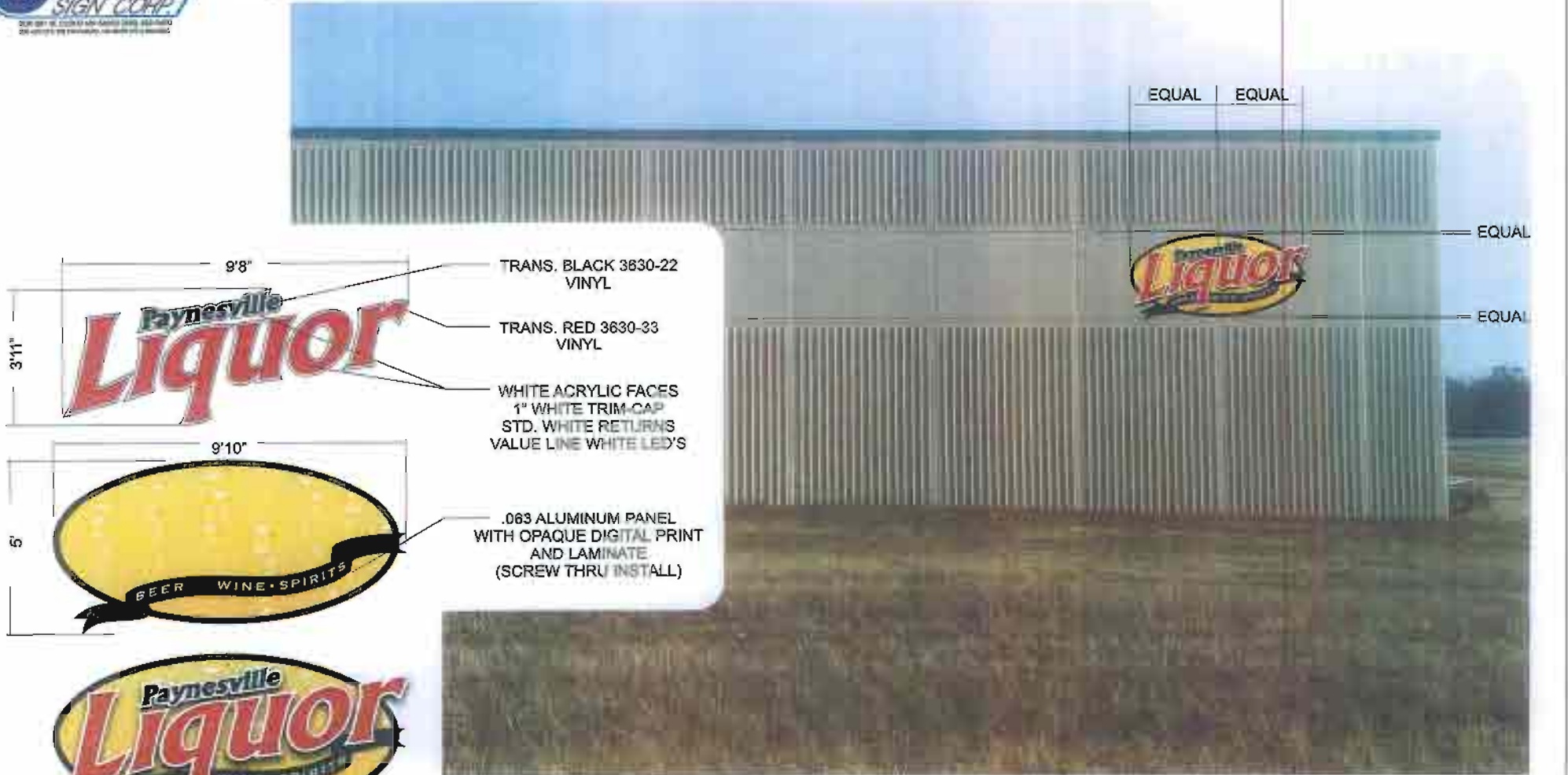
Newspaper =	18
Radio =	0
Flyers/Posters =	10
Liquor Store Staff =	25
Email =	6
Family =	5

8. What other event(s) or tasting(s) are you interested in the Liquor Store hosting?

- **Margarita night**
- **Specialize on one type of wine per event**
- **Vodka night, Irish night, 3rd Street Brewery night**
- **T-bone steak night**
- **Shot night**
- **Any**
- **Anything**
- **Tequila, brandy, glasses- different shapes and sizes**
- **Liquors**
- **Raise price for a bi-monthly event to include food**
- **Love new things**
- **Scotch night**
- **Scotch liquors**
- **Liquors**
- **Food and wine dinner**
- **Food and wine pairing**
- **Anything**

9. Other comments, questions, concerns:

- **Doing a great job**
- **This is very fun to have in Paynesville, don't stop, a great date night**
- **Consider adding visuals for the wines so we can remember them when we go shopping**
- **A lot of fun**
- **Great time to get together**
- **Always a fun event**
- **People do not go to Doris' bar**
- **I think this is a good event for the liquor store, keep it up**
- **Thanks to the staff of the liquor store for the innovative effort**
- **You do a wonderful job**
- **Use a microphone every time as it's very hard to hear with the noise. Avoid the summer concert series at Van's Beach whenever possible. Bill does a great job as manager and at wine club – good helpers also.**
- **Fun time – I'm not a big drinker of anything**



FINISHED LOOK

SCALE: 3/8"=1'

SCALE: 3/16"=1'

NOTES-

FABRICATE AND INSTALL ONE NEW WALL SIGN
 CHANNEL LETTERS ATTACHED TO NON-LIT ALUMINUM PANEL

SALESMAN: BOB GRUBER JR
LOCATION: PAYNESVILLE, OH
SCALE: PER SPECS
DATE: 11/26/12
SQ F
WORK ORDER

12