

**SPECIAL MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD  
LIQUOR STORE  
JANUARY 2, 2013  
6:15 P.M.**

**AGENDA**

- I. CALL TO ORDER
- II. CONSENT AGENDA
  - A. Minutes (page 1)
- III. NEW BUSINESS
  - A. Election of Officers (page 4)
  - B. Meeting Schedule (page 5)
  - C. January Promotions
- IV. OLD BUSINESS
  - A. Sales & Purchasing Report
  - B. Wine Club
  - C. Sign
  - D. 2013 Goals
    - 1. Parking Lot Lighting
- 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 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: January 2, 2013

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

**ITEM DESCRIPTION:** Minutes

Prepared by: Staff

**COMMENTS:**

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

**ADMINISTRATOR COMMENTS:**

**COMMITTEE/COUNCIL ACTION:**

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

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

**DECEMBER 4, 2012**

The meeting was called to order by Chairperson Reed Ringstad at 6:19 p.m. Members present were Bill Ludwig, Jennifer Welling, Sue Hecht, Steve Vaske, and Jeff Thompson.

**Motion was made by Welling to approve the minutes from the November 8, 2012 Special Municipal Off-Sale Retail Liquor Board meeting. Seconded by Hecht and unanimously carried.**

**DECEMBER PROMOTIONS**

|  |                             |
|--|-----------------------------|
| Windsor 1.75                           | \$15.99                     |
| Luccio Wine                            | \$8.99                      |
| Bella Rosa Wine                        | \$8.99                      |
| Bacardi 1.75                           | \$14.99 with mail in rebate |
| Sutter Home Wine 750 ml                | \$4.49                      |
| Sutter Home Wine 1.5 L                 | \$8.99                      |
| Coors /Coors Light 16 oz. 18 pack cans | \$14.99                     |
| Bud/Bud Light 12 oz. 24 pack cans      | \$17.99                     |

**ADVERTISING**

The Board discussed advertising and suggested a two-fold 11x17 insert with pictures of bottles, full color, and list of events.

**2013 GOALS**

Board member's goals for 2013 include:

- Increase lighting in the parking lot
- Staff two employees during night hours
- Train a back-up employee for Bill
- Increase employee retention
- Increase margin
- Continue to keep the store clean
- Keep checkout counter from getting too cluttered
- Advertise wisely – Monthly, Twitter, Face Book
- Advertise using rebates

This will be kept on the January agenda for further discussion.

**Motion was made by Vaske to send a letter to Teals regarding lighting in the parking lot. Seconded by Hecht and unanimously carried.**

## **SALES & PURCHASING**

Ludwig reported that sales were up \$5,000.00 from last year, but margins were down due to beer costs. For the month of November sales, profit, and margins were all up.

## **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 December 13, 2012 at Ron & Judy's Restaurant. The November Wine Club had 48 people and sold 129 products (this is the most ever sold). The December Wine Club will be held on Thursday, December 13, 2012 with Wirtz Beverages as the host. This will also be Customer Appreciation Night. Snacks were discussed for Appreciation Night.

## **CUSTOMER APPRECIATION**

Snacks will be served and a list of such was discussed.

## **FEATURED VENDOR COMMITMENT FORM**

The Commitment form was reviewed and Ludwig will start using the form in 2013.

## **SURVEY RESULTS**

The Wine Club survey results were reviewed. It was the consensus to keep Wine Club at Ron & Judy's and to continue to rotate the other events.

## **SIGN**

A layout and design of the sign was reviewed.

**Motion was made by Hecht to install the sign. Seconded by Thompson and unanimously carried.**

## **NEXT MEETING**

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

There being no further business, the meeting was adjourned at 8:20 p.m.

**REQUEST FOR COMMITTEE/COUNCIL ACTION**

**COMMITTEE/COUNCIL NAME:** Liquor Board

Committee/Council Meeting Date: January 2, 2013

Agenda Section: New Business

Originating Department: Administration

Item Number: III - A

**ITEM DESCRIPTION:** Election of Officers

Prepared by: Staff

**COMMENTS:**

Nominations for Chairperson.

Nominations for Vice Chairperson.

Nominations for Secretary.

**ADMINISTRATOR COMMENTS:**

**COMMITTEE/COUNCIL ACTION:**

A motion to elect \_\_\_\_\_ as Chairperson.

A motion to elect \_\_\_\_\_ as Vice Chairperson.

A motion to elect \_\_\_\_\_ as Secretary.

**REQUEST FOR COMMITTEE/COUNCIL ACTION**

**COMMITTEE/COUNCIL NAME:** Liquor Board

Committee/Council Meeting Date: January 2, 2013

Agenda Section: New Business

Originating Department: Administration

Item Number: III - B

**ITEM DESCRIPTION:** Meeting Schedule

Prepared by: Staff

**COMMENTS:**

Every year each Committee sets their yearly meeting schedule. Currently the Board meets the first Tuesday of each month at 6:15 p.m.

**ADMINISTRATOR COMMENTS:**

**COMMITTEE/COUNCIL ACTION:**

A motion to set the Municipal Off-Sale Retail Liquor Board meetings for \_\_\_\_\_.

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