

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

**AGENDA**

- I. CALL TO ORDER
- II. CONSENT AGENDA
  - A. Minutes (page 1)
- III. NEW BUSINESS
  - A. April Promotions
  - B. MMBA Annual Conference (page 5)
  - C. Area Guide Ad (page 9)
  - D. Whiskey Night
- IV. OLD BUSINESS
  - A. MMBA Boot Camp – Declaration Sheet (page 10)
  - B. Sales & Purchasing Report
  - C. Wine Club
  - D. Parking Lot Lighting
  - E. Sign on Wheels
  - F. Open House – Friday, May 24, 2013
- V. INFORMATIONAL
- VI. ADJOURN

**\*\*\*Please contact Renee Eckerly at 320-243-3714 ext. 227 or  
at [renee@paynesvillemn.com](mailto:renee@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: April 2, 2013

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

**ITEM DESCRIPTION:** Minutes

Prepared by: Staff

**COMMENTS:**

Please review the March 11, 2013 Municipal Off-Sale Retail Liquor Board meeting minutes.

**ADMINISTRATOR COMMENTS:**

**COMMITTEE/COUNCIL ACTION:**

Motion to approve the minutes from the March 11, 2013 Municipal Off-Sale Retail Liquor Board meeting.

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

**MARCH 11, 2013**

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

**Motion was made by Thompson to approve the minutes from the February 5, 2013 Special Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.**

**MARCH PROMOTIONS**

Bud, Bud Light and Michelob Golden Light	12oz 18 pack cans	\$13.99
Dr. McGillicuddy's	750ml Travelers	\$11.99
Rum Chata	750ml	\$15.99
Midnight Moon Moonshine All Flavors (sample every Friday night in March)		\$16.99
Barefoot wine	750ml	\$4.99
	1.5L	\$9.99

St. Patrick's Day Weekend Specials 15<sup>th</sup> and 16<sup>th</sup> only:

Brady's Irish Crème	750ml	\$9.99
2 Gingers Irish Whiskey	750ml	\$18.99
Killians Irish Red	12oz 12 pack bottles	\$9.99

**MMBA NEWSLETTER – CREDIT CARD SURCHARGE**

Ludwig reported credit card surcharges. Most Paynesville customers use debit cards. Currently the store uses Heartland, but Ludwig would like to check in to US Bank for credit card services.

**MMBA BOOT CAMP & DECLARATIONS**

Ludwig reported on the MMBA Boot Camp. It was an excellent conference and Paynesville Liquor is doing a lot of great things, including wine club, beer camp, and other events. Ludwig mentioned that each store throughout the state is different for instance Edina – 50% of their sales is wine and Paynesville – 50% of our sales is beer. Ludwig was asked to serve on the MMBA Board of Directors and wanted to know what the Board's thoughts. The commitment would be 10 days a year for events, conferences, meetings, etc. The MMBA does cover some of the associated costs for such. The consensus of the Board was to support Ludwig on the MMBA Board of Directors with the understanding that a back up (for ordering, invoicing, etc) for Ludwig would be solidified.

The MMBA Declarations included:

**Shelf Set, Traffic Flow, Specials POS, & Vendor Services**

- Signage for wines – working on
- Numbers on cooler doors – done
- Logo on signs, flyers, posters & ads – Welling will work with Ludwig on this

- Higher margin product on the floor – done

### **Financial Statements, Pricing, & Inventory Control**

- Focus on beer and wine margins – working on
- Use Cable Channel 8 for promotions and events – Ludwig will check with Eckerly on this
- Make sure employees are not lowering prices on cash register – Ludwig is working with staff on this

### **Security, Theft, & Internal Controls**

- Line voids – working on
- Discounts given – working on
- Vendor check in – working on

### **Personnel, Customer Service, & Scheduling**

- Staff training check list/manual – Ludwig and Welling will work on and put back on a future agenda
- Wine Training 101 - \$25.00 on line training for employees
- Bodily fluid kit & eye washing station – done

### **SALES & PURCHASING**

Ludwig reported on February's sales and margins. February sales were up from last year. Make your own cigarettes supplies have been a huge success.

### **WINE CLUB**

The next Wine Club will be March 21, 2013 at Ron & Judy's Restaurant. The featured vendor will be Heartland Wine Sales. The February Wine Club had 58 people and sold 41 products. The Board discussed different vendors to Wine Club. Ludwig reported on his top 4 selling wines:

1. Yellow Tail
2. Barefoot
3. Milner Heritage
4. Sutter Home

### **PARKING LOT LIGHTING**

Ludwig has been in contact with Teals. Ludwig checked with Mergen on the Airport Zoning regarding increased lighting. It was suggested to put up more lighting on the building for now.

### **RETURN POLICY**

The Liquor Store Return Policy was reviewed.

**Motion was made by Welling to approve the Paynesville Liquor Store Return Policy and recommend such to the City Council. Seconded by Thompson and unanimously carried.**

### **CHECK SCANNING MACHINE**

At the last meeting it was suggested to inquire with the Credit Union on a check scanning machine. Ludwig reported that in 2012 the store received \$385.00 in bad checks and in 2011 the store received \$120.00 in bad checks. In 2012 only \$100,000.00 of the total sales was purchased by checks. With this in mind the check scanning machine is too expensive to proceed with any further.

### **ANNUAL OPEN HOUSE**

Ludwig suggested holding the open house this year during the Memorial Day weekend; Friday, May 24, 2013 with all day sales. Vendors and sampling would be from 3 – 8 p.m. only.

### **SIGN ON WHEELS**

Ludwig had researched a sign on wheels; instead of renting it from the Lions Club. The estimated cost is \$850.00. Thompson also found some that were cheaper with the bright letters. This will be discussed further at the next meeting.

There being no further business, the meeting was adjourned at 8:01 p.m.

This Certificate is Good for \$50 off each  
**Member Group Package Registration**  
Payment Received in the MMBA Office by  
May 10, 2013

So, if payment is received in the MMBA Office by  
May 10, 2013, the rates would be:

\$379 Single occupancy/per person/entire stay  
\$279 Double occupancy/per person/entire stay

*This discount does not apply to Commuter Registrations  
and non MMBA / MLBA member rates*

**MN Municipal Beverage Association Annual Conference**  
**May 19-21, 2013**  
*( With Special May 18 Pre-Conference Event )*  
**Arrowwood Resort – Alexandria, Minnesota**

**Please Complete and Send to MMBA**

Business Name \_\_\_\_\_

Mr./Mrs./Ms. \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone ( \_\_\_\_\_ ) \_\_\_\_\_

E-Mail \_\_\_\_\_

Arrive/Depart Dates: \_\_\_ / \_\_\_ to \_\_\_ / \_\_\_ #Nights \_\_\_\_\_

**Special Requests:** (i.e. Room accessibility, dietary, etc.)  
 Explain: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**MAKE CHECK PAYABLE, AND SEND TO:**

**Minnesota Municipal Beverage Association**  
**PO Box 32966**  
**Minneapolis, MN 55432**  
**763-572-0222**  
**866-938-3925**  
**763-572-8163 (fax)**

**Special Pre-Conference Saturday (May 18)**  
**Gourmet Southwestern Style Wine Tasting Dinner**  
 featuring  
**Trincherro Family Estates Portfolio**  
 \_\_\_\_\_ \$50.00 Per Person

**GROUP PACKAGE (Includes NEW Sunday Brunch)**

*Deluxe Standard Room*

\_\_\_\_\_ \$429 (\$529 non MMBA / MLBA Member)

Single occupancy/per person/entire stay\*

\_\_\_\_\_ \$329 (\$429 non MMBA / MLBA Member)

Double occupancy/per person/entire stay

**Package Includes:** Conference Registration, accommodations for 2 nights, brunch & dinner on Sunday, breakfast, lunch & dinner on Monday, breakfast on Tuesday, non-motorized recreation, tax and service charge.

*(\* Note: Spouses stay free with participant's paid single package. However, meals must be purchased.)*

**PRE-CONFERENCE ROOM: SATURDAY, MAY 18**

\_\_\_\_\_ \$110.00 (including tax) Single / Double Occupancy  
 (Cost is per ROOM, not per-person)

**ROOMMATES: IF YOU ARE SHARING A ROOM EACH PERSON MUST COMPLETE A SEPARATE RESERVATION FORM**

List name of the roommate you've selected:

\_\_\_\_\_  
 If you are selecting roommates, reservation forms must be mailed together.

**CONFERENCE COMMUTER (NO LODGING) REGISTRATION ONLY:**

\_\_\_\_\_ \$75 Member & \$175 Non-MMBA / MLBA Member

**COMMUTER (NO LODGING) / SPOUSE MEALS:**

\_\_\_\_\_ Sunday Brunch (\$17.00)

\_\_\_\_\_ Sunday Dinner (\$39.00)

\_\_\_\_\_ Monday Breakfast (\$15.00)

\_\_\_\_\_ Monday Lunch (\$16.00)

\_\_\_\_\_ Monday Dinner (\$39.00)

\_\_\_\_\_ Tuesday Breakfast (\$15.00)

**TOTAL ENCLOSED: \$** \_\_\_\_\_

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## **2013 MMBA Conference Schedule of Events (Subject to Change)**

### **Saturday, May 18**

Noon – 6 PM = *Registration*

6:00 PM – 7:00 PM = *Cocktails*

7:00 PM – 8:30 PM = *Gourmet Southwestern Style Wine Tasting Dinner*

8:30 PM – 10:30 PM = *Social Gathering featuring the Music of Michael Campbell*

### **Sunday, May 19**

8:00 AM – 1:00 PM = *Registration*

9:00 AM – 10:00 AM = *Computerized Inventory Q & A for Off-Sale Facilities*

9:00 AM – 10:00 AM = *Computerized Inventory Q & A for Combination Facilities*

10:00 AM – 11:30 AM = *Beverage Alcohol Training*

10:00 AM – 1:00 PM = *Brunch & Expanded Vendor Showcase with Complimentary Massages*

1:00 PM – 2:15 PM = *Talking Irish Whiskey with Kieran Folliard*

2:30 PM – 3:30 PM = *Training Your Staff to Sell More Wine*

3:45 PM – 5:00 PM = *Whiskeys of the World*

6:00 PM – 7:00 PM = *Cocktails*

7:00 PM – 8:00 PM = *Fish Boil & Steak Dinner*

8:30 PM – 11:30 PM = *Casino Night -- Back by Popular Demand*

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**Monday, May 20**

7:00 AM – 8:30 AM = *Breakfast*

9:00 AM – Noon = *Better Feedback, Better Performance*  
*with by Darryl Rosen – Back by Request*

Noon – 12:30 AM = *Box Lunch*

1:00 PM – 5:00 PM = *Golf / Pontoon / Shopping / Medallion Hunt*

6:15 PM – 7:15 PM = *Cocktails*

7:15 PM – 8:30 PM = *Sit-Down Dinner*

9:00 PM – 10:00 PM = *James Wedgwood, Comic Ventriloquist*

**Tuesday, May 21**

7:00 AM – 8:30 AM = *Breakfast*

8:45 AM – 11:00 AM = *MMBA Annual Meeting, Elections, Awards & Round Table Discussions (Large Off-Sale, Medium – Small Off-Sale and Combination)*

11:00 AM = *Home (Trains, Planes & Automobiles)*

.....  
*Point of Sale Vendors will be available throughout the conference for personal consultations.*  
.....

# Area Guide Advertisement Sheet

**Size:**  
[Circle 1]

1/8

1/4 H

1/4 V

1/2

Full Page

**Directory?**  
[Circle 1]

Real Estate

Restaraunt

Lodging

Golf

Antique

**Copy**

**Paynesville  
LIQUOR**  
BEER WINE SPIRITS

*"Where the profits benefit the Community"*

OPEN MONDAY-SATURDAY • 9 AM - 10 PM

- WINE CLUB
- BOURBON NIGHT
- BEER CAMP
- SPECIAL SUMMER EVENTS
- WED. SENIOR DISCOUNT DAY
- TUES. WINE DISCOUNT DAY
- LOTTERY
- BEER - ICE

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970 West Hwy 28, Suite 120 • Paynesville

Conveniently  
Located at  
Teal's  
Market  
Complex!

**Holly Roush**

adsales@paynesvillepress.com

320-243-3772

**Cost:**

270<sup>00</sup>

bu 4/6

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