

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD  
AT CITY HALL CONFERENCE ROOM  
JANUARY 7, 2014  
6:15 P.M.**

**AGENDA**

- I. CALL TO ORDER
- II. CONSENT AGENDA
  - A. Minutes (page 1)
- III. NEW BUSINESS
  - A. January Promotions
  - B. Election of Officers (page 4)
  - C. Meeting Schedule (page 5)
  - D. Liquor Store Location
  - E. 2013 Audit
  - F. Hockey Association
- IV. OLD BUSINESS
  - A. Sales & Purchasing Report
  - B. Review December Wine Club/Customer Appreciation & January Wine Club
  - C. 2014 Liquor Store Goals – Bring 3 goals with you to the meeting
  - D. 2014 Events/Venues
  - E. Recipes
  - F. Calendar of Events/Coupons
- V. INFORMATIONAL
- VI. ADJOURN

**\*\*\*Please contact Renee Eckerly at 320-243-3714 ext. 227 or  
at [renee@painesvillemn.com](mailto:renee@painesvillemn.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 7, 2014

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

**ITEM DESCRIPTION:** Minutes

Prepared by: Staff

**COMMENTS:**

Please review the December 3, 2013 Municipal Off-Sale Retail Liquor Board meeting.

**ADMINISTRATOR COMMENTS:**

**COMMITTEE/COUNCIL ACTION:**

Motion to approve the minutes from the December 3, 2013 Municipal Off-Sale Retail Liquor Board meeting.

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

**DECEMBER 3, 2013**

The meeting was called to order by Chairperson, Reed Ringstad at 6:20 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, and Steve Vaske. Sue Hecht and Jeff Thompson were absent.

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

**DECEMBER PROMOTIONS**

Mich Golden Light	12oz 24pack cans	\$16.99		
Keystone Light	12oz 24 pack cans	\$13.99		
Third Street Brewing	6 packs	6.99	12 packs	\$12.99
E&J VSOP	1.75L	\$17.99		
Rumchata	750ml	\$15.99		
Roscato Sweet Red Wine		\$9.99		
Relax Riesling, Red, Pink		\$8.99		

**2014 LIQUOR STORE GOALS**

Ludwig presented his goals:

1. Increase margin
2. Increase profit
3. Power buying with other liquor stores

The Board will bring their goals to the next meeting. One goal mentioned was recipe cards/impulse buying.

**SALES & PURCHASING**

Ludwig presented the sales and purchasing report for November and year to date.

**CUSTOMER APPRECIATION NIGHT**

Customer Appreciation Night will be held in conjunction with Wine Club on Thursday, December 12, 2013 at Ron & Judy's. The vendor will be Southern Wine & Spirits. There will not be a gift for each participant, but rather more prizes (which will be wrapped). Food was discussed and Board members volunteered to each bring something. A 15% off coupon will also be distributed to all who attend. A flyer will be handed out detailing Christmas and stocking suffer ideas that can be purchased at the store. This same flyer will be posted and used in an ad.

## **PUNCH CARD RSVP'S**

This was tabled from the November meeting. The Board agreed that the Wine Club punch cards would only be valid for Wine Club events and could not be used for special events like Rum Night, Bourbon Night, or Beer Camp to name a few. By doing such it will give staff a better idea of how many to plan for. Ticket prices would remain the same \$5.00 in advance and \$7.00 at the door.

## **YEARLY CALENDAR OF EVENTS**

A calendar of events was discussed; similar to what Teals does with their magnetic coupon sheets. Welling will look into this.

## **HOLIDAY'S**

### **Store Hours:**

Christmas Eve – close at 6 p.m.

Christmas Day - closed

New Years Eve – regular hours

New Years Day – closed

The store audit will be conducted on December 29, 2013.

## **NEXT MEETING AGENDA ITEMS**

2014 Goals, recipes and event venues will be discussed.

There being no further business, the meeting was adjourned at 8:07 p.m.

**REQUEST FOR COMMITTEE/COUNCIL ACTION**

**COMMITTEE/COUNCIL NAME:** Liquor Board

Committee/Council Meeting Date: January 7, 2014

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 7, 2014

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 \_\_\_\_\_.