

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD
AT CITY HALL CONFERENCE ROOM
FEBRUARY 4, 2014
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
 - A. Minutes (page 1)
- III. NEW BUSINESS
 - A. Liquor Store Location & Brief History - Items of Discussion:
 - 1. Needs/Wants/Wish List
 - 2. Lease Amount
 - 3. Layout
 - 4. Square Footage
 - 5. Office Area
 - 6. Lighting
 - 7. Rest Room
 - 8. Walk-In Cooler
 - 9. Storage Room
 - 10. Parking
 - 11. Loading & Unloading Area
 - 12. Parking
 - 13. Front Counter
 - 14. Event Venue/Room
 - 15. Tobacco Area
 - 16. Shelving
 - 17. Rebate & Recipe Area
 - 18. Security System
 - 19. Signage
 - 20. What would the City do - for example paint?
 - 21. What would owner/contractor do?
 - B. MMBA Luncheon – Litchfield on February 27, 2014
- IV. OLD BUSINESS
- V. INFORMATIONAL
 - A. Next Meeting – February 12, 13, 18 or 20 - To Discuss all other regular monthly business.
- VI. ADJOURN

*****Please contact Bill Ludwig at 320-243-3874 or at (liquor@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: February 4, 2014

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

ITEM DESCRIPTION: Minutes

Prepared by: Staff

COMMENTS:

Please review the minutes from 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.