

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD  
AT THE LIQUOR STORE  
APRIL 1, 2014  
6:15 P.M.**

**AGENDA**

- I. CALL TO ORDER
- II. CONSENT AGENDA
  - A. Minutes (page 1)
- III. NEW BUSINESS
  - A. April Promotions
  - B. 2014 Town & Country Days Parade
- IV. OLD BUSINESS
  - A. Sales & Purchasing Report
  - B. Wine Club
  - C. Employee Handbook
  - D. 2014 Liquor Store Goals – Each Board member bring 3 goals with you to the meeting
  - E. Liquor Store Location
  - F. Sign/Billboard
- 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: April 1, 2014

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

**ITEM DESCRIPTION: Minutes**

Prepared by: Staff

**COMMENTS:**

Please review the minutes from the February 4, February 12, February 20, and February 26, 2014 Municipal Off-Sale Retail Liquor Board meetings.

**ADMINISTRATOR COMMENTS:**

**COMMITTEE/COUNCIL ACTION:**

Motion to approve the minutes from the February 4, February 12, February 20, and February 26, 2014 Municipal Off-Sale Retail Liquor Board meetings.

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

**FEBRUARY 4, 2014**

The meeting was called to order by Chairperson, Reed Ringstad at 6:15 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Steve Vaske, Sue Hecht (6:25 p.m.) and Jeff Thompson. Also present was Corey Gerads, Alliance Building Corporation and Larry Keenan, Keenan Architectural Group, Inc.

**Motion was made by Welling to approve the minutes from the December 3, 2013 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.**

**LIQUOR STORE LOCATION**

The following was reported:

- A company approached the City to purchase some land along the by-pass
- Want to build the City a liquor store with 7,000 – 7,500 square feet if the City would help them with the purchase of the land
- Proposed is a convenience store, bait shop, fuel, and liquor store
- Current liquor store is 3,100 square feet
- The City is interested in further development in this area
- More space with new liquor store and more say on the layout
- Lease or own is still being considered
- Better fit and location
- Have an event venue on site

**The Board discussed needs/wants, etc.:**

- Vestibule/entry way
- Cement floor – not tile
- New/bigger cooler/beer cave – cost \$5,000.00 to move it last time
- Possibly eliminate small coolers around the current store
- More space for displays
- Need for janitorial/utility room/closet
- Due to size of square footage two restrooms will be required
- Increase storage space
- Increase counter space
- Wine tasting bar
- Break room
- Office
- Drop safe
- Signage/banners
- Lighting
- Upgrade security system
- Increase electrical outlets
- Increase lease amount

- Lease versus own
- Increase staff
- Expenses versus income
- In house event venue

Corey Gerads and Larry Keenan were in attendance to get a feel for what the Liquor Board might want if they were able to get into a larger space/new store. They would design the store, get costs, and then a lease could be negotiated. There was some discussion on how much the City would do or have done.

Gerads and Kennan discussed the following:

- Sample layout from another liquor store Keenan designed
- The need for two restrooms
- Increase in staff for increase in floor area
- Wood frame structure with wood trusses
- Drop ceiling or no ceiling
- Ceilings 12' high
- Big windows
- Traffic flow
- Trash/dumpster area
- Cardboard
- Loading dock
- Water runoff – retention
- Curb and gutter
- Setbacks
- Pylon sign
- Time line – bid the project in May, start in June, and open in October

### **NEXT MEETING**

The Board set a meeting for February 12, 2014 at 6:30 p.m. at the Liquor Store to discuss regular business and February 20, 2014 at 6:15 p.m. at City Hall to discuss the Liquor Store location again.

There being no further business, the meeting was adjourned at 8:50 p.m.

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

**FEBRUARY 12, 2014**

The meeting was called to order by Chairperson, Reed Ringstad at 6:32 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Steve Vaske, Sue Hecht, and Jeff Thompson.

No minutes available for approval.

**Motion was made by Thompson to approve the Consent Agenda. Seconded by Hecht and unanimously carried.**

**ELECTION OF OFFICERS**

**Motion was made by Hecht to elect Ringstad as Chair, Vaske as Vice Chair, and Welling as Secretary. Seconded by Thompson and unanimously carried.**

**MEETING SCHEDULE**

**Motion was made by Welling to keep the meeting schedule the same; first Tuesday of each month at 6:15 p.m. Seconded by Hecht and unanimously carried.**

**FEBRUARY PROMOTIONS**

Through February 15<sup>th</sup>:

Miller Lite, MGD & MGD 64	24pk, 12oz.	\$16.99
Barefoot	750ml	\$4.99
	1.5L	\$9.99
Mc Masters Whiskey		\$13.99

Starting February 17<sup>th</sup>:

Bud & Bud Light & Select	12oz., 24pk	\$16.99
Coors Light	16oz., 24pk	\$19.99
Pinnacle Vodka	1.75L	\$20.99

All month Bourbon is 15% off

**2013 AUDIT**

Ludwig reported that the 2013 Audit went well. For the year the store was \$352.49 short for \$1.3 million dollars in sales.

4

## HOCKEY ASSOCIATION

Ludwig reported that the Hockey Association has approached him regarding a sponsorship for their annual River Lakes Beer & Wine Expo event. The Board discussed that the City already works collaboratively with the Association with the Compost Site.

**Motion was made by Hecht to not participate. Seconded by Vaske and unanimously carried.**

## 2014 EVENTS/VENUES

The Board discussed hosting Wine Club on a monthly basis at Ron & Judy's; except for August there would be no Wine Club. May Wine Club will be held Thursday, May 15, 2014. Beer Camp was set for June 6, 2014 at the Paynesville American Legion. Customer Appreciation will be held Friday, May 23, 2014 at the Liquor Store.

## 2014 CALENDAR OF EVENTS/COUPONS/ADVERTISING

The Board discussed doing a coupon insert similar to what Teals does. Extras would be made to put at the hotel, Liquor Store, and resorts. Welling is no longer doing the advertising, but would help with this project.

**Motion was made by Vaske to pursue a coupon insert. Seconded by Thompson and unanimously carried.**

## WE FEST PROMOTION

The Board consented to not participate in the WE Fest promotion this year.

## BILLBOARD

Ludwig reported that Steve Anderson contacted him regarding a Liquor Store billboard on the compost site property. The City would give Anderson the land to erect the sign in exchange the City would receive ½ of one side of the billboard. Then Mr. Anderson could still sell one whole side plus the other ½ of one side of the sign. The Board was open to this, but wanted more information. This will be put back on the next agenda.

## SALES & PURCHASING REPORT

Ludwig reported on the following:

- End of year sales were up \$72,153.00 or 6%
- End of year profit was up \$17,545.00 or 6.6%
- The store did \$1.3 million dollars in sales for 2013
- December had great holiday sales; up 8.2% in sales and 10.9% in profit
- In the last five years both sales and profit have continued to increase
- Events profited \$657.78; however, this does not include advertising
- Big end of the year buys were purchased
- Top 25 products of which most are beer
- Over/short for cash/checks for the year was \$2.42 over

- Prime selling time is still the 3 – 6 pm
- Average transaction was up - \$20.84
- Transaction count was 57,898

## **DECEMBER WINE CLUB/CUSTOMER APPRECIATION NIGHT & JANUARY WINE CLUB**

Ludwig reported that December Wine Club had 105 people in attendance and sold 226 bottles. The night was a huge success; however, more food is needed for next year. January Wine Club had 67 customers and 100 bottles were sold.

## **FEBRUARY WINE CLUB**

The February Wine Club will be held Thursday, February 27, 2014 at 7:00 p.m. at Ron & Judy's. The featured vendor is The Wine Company.

## **2014 LIQUOR STORE GOALS**

The Board noted that the goals for the store may depend on if the store moves to a new location. Welling suggested telling people their savings on their receipt and making them aware that the profits benefit the community. Welling also suggested getting the recipe section up and going sooner than later. Goals will be put back on the next agenda.

## **LIQUOR STORE LOCATION**

The Board discussed the possibility of moving the store to a new location; including size and costs for such. Ludwig reported the following:

\$1,202,691.00 (2013 total sales) divided by 3,100 sq. ft. (sq ft. of current store) = \$387.96 in sales per sq. ft.

\$264,456.00 (2013 total profit) divided by 3,100 sq. ft. (sq. ft. of current store) = \$85.30 in profit per sq. ft.

The store paid \$1,635.00 in rent for years 1-5. \$1,635 divided by 3,100 is \$.53 cents per sq. ft. for rent

The next five years (6-10) of lease rent will be \$1,838.00. \$1,838.00 divided by 3,100 is \$.59 cents per sq. ft. for rent

Adding up wants and needs the store could get by with 5,500 sq. feet.

The Board further discussed the amount of square footage actually needed, costs, meeting room, possible lease amounts, areas to cut, etc.

## **NEXT MEETING**

The next meeting is scheduled for Thursday, February 20, 2014 at 6:15 p.m. in the City Hall Conference Room.

There being no further business, the meeting was adjourned at 8:43 p.m.

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

**FEBRUARY 20, 2014**

The meeting was called to order by Chairperson, Reed Ringstad at 6:27 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Jeff Thompson, and Steve Vaske (6:40 p.m.). Sue Hecht was absent. Also present was Corey Gerads, Alliance Building Corporation; Nathan Derichs, Jack's Companies; and Larry Keenan, Keenan Architectural Group, Inc.

**Motion was made by Thompson to approve the minutes from the February 4, 2014 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Welling and unanimously carried.**

**LIQUOR STORE LOCATION**

The Board discussed the following:

- Liquor Store Capital Improvement Fund has \$184,785.21
- It was questioned if the sale of the old Liquor Store property funds were separate from this
- Remove the break room and use it for storage
- Decrease the square footage to 5,500 – 6,000
- Flip flop the sales display area and cash register lanes
- Door between the cooler and beer cave – public/private
- Flip flop beer cave and cooler
- Storage room – how much room is needed
- Windows – sizes and location of them, remove west windows
- Emergency exits
- Handicapped accessible entry doors -
- Move beer cave/cooler back 2'
- Remove tasting bar
- Sign
- ADA compliancy/parking spaces for such
- Parking
- Remove bump out (west wall) for wine
- Time line

Welling will confirm meeting dates/times and email out the schedule.

There being no further business, the meeting was adjourned at 8:21 p.m.



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

**FEBRUARY 26, 2014**

The meeting was called to order by Vice Chairperson, Steve Vaske at 6:24 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Sue Hecht, and Reed Ringstad (6:27 p.m.). Jeff Thompson was absent. Also present was Corey Gerads, Alliance Building Corporation; Nathan Derichs, Jack's Companies; and Larry Keenan, Keenan Architectural Group, Inc.

There were minutes available for approval.

**LIQUOR STORE LOCATION**

The Board discussed the following:

- Reducing the size of the store to 5,765 sq. ft.
- Eliminating the need for a third cashier lane
- The door between the cooler and beer cave – door/arch way – employee access/public access. Ludwig will check with other stores on this.
- Two phone lines and a fax line
- Flip flop the location of the cooler and beer cave
- Automatic beer cave doors
- Bathroom floor – tile
- Retail floor – stamped concrete
- Storage room floor – plain concrete
- Beer cave/cooler floor – tile
- Increase the lighting in the beer cave – walls a lighter color
- Increase security
- Security TV's visible to the public
- Door buzzers/pass codes/swipe cards
- Ceiling – suspended or sheet rocked
- Wood frame structure
- Storage room temperature – put on a separate thermostat
- Ludwig will have other Liquor Store Managers review the proposed plan for their comments
- Parking requirements – Keenan verified that they will have enough
- Sign height requirements and setbacks
- Drive-over curb – very rough going into and exiting McDonalds
- Trash location
- Windows and location of them

Welling will check on:

- Easement/setback to curb/black top
- Water credits to buy into the pond for water run off

There being no further business, the meeting was adjourned at 8:45 p.m.

8