

**SPECIAL MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD
CITY HALL CONFERENCE ROOM
AUGUST 19, 2014
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
 - A. Minutes (page 1)
- III. NEW BUSINESS
 - A. August Promotions
- IV. OLD BUSINESS
 - A. Liquor Store Location – Proposal - Update
 - B. Sales & Purchasing Report
 - C. Wine Club
 - D. Employee Manual - Update
 - E. Sign/Billboard - Update
 - F. Rain Checks - Update
 - G. Recipes - Update
- V. INFORMATIONAL
 - A. Next Meeting – Tuesday, September 2, 2014 at 6:15 p.m.
- 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: August 19, 2014

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

ITEM DESCRIPTION: Minutes

Prepared by: Staff

COMMENTS:

Please review the minutes from the June 12 and July 1, 2014 Municipal Off-Sale Retail Liquor Board meetings.

ADMINISTRATOR COMMENTS:

COMMITTEE/COUNCIL ACTION:

Motion to approve the minutes from the June 12 and July 1, 2014 Municipal Off-Sale Retail Liquor Board meetings.

MINUTES
SPECIAL MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD

JUNE 12, 2014

The meeting was called to order by Chairperson, Reed Ringstad at 6:35 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist; Steve Vaske, Jeff Thompson, and Sue Hecht.

JUNE PROMOTIONS

Ludwig reviewed the June promotions.

HOLIDAY

4th of July – the store will be open regular hours.

VACATION

Ludwig will be on vacation June 13 – June 23, 2014.

BUSINESS BRIEF

Ludwig was recently interviewed to be included in the Business Brief section of the newspaper for his appointment to MMBA Board.

COPY MACHINE

Ludwig reported that he is in need of a new/different copier that prints in color and black and white. A quote has been obtained in the amount of \$3,216.94 for a new copier 2550c. The Board consented to purchase the copy machine.

RAIN CHECK

The Board discussed giving out rain checks for those instances where the store is out of the product(s).

SALES & PURCHASING REPORT

Ludwig reported on the following:

- May sales up \$15,000.00; there was an extra Saturday in May
- Memorial Day weekend went well
- Year to date up \$50,000.00
- Year to date up \$1,000.00 in profit

WINE CLUB

44 people attended the May Wine Club and 87 bottles were sold. The next Wine Club will be held on Thursday, June 26, 2014 at 7:00 p.m.

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CUSTOMER APPRECIATION DAY/OPEN HOUSE

Ludwig reported that the event was very well attended and the weekend had \$12,000.00 in sales.

MEMORIAL DAY WEEKEND

Ludwig reported that the weekend went well; however, they were short staffed.

SIGN/BILLBOARD

Ludwig had nothing new to report on a sign/billboard.

BEER CAMP

It was reported that 100 people attended Beer Camp held at the American Legion and the event went very well.

LIQUOR STORE LOCATION

The Board discussed in length the Liquor Store proposal including:

- Council set up an Ad Hoc Committee to review the proposal
- What the Board's expectations are was questioned by the developer
- Condominium idea was discussed including: no taxes, own building, and share a wall
- Design work has been completed
- Costs of other new liquor stores
- Financing
- Increase expenses, maintenance, unknowns
- Bigger cooler, more products, more room
- Expansion at existing location

NEXT MEETING

The next meeting is scheduled for Tuesday, July 1, 2014 at 6:15 p.m.

There being no further business, the meeting was adjourned at 8:40 p.m.

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

JULY 1, 2014

The meeting was called to order by Chairperson, Reed Ringstad at 6:21 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist (6:22 p.m.); Steve Vaske, and Jeff Thompson. Sue Hecht was absent.

There were no minutes were available for approval.

JULY PROMOTIONS

Ludwig reviewed the July promotions.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- June sales were \$4,000.00 less than last year; also one less Saturday
- Year to date sales are up \$48,000.00

HOLIDAYS

4th of July – the store will be open regular hours. Labor Day – the store will be closed.

WINE CLUB

33 people attended the June Wine Club and 50 bottles were sold. The next Wine Club will be held on Thursday, July 24, 2014 at 7:00 p.m. which will be a margarita night.

MMBA REPORT

Ludwig reported on his first MMBA meeting.

SIGN/BILLBOARD

Ludwig had nothing new to report on a sign/billboard.

LIQUOR STORE LOCATION

The Board discussed the Liquor Store proposal including:

- Leasing space is no longer being considered
- Condominium type layout
- Owning own lot and building
- Working out details on maintenance
- Budget – projecting sales, financing, bonding, and building costs
- Comparing building costs to other new liquor stores
- Expanding at existing location

NEXT MEETING

The next meeting is scheduled for Wednesday, July 23, 2014 at 6:15 p.m. in the City Hall Conference Room.

There being no further business, the meeting was adjourned at 7:51 p.m.