

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD
AT LIQUOR STORE
JUNE 7, 2016
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
 - A. Minutes (page 1)
- III. NEW BUSINESS
 - A. June Promotions
 - B. Cooler Reset
- IV. OLD BUSINESS
 - A. Sales & Purchasing Report
 - B. Wine Club Report
 - C. Beer Camp Report
 - D. Open House/Customer Appreciation Day Report
 - E. Staffing Report
 - F. Meeting With Local Business Report
- V. INFORMATIONAL
 - A. Next Meeting – Wednesday, July 20, 2016 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 Municipal Off-Sale Retail Liquor Board 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: June 7, 2016

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

ITEM DESCRIPTION: Minutes

Prepared by: Staff

COMMENTS:

Minutes from the May 3, 2016 and April 5, 2016 Municipal Off-Sale Retail Liquor Board meeting will be available at the meetings.

ADMINISTRATOR COMMENTS:

COMMITTEE/COUNCIL ACTION:

Motion to approve the minutes from the May 3, 2016 and April 5, 2016 Municipal Off-Sale Retail Liquor Board meeting will be available at the meetings.

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

MAY 3, 2016

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

There were no minutes available for approval.

MAY PROMOTIONS

Ludwig reviewed the May promotions.

JUNE WINE CLUB

The Board consented to not host a June Wine Club.

BEER GARDEN AT TOWN & COUNTRY DAYS STREET DANCE

Ludwig reported that Liquor Store staff will help with set up and Josh Mergen and Bill Ludwig have volunteered to check ID's at the event.

LIQUOR STORE EVENTS VENUES

The Board discussed the Liquor Store events and the venues they are held at including:

- Price
- Parking
- Set up
- Clean up
- Privacy
- Past survey results

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Sales are up \$12,536.00 or 11.5%
- Profit is up \$3,675.00 or 14.4%
- Sales should be up due to leap year as there is an extra day this year

MMBA

Ludwig reported on the MMBA Conference which was very well attended.

WINE CLUB – SPLASH PAD FUNDRAISER

121 people attended the Wine Club Fundraiser with 261 bottles sold. The event raised \$2,587.00. The next Wine Club will be May 19, 2016.

2

BEER CAMP

Beer Camp will be held on Friday, June 3, 2016 from 6:30 p.m. – 8:30 p.m. at the American Legion.

LADIES NIGHT OUT

Ladies Night Out will be held on Friday, May 6, 2016.

OPEN HOUSE/CUSTOMER APPRECIATION DAY

The Open House/Customer Appreciation Day will be held on Friday, May 27, 2016. There will be a special on all beer suitcases, tasting, etc.

FLOORS

The Liquor Store floors will be waxed on Sunday, May 22, 2016.

STAFFING

Ludwig reported that the store is advertising for help. It has been suggested to increase an employee's hours to up to 32 hours per week.

FUTURE BOARD MEETING DATES

The Board discussed future board meetings for the summer months:

June 7, 2016

July 20, 2016

August 9, 2016 – No meetings allowed, Primary Elections – may cancel August meeting

September 21, 2016

Welling will send out an email for confirmation on the above dates.

There being no further business, the meeting was adjourned at 7:26 p.m.

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

APRIL 5, 2016

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

Motion was made by Welling to approve the minutes from the February 18, 2016 and March 10, 2016 Municipal Liquor Store Board meetings. Seconded by Vaske and unanimously carried.

APRIL PROMOTIONS

Ludwig reviewed the April promotions.

BEER CAMP

Beer Camp will be held on Friday, June 3, 2016 at the American Legion from 6:00 p.m. – 8:30 p.m.

OPEN HOUSE/CUSTOMER APPRECIATION DAY

Open House/Customer Appreciation Day will be held all day on Friday, May 27, 2016.

LED LIGHTS FOR COOLER

Ludwig explained the option of LED lighting for the cooler at the estimated cost of \$1,509.00.

Motion was made by Welling to approve quote from Haines Electric in the amount of \$1,509.00 for LED lights for the cooler and recommend such to the City Council. Seconded by Vaske and unanimously carried.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Sales are up \$11,815.00 or 12.6%
- Profit is up \$2,350.00 or 11.4%
- Customer count is up 530 from last year
- Average sale is up \$.48 from last year

MMBA

Ludwig reported on MMBA and Legislative Day.

WINE CLUB

64 people attended the March Wine Club with 70 bottles sold.

COMMUNITY EVENT FUNDRAISER

The fundraiser benefiting the splash pad was discussed.

STAFFING

Ludwig report on staffing and the shortage of such.

NEXT MEETING

The next meeting will be Tuesday, May 3, 2016 at 6:15 p.m.

There being no further business, the meeting was adjourned at 7:27 p.m.