

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD
AT LIQUOR STORE
MAY 7, 2019
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
 - A. Minutes (page 1)
- III. NEW BUSINESS
 - A. May Promotions
- IV. OLD BUSINESS
 - A. Sales & Purchasing Report
 - B. Future Wine Clubs/Events
 - C. Bus Trip – Report
 - D. MMBA Report
- V. INFORMATIONAL
- VI. ADJOURN

*****Please contact Bill Ludwig at 320-243-3874 or at liquor@paynesvillemn.com if you can't attend the meeting.*****

Voting Members: Len Gilmore, 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 BOARD/COUNCIL ACTION

BOARD/COUNCIL NAME: Liquor Board

Board/Council Meeting Date: May 7, 2019

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

ITEM DESCRIPTION: Minutes

Prepared by: Staff

COMMENTS:

Please review the minutes from the February 13 and March 5, 2019 Municipal Off-Sale Retail Liquor Board meetings.

ADMINISTRATOR COMMENTS:

BOARDCOUNCIL ACTION:

Motion to approve the minutes from February 13 and March 5, 2019 Municipal Off-Sale Retail Liquor Board meetings.

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

FEBRUARY 13, 2019

The meeting was called to order by Chairperson, Reed Ringstad at 6:16 p.m. Members present were Bill Ludwig, Liquor Store Manager; Sue Hecht, Len Gilmore, and Steve Vaske. Jennifer Welling, Administrative Assistant/Zoning Specialist was absent.

Motion was made by Ringstad to approve the minutes of the November 28, 2018 Municipal Off-Sale Liquor Board meeting. Seconded by Vaske and unanimously carried.

ELECTION OF OFFICERS

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

MEETING SCHEDULE

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

2018 WRAP UP NUMBERS

Ludwig reported on the following:

- 2018 in review:
 - sales were up \$50,932.00 or 3.4% and profit was up \$12,348.00 or 3.6%
 - customer count was up 942 and the average transaction was up \$.39
 - largest transaction was \$4,948.50
 - events averaged 71 customers and have sold 75 cases of wine
- Over the past 9 years the events have been attended by 5,914 participants and the store has sold 575 cases of wine
- The busiest hours for the store continue to be 11:00 a.m. to 6:00 p.m.
- Sunday sales
- Individual item increases and decreases in sales
- 2018 audit found two mistakes totaling \$33.00
- On February 27, 2019 Ludwig is going to the capital to talk with legislators
- Wine sale – February 11-13, 2019
- Minnesotans 4 Choices

FEBRUARY PROMOTIONS/SALES

Ludwig reviewed the in-store specials.

2019 STORE CHANGES

Ludwig explained the following changes:

- 13 additional feet of shelving
- Changing display areas
- Condensing ciders and seltzers

LIQUOR STORE LEASE AGREEMENT

The Board discussed the current Lease Agreement with Teals Management which ends in 2021.

SALES & PURCHASING

Ludwig gave a verbal report on the sales and purchasing.

FUTURE WINE CLUB EVENTS

The Board discussed future events and venues for such. Ludwig will meet with Eckerly to discuss possible venues. The bus trip was scheduled for March 30, 2019 leaving the Paynesville Area Center at 9:30 a.m. and to return at 9:00 p.m.

Motion was made by Vaske to accept the bid from Trobec's Bus Service for \$1,357.00 for the brewery bus trip and to put a required \$100.00 deposit down. Seconded by Hecht and unanimously carried.

Ludwig has been getting quotes from Surly, Fulton, Summit, and Excelsior; details for each place are still being worked out.

A new wine club ad was discussed. The Board consented to go with the "wine stain" like ad.

MMBA REPORT

Ludwig discussed the MMBA Legislative Day on February 27, 2019 and the issues that will come up in this year's legislation.

There being no further business, the meeting was adjourned at 7:45 p.m.

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

MARCH 5, 2019

The meeting was called to order by Chairperson, Reed Ringstad at 6:18 p.m. Members present were Bill Ludwig, Liquor Store Manager; Len Gilmore, Steve Vaske, and Jennifer Welling, Administrative Assistant/Zoning Specialist. Sue Hecht was absent.

There were no minutes presented for approval.

MARCH PROMOTIONS/SALES

Ludwig reviewed the in-store specials and reported that beer is going up \$.40 in price.

SALES & PURCHASING

It was reported that sales are up 2.3% or \$4,102.00 and profit is flat.

FUTURE WINE CLUB EVENTS

It was discussed to host Wine Club at Veterans Park in May, July, August, and September. Ludwig is researching how much the license and insurance for such would be. The City Council would also have to approve to have the event at this location. Ludwig will verify the fishing tournament schedule with Gilmore and the City rental schedule with Welling.

MMBA REPORT

Ludwig gave a brief MMBA report including the legislative push for liquor and beer in grocery and convenience stores. There was some discussion on what the City can do to keep this from happening.

BREWERY BUS TRIP

The Board discussed the proposed trip including:

- Saturday, March 30, 2019 ~ 9:00 a.m. - 9:00 p.m.
- Load coach bus at Paynesville Area Center
- 50 tickets to be sold by March 20, 2019
- Cost of tickets - \$50.00
- Tours/stops – Summit, Surly, and Fulton
- Snacks
- Prizes
- Food venues
- Coupon 20% off Surly, Summit and Fulton products for 2 weeks

There being no further business, the meeting was adjourned at 7:32 p.m.

4