

**SPECIAL MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD  
AT LIQUOR STORE  
MONDAY, AUGUST 19, 2019  
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
  - A. Minutes (page 1)
- III. NEW BUSINESS
  - A. August Promotions
  - B. Software Update
- IV. OLD BUSINESS
  - A. Sales & Purchasing Report
  - B. August 22<sup>nd</sup> Event
  - C. Annual Wine Sale
  - D. Future Wine Clubs/Events
  - E. MMBA Report/Events/Fundraisers
- V. INFORMATIONAL
- VI. ADJOURN

**\*\*\*Please contact Bill Ludwig at 320-243-3874 or at [liquor@paynesvillemn.com](mailto: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: August 19, 2019

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

**ITEM DESCRIPTION:** Minutes

Prepared by: Staff

**COMMENTS:**

Please review the minutes from the May 7, 2019 Municipal Off-Sale Retail Liquor Board meeting.

**ADMINISTRATOR COMMENTS:**

**BOARDCOUNCIL ACTION:**

Motion to approve the minutes from May 7, 2019 Municipal Off-Sale Retail Liquor Board meeting.

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

**MAY 7, 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 Sue Hecht. Jennifer Welling, Administrative Assistant/Zoning Specialist was absent.

**Motion was made by Gilmore to approve the minutes from the February 13, 2019 and March 5, 2019 Municipal Off-Sale Retail Liquor Board meetings. Seconded by Vaske and unanimously carried.**

**MAY PROMOTIONS/SALES**

Ludwig reviewed the in-store specials.

**CUSTOMER APPRECIATION DAY**

Customer Appreciation Day will be May 24, 2019. All items will be on sale except tobacco and kegs. All major suitcases will be \$18.99 with Miller High Life at \$14.99. Non-sales items will be 10% off. Coupons for 10% off their next visit will be distributed and can be used before June 20, 2019. There will be 3 vendors doing sampling as well as prizes to be given away.

**SALES & PURCHASING**

Ludwig reviewed the year to date numbers:

- Sales were up \$11,495.00
- Profit was up \$1,157.00 or 1.3%
- Customer count was down 628, but the average ring was up \$1.16
- Similar size stores are experiencing similar numbers
- Poor ice fishing and a tough winter and spring played a major role in sales

**FUTURE WINE EVENTS**

Due to the state law Wine Club is not able to be held at Veterans Park, since the Club is not a non-profit group.

**Motion was made by Hecht to talk to the Legion for the August Wine Club and discuss possible future events. Seconded by Vaske and unanimously carried.**

**BUS TRIP – BREWERY TOUR**

Ludwig reported that the bus trip brewery tour was a success with 44 customers. The Board discussed doing it again in a couple of years and go to a brewery, winery and distillery; to possibly entice more persons to attend.

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## MMBA REPORT

Ludwig reported on the annual conference he attended in April. This is his final year on the Board, but has been asked to represent the liquor industry and be a board member for "Proof", an organization for fetal alcohol syndrome. Ludwig will have more details regarding this at a later meeting. Also discussed future liquor bills that may come up in the legislative session.

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