

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD  
AT LIQUOR STORE  
OCTOBER 1, 2019  
6:15 P.M.**

**AGENDA**

- I. CALL TO ORDER
- II. CONSENT AGENDA
  - A. Minutes (page 1)
- III. NEW BUSINESS
  - A. October Promotions
  - B. Store Security/Staffing
- IV. OLD BUSINESS
  - A. Sales & Purchasing Report
    - 1. Game plan to increase sales
  - B. Fire Department Relief Association September Fundraiser Report
  - C. Annual Wine Sale – Report
  - D. September Wine Club – Report
  - E. Future Wine Clubs/Events – Update
  - F. MMBA Report/Events/Fundraisers
  - G. Software Update
  - H. Legislative Report
- 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: October 1, 2019

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

**ITEM DESCRIPTION:** Minutes

Prepared by: Staff

**COMMENTS:**

Please review the minutes from the August 19, 2019 and September 10, 2019 Municipal Off-Sale Retail Liquor Board meetings.

**ADMINISTRATOR COMMENTS:**

**BOARDCOUNCIL ACTION:**

Motion to approve the minutes from August 19, 2019 and September 10, 2019 Municipal Off-Sale Retail Liquor Board meetings.

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

**SEPTEMBER 10, 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, and Jennifer Welling, Administrative Assistant/Zoning Specialist. Steve Vaske and Sue Hecht were absent.

There were no minutes available for approval.

**SEPTEMBER PROMOTIONS/SALES**

Ludwig reviewed the in-store specials.

**DELIVERING**

Ludwig reported that the Edina liquor store is delivering liquor to residents. The minimum order is \$35.00 and is paid by credit card at the time of the order. Identification is checked at the time of delivery. The person that placed the order must be the person the order is delivered to. Deliveries are only during set times during the day. This is not something that Paynesville wants to get into at this time.

**POURING STANDARDS**

Ludwig reiterated the need to adhere to strict pouring regulations at the store's events and to be consistent among the people pouring.

**SALES & PURCHASING REPORT**

Ludwig reviewed the year to date numbers:

- Sales are up 2% and profits are flat
- Customer count is down 1,742
- Average ring is up \$1.23 over last year or \$23.98
- Items per ring are up

There was a lengthy discussion on the impact the decrease in customer count has on the sale numbers; for example 1,742 customers x the average ring of \$23.98 = \$41,773.16. The Board discussed ways to get customers back in the store. The Board believes if the people are in the store they will purchase. Ideas included:

- Bringing back drink recipes
- Bundling products
- Two-fers (2 for 1)
- Advertising strategies
- Branding the stores logo on everything
- Implementing the loyalty cards

There was some discussion on the store's direct competitors. There was some discussion on the decrease in Wine Clubs has decreased the wine sales.

(Jennifer Welling left at 6:47 p.m.)

### **AUGUST 22 – WINE CLUB EVENT**

The event was attended by 55 people and 68 bottles were sold.

### **FUTURE WINE EVENTS**

The Board discussed future wine club events and the locations for such. Ludwig will be checking with Roadside Tavern for the November and December events.

There being no further business, the meeting was adjourned.

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

**AUGUST 19, 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, Sue Hecht, and Jennifer Welling, Administrative Assistant/Zoning Specialist.

**Motion was made by Gilmore to approve the minutes from the May 7, 2019 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.**

**AUGUST PROMOTIONS/SALES**

Ludwig reviewed the in-store specials.

**SOFTWARE UPDATE**

The new software is in the process of being updated. The new loyalty cards will be installed in October/November, 2019.

**SALES & PURCHASING REPORT**

Ludwig reviewed the year to date numbers:

- Sales are up \$18,913.00 or 1.9%
- Profit is down \$600.00; this is due to Bush Light going up in price and the store did not go up in price
- Customer count is down
- Average ring is up as well as items per sale

**AUGUST 22 – WINE CLUB EVENT**

The next Wine Club will be held August 22, 2019 at the American Legion. This will be a walk around event with 9 tables. Additional help is needed. There will only be crackers and cheese served. No outside food is allowed at the Legion.

**ANNUAL WINE SALE**

10<sup>th</sup> Annual Wine Sale starts Wednesday, August 21, 2019 through Saturday, August 24, 2019. The advertised discount in the paper is 25% off all wines and also many up to 40%. However, for Wine Club Members an additional 5% on non-sale items will be given for a total of 30% off. In addition, Wine Club members may take an extra dollar off items on the mark down cart. Members are to either bring in a copy of the email or show the email on their phone to the cashiers to get the discount.

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## **FUTURE WINE EVENTS**

There was a lengthy discussion on where to hold the November and December events. The September and October Wine Clubs will be held at the Legion. The November event could be held on November 14 or 21, 2019 and the December event could be held on December 5 or 12, 2019.

**Motion was made by Welling to have Ludwig research Roadside and Manannah Hilltop Tavern for the November and December events. Seconded by Hecht and unanimously carried.**

## **MMBA REPORT/EVENTS/FUNDRAISERS**

Currently the store is running a Coors Light Fundraiser for local fire department relief associations. The beer and brat fundraiser event held at the store was well attended. Sold 43 cases of beer and donations reached approximately \$800.00. This fundraiser will run through September 11, 2019.

## **NEXT MEETING**

The next meetings will be held:

- Tuesday, September 10, 2019 at 6:15 p.m.
- Tuesday, October 1, 2019 at 6:15 p.m.
- No meeting can be held on Tuesday, November 5, 2019 due to elections
- No meeting can be held on Tuesday, November 12, 2019 due to City Council meeting
- Tuesday, December 3, 2019 at 6:15 p.m.

There being no further business, the meeting was adjourned at 7:36 p.m.