

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD
AT LIQUOR STORE
DECEMBER 3, 2019
6:15 P.M.**

AGENDA

- I. CALL TO ORDER
- II. CONSENT AGENDA
 - A. Minutes (page 1)
- III. NEW BUSINESS
 - A. December Promotions/Sales
 - B. Proof Board Nomination
- IV. OLD BUSINESS
 - A. Sales & Purchasing Report
 - B. Mystery Shopper Report
 - C. November Wine Club Report
 - D. Audit
 - E. December Wine Club/Customer Appreciation Event
- 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: December 3, 2019

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

ITEM DESCRIPTION: Minutes

Prepared by: Staff

COMMENTS:

Please review the minutes from the October 30, 2019 Special Municipal Off-Sale Retail Liquor Board meeting.

ADMINISTRATOR COMMENTS:

BOARDCOUNCIL ACTION:

Motion to approve the minutes from October 30, 2019 Special Municipal Off-Sale Retail Liquor Board meeting.

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

OCTOBER 30, 2019

The meeting was called to order by Chairperson, Reed Ringstad at 6:24 p.m. Members present were Len Gilmore, Sue Hecht, Steve Vaske (6:33 p.m.), and Jennifer Welling, Administrative Assistant/Zoning Specialist. Also present was advisory member Bill Ludwig, Liquor Store Manager.

Motion was made by Gilmore to approve the minutes from the October 1, 2019 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Welling and unanimously carried.

NOVEMBER PROMOTIONS/SALES

Ludwig reviewed the in-store specials. Monthly specials will now include a non-alcoholic beverage.

2020 BUDGET

The Board reviewed the 2020 proposed budget. Items of discussion included:

- Sales are at 2%
- Staffing – decreasing staff on slow days/shifts; staffing should be at 11-12% the store is running at 13.4%
- Advertising and how to stretch the advertising dollars; use more email, Facebook, flyers, and decrease the size of the wine club ad for starters
- Sales and event dates to be hosted on non-holiday weekends

RECAP STAFF MEETING/MYSTERY SHOPPER

Ludwig reported on his staff meeting including:

- Telling staff about the mystery shopper and the shoppers review of the store and customer service
- Audits
- Staffing availability
- Up selling
- Incentives for up selling and increasing total sales

AUDIT

This year's audit will be held December 8, 2019 starting at 5:00 a.m.

END OF THE YEAR GOALS (NOVEMBER & DECEMBER)

The Board discussed a sales push for the last 2 months of the year including:

- Using Facebook 3-4 times a week
- Ask persons to like and share/post to be entered into a drawing

- December 5, 2019 – in-house, holiday tasting open house from 4:00 p.m. – 7:00 p.m.
- Up selling at the counter especially when there are 3-fer specials and the custom only brings up 2 items
- Mystery shopping will continue

SPRING/MAY OPEN HOUSE CUSTOMER APPRECIATION EVENT

Ludwig discussed moving the event away from Memorial Day weekend to a slower weekend, the Board agreed.

OCTOBER – WINE CLUB EVENT

The event was attended by 60 people and 60 bottles were sold.

DECEMBER WINE CLUB/CUSTOMER APPRECIATION EVENT

The event will be December 12, 2019 at Roadside. This year's the event will be pot luck and persons are encouraged to bring a dish that is made with liquor in it and bring the recipe. A customer appreciation gift was discussed and a ticket for a future wine club event will be given to each attendee.

There being no further business, the meeting was adjourned at 7:50 p.m.