

**MUNICIPAL OFF-SALE RETAIL LIQUOR BOARD  
AT CITY HALL  
FEBRUARY 2, 2021  
6:15 P.M.**

***Some or all members of the Liquor Board may participate in this meeting by telephone or Zoom rather than being personally present at the Liquor Board's special meeting place at 221 Washburne Avenue, Paynesville, Minnesota. Members of the public can monitor the Board meeting by contacting Kristin Leither at 320-243-3714 Ext. 247 or Kleither@paynesvillemn.com by noon on the day of the meeting to make arrangements via telephone or zoom.***

**AGENDA**

- I. CALL TO ORDER
  - A. Welcome New Council Member Jean Soine
  
- II. CONSENT AGENDA
  - A. Minutes (page 1)
  
- III. NEW BUSINESS
  - A. Election of Officers (page 4)
  - B. Meeting Schedule (page 5)
  - C. February Promotions
  - D. 2021 Liquor Store Goals – ***Board members please bring your goals for the store with to the meeting***
  - E. New System
  - F. 2020 Overall Numbers
  - G. 2020 Audit
  - H. Future of New Products
  - I. Store Lease
  - J. Staffing
  
- IV. OLD BUSINESS
  
- V. INFORMATIONAL
  
- VI. ADJOURN

**Voting Members: Jean Soine, Jennifer Welling, Steve Vaske, Sue Hecht, and Reed Ringstad. Advisory Members: Bill Ludwig and Tariq Al-Rifai**

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: February 2, 2021

Agenda Section: Consent

Originating Department: Administration

Item Number: II - A

**ITEM DESCRIPTION:** Minutes

Prepared by: Staff

**COMMENTS:**

Please review the minutes from the October 6, 2020 Municipal Off-Sale Retail Liquor Board meeting.

**ADMINISTRATOR COMMENTS:**

**BOARDCOUNCIL ACTION:**

Motion to approve the minutes from the October 6, 2020 Municipal Off-Sale Retail Liquor Board meeting.

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

**OCTOBER 6, 2020**

The meeting was called to order by Chairperson, Reed Ringstad at 6:20 p.m. Members present were Sue Hecht, Len Gilmore, Steve Vaske, and Jennifer Welling, Administrative Assistant/Zoning Administrator. Also present was advisory member Bill Ludwig, Liquor Store Manager.

**Motion was made by Gilmore to approve the minutes from the August 4, 2020 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.**

**OCTOBER PROMOTIONS**

Ludwig stated Miller Light will be \$18.99 for 12 oz. 24 pack cans and Bush Light will be \$20.99 for 16 oz. 24 pack cans. The store will also be collecting non-perishable food items for the Paynesville Community Service Center (food shelf).

**FIREFIGHTER FUNDRAISER**

\$860.00 was collected for the Paynesville Fire Department during the Fill The Boot fundraiser.

**SALES AND PURCHASING**

Ludwig reviewed the following year to date 1-1-2020 to 9-30-2020 numbers:

- Sales are up \$322,097.00 or 28.6% over 2019
- Profit is up \$65,838.00 or 24% over 2019
- Product count is up 25,172 over 2019
- Transaction Count is up 5,977 over last year
- Average transaction is up \$3.27 from the previous year
- Units per transaction are \$2.51 and in 2019 it was \$2.31
- Inventory is \$273,935.00 which is up from \$197,097.00 at year end last year

**SOFTWARE & LOYALTY CARDS**

Ludwig reported that the software update cost was \$5,000.00 and went live on September 8, 2020. The transition of the new program has gone well over all with a few hiccups. Some data did not transfer, there are numerous report options, and new card readers were installed. There is a feature that allows the system to continue to work if the store were to lose internet connection.

The loyalty point section of the new software went live last week. For every \$500.00 you spend at the store the customer will receive \$20.00 back. The \$20.00 can't be used on lottery or tobacco. Names, phone numbers and some emails are being gathered.

### **COVID-19 UPDATE**

Ludwig stated so far so good. Staff has been able to cover any staffing shortages on shifts. The biggest issue is still getting product. Some stores have gone to on-line or phone ordering with customer pickup.

### **VIRTUAL WINE CLUB**

Chateau Ste. Michelle hosted a virtual wine club which was attended by a few local wine club members. The next virtual wine club will be held on October 21, 2020. It appears that more of virtual tastings/clubs will happen and possibly with other beverages than just wine.

### **LIQUOR STORE NEXT STEP**

Ludwig stated that the current lease runs out in April, 2021. Roger Teal has offered another 3 year lease at the current rate. The Council has decided to negotiate an additional lease with Mr. Teal.

There being no further business, the meeting was adjourned at 7:15 p.m.

**REQUEST FOR BOARD/COUNCIL ACTION**

**BOARD/COUNCIL NAME:** Liquor Board

Board/Council Meeting Date: February 2, 2021

Agenda Section: New Business

Originating Department: Administration

Item Number: III - A

**ITEM DESCRIPTION:** Election of Officers

Prepared by: Staff

**COMMENTS:**

Nominations for Chairperson.

Nominations for Vice Chairperson.

Nominations for Secretary.

**ADMINISTRATOR COMMENTS:**

Current Officers:

Chairperson – Reed Ringstad

Vice Chair – Steve Vaske

Secretary – Jennifer Welling

**BOARD/COUNCIL ACTION:**

Motion to elect \_\_\_\_\_ as Chairperson, \_\_\_\_\_ as Vice Chairperson, and \_\_\_\_\_ as Secretary.

**REQUEST FOR BOARD/COUNCIL ACTION**

**BOARD/COUNCIL NAME:** Liquor Board

Board/Council Meeting Date: February 2, 2021

Agenda Section: New Business

Originating Department: Administration

Item Number: III - B

**ITEM DESCRIPTION:** Meeting Schedule

Prepared by: Staff

**COMMENTS:**

Every year each Board sets their yearly meeting schedule. Currently the Board meets the first Tuesday of each month at 6:15 p.m.

**ADMINISTRATOR COMMENTS:**

**BOARD/COUNCIL ACTION:**

Motion to set the Municipal Off-Sale Retail Liquor Board meetings for \_\_\_\_\_.