

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

**JANUARY 2, 2013**

The meeting was called to order by Chairperson Reed Ringstad at 6:15 p.m. Members present were Bill Ludwig, Sue Hecht, Steve Vaske, and Jeff Thompson. Jennifer Welling was absent.

**Motion was made by Thompson to approve the minutes from the December 4, 2012 Special Municipal Off-Sale Retail Liquor Board meeting. Seconded by Hecht and unanimously carried.**

**ELECTION OF OFFICERS**

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

**MEETING SCHEDULE**

**Motion was made by Thompson to set the meeting schedule for the first Tuesday of each month at 6:15 p.m. Seconded by Hecht and unanimously carried.**

**JANUARY PROMOTIONS**

Mich Golden Light	12 oz. 24 pack cans	\$17.99
Keystone Light	12 oz. 24 pack cans	\$13.99
Bacardi Rum	1.75 L	19.99

**SALES & PURCHASING**

Ludwig reported the following:

- December 2012 sales were \$102,409.00 up \$200.00 from 2011
- Profit down \$719.00 from 2011 due to several year-end sales
- Total 2012 sales equaled \$1,130,537.00 up \$62,169.00 or 5.5% from 2011
- Total 2012 profit equaled \$246,910.00 up \$15,486.00 or 6.3% from 2011
- The audit showed a shortage of \$29.02 on all merchandise
- Year-end audit started at 7:30 a.m. and was completed by 4:30 p.m.

**WINE CLUB**

The next Wine Club will be January 24, 2013 at Ron & Judy's Restaurant. The December Wine Club had 63 people and sold 114 products. The buy 6 bottles and get 20% off is going very well.

**SIGN**

Steve Anderson, Franklin Signs was present to discuss billboard and placement options. This will be discussed further at the February meeting.

## **2013 GOALS**

Board member's goals for 2013 were discussed:

- Increase lighting in the parking lot
- Staff two employees during night hours
- Train a back-up employee for Bill
- Increase employee retention
- Increase margin
- Continue to keep the store clean
- Keep checkout counter from getting too cluttered
- Advertise wisely – Monthly, Twitter, Facebook
- Advertise using rebates

This will be kept on the February agenda for further discussion.

## **NEXT MEETING**

The next meeting will be held on Tuesday, February 5, 2013 at 6:15 p.m.

There being no further business, the meeting was adjourned at 8:00 p.m.