

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

JANUARY 7, 2020

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

Motion was made by Gilmore to approve the minutes from the December 3, 2019 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.

ELECTION OF OFFICERS

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

MEETING SCHEDULE

Motion was made by Gilmore to keep the meeting schedule the same; first Tuesday of each month at 6:15 p.m. Seconded by Vaske and unanimously carried.

JANUARY PROMOTIONS/SALES

Ludwig reviewed the in-store specials; including Bud Light Seltzers, Coors Light \$18.99 and the shoe drive for Paynesville Liberia.

2020 GOALS

Ludwig's goals included:

- Training employees on certain jobs; ordering, paying bills, advertising, and reports
- Conduct retail reviews with employees
- Continue mystery shoppers
- Up selling
- Large group buys/pricing
- Margins
- Cigars
- Decrease expenses
- Re-sell pop and water
- Loyalty cards
- RITE upgrade install is scheduled for February

PURCHASE OF A HUMIDOR

The Board discussed purchasing a humidor for cigars. There is a rise in the purchasing of cigars and Ludwig would like to bring in some low, medium, and high end cigars. Some humidors come stocked and others you purchase your own cigars to fill it.

Motion was made by Ringstad to approve the purchase of a stocked humidor up to \$750.00 and recommend such to the City Council. Seconded by Vaske and unanimously carried.

SALES AND PURCHASING & YEAR END REPORT

Ludwig reviewed the year including the following:

- Sales are up
- Profits are down
- Number of transactions are down
- Average ring is up
- Average number of units is up
- What products are up and down
- Wine was down 3% due to seltzers
- 2000 bottles of fireball were throughout the year with 400 bottles sold in December
- 3'fers were used 8 times on Windsor and none on Gray Duck

Negative dollars was questioned. The Board discussed the year as a whole in length.

DECEMBER WINE CLUB

85 persons attended Wine Club with 79 bottles sold.

FUTURE WINE CLUBS

Future wine club and other liquor store events was discussed. Locations were discussed. The Legion has raised their room rent from \$100.00 to \$200.00.

Motion was made by Ringstad to bid out the Wine Club event and send a bid form to the Legion, Queen Bees, and Roadside to determine who is the least expensive and who want to hold the events. Seconded by Vaske and unanimously carried.

A bid form was presented for review and a few corrections were made. Ludwig will email the bid form to the Legion, Queen Bee's, and Roadside with a return deadline of January 17, 2020.

Ringstad suggested that a Wine Club survey be conducted at the next wine club event. A survey was reviewed and will be revised. Wine club ticket prices were reviewed. It was suggested to increase the ticket price from \$7.00 to \$10.00 in advance and at the door, effective January 8, 2020.

Motion was made by Gilmore to increase the Wine Club ticket price from \$7.00 to \$10.00 in advance and at the door, effective January 8, 2020. Seconded by Vaske and unanimously carried.

There being no further business, the meeting was adjourned.