

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

JANUARY 29, 2018

The meeting was called to order by at 6:40 p.m. Members present were Bill Ludwig, Liquor Store Manager; Sue Hecht, Len Gilmore, and Jennifer Welling, Administrative Assistant/Zoning Specialist. Steve Vaske and Reed Ringstad were absent.

Motion was made by Welling to approve the minutes from the October 24, 2017 and November 28, 2017 Municipal Off-Sale Liquor Board meetings. Seconded by Gilmore 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 Gilmore and unanimously carried.

MEETING SCHEDULE

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

FEBRUARY PROMOTIONS

Ludwig reviewed the February promotions.

2018 GOALS/CHANGES/PRICES

Wine club prices will remain the same \$7.00 in advance and \$10.00 at the door.

Special event prices will be set based on the event and costs incurred for such.

Ludwig presented his goals:

- Increase sales from \$515.00 per square foot to \$550.00 per square foot
- Increase profit from \$113.00 per square foot to \$125.00 per square foot
- Continue to work on customer service
- Get a better grip on expenses
- Advertise and market "shop local"

The Board members will bring their goals to the next meeting. It was suggested to:

- Monitor current events
- Try new events – at least one a year

FLOOR PLAN - SHELVING & COOLER QUOTES

Ludwig reviewed the proposed new layout of the store with the purchase of some additional shelving and coolers. The ice would be moved outside. The estimated cost for shelving is \$756.00 with funds coming from CIP.

Motion was made by Welling to approve the purchase of additional shelving in the amount of \$756.00 and recommend such to the City Council. Seconded by Gilmore and unanimously carried.

Cooler quotes were tabled.

2017 REVIEW

Sales & Purchasing Report

- Sales were up \$27,000.00 and profit 3.6% (almost double)
- Continue buys with other stores
- Up 24 customers from 2016
- Average ring was up \$.38 or \$22.48

Wine Club

- 508 total customers
- 682 bottles of product sold
- No Wine Club held in June, July, and August

Sunday Liquor

- Out state stores are not seeing an increase in sales
- Some store are closing on Sundays, but their competitors are open
- In the cities some stores are seeing increases while others are not
- Wisconsin is seeing little to no change in sales or even a decrease

Audit

- 2017 Audit was rough, scanners did not work
- Auditors found one mistake for \$.95
- \$577.00 short
- Up \$7,000.00 in inventory
- 2018 audit will be conducted on December 9, 2018

MEXICAN NIGHT EVENT

The Board discussed hosting a Mexican Night. Pairing a full taco bar with beer, tequila, and other spirits. The event was set for Thursday, March 8, 2018 from 6:30 – 8:30 p.m. at the American Legion.

NEXT MEETING

The next meeting will be Tuesday, February 13, 2018 at 6:15 p.m.

There being no further business, the meeting was adjourned at 8:27 p.m.