

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

FEBRUARY 3, 2015

The meeting was called to order by Chairperson, Reed Ringstad at 6:18 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist; Steve Vaske, and Jeff Thompson. Sue Hecht was absent.

Motion was made by Thompson to approve the Consent Agenda including the minutes from the December 2, 2014 and January 6, 2015 Municipal Off-Sale Liquor Board meetings. Seconded by Vaske and unanimously carried.

ELECTION OF OFFICERS

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

Ringstad stated he would not be at the March meeting.

FEBRUARY PROMOTIONS

Ludwig reviewed the February promotions.

2015 LIQUOR STORE GOALS

Board members reviewed their goals for the store:

Ludwig:

1. Increase profit and margin:
 - Power buys with other stores
 - Complete 2fers
 - Focus on 25/75 theory
 - Stay on vendors and credits
 - Staff and I must keep focus on customer service
2. Employee Procedures Manual - April, Ann and Bill
3. Community value:
 - Keep positive attitude at all times
 - Promote our value to taxpayers
 - Continue MMBA promotions and focus
 - Be available to public for questions
4. Recruit
5. Love what you do

Ringstad:

1. Determine the future location of the store
2. Upgrade some of the shelving
3. Upgrade security cameras

Thompson:

1. Lease – shorter terms
2. Research City owned property between Teals and Alco
3. Staffing and security
4. Sunday liquor preparedness
5. Pictures of liquor store employees on a wall

Vaske:

1. Complete the Employee Procedures Manual

Welling:

1. Announce/point out savings on receipts – creates buying local and community worth
2. Research coupons on back of receipts to promote local stores and buy local
3. Reward cards – promotes loyalty to Paynesville Liquor
4. Create and use an advertising/promotions calendar – know why, where, and how the store is using their advertising dollars. Also helps in planning ahead for advertising and meeting deadlines.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Sales are up \$7,898.00 or 9.4%
- Profit is up \$1,199.00 or 6.8% - due to beer margins
- January also had 5 Saturdays

WINE CLUB

77 people attended the January Wine Club with 116 bottles sold. TKO will be the host for February Wine Club.

Survey - The Wine Club survey was reviewed and changes made. The survey will be distributed at the February Wine Club.

PAINTING & UPGRADE IDEAS

Ludwig reported that the lighting in the cooler is complete. Ludwig is planning on repainting the retail space of the store this month and hopes to increase the MN Wine Section shelving.

MMBA

Ludwig reported on the following:

- Last month's regional meeting and store visits
- Meeting in Minneapolis
- Boot Camp in mid-February

- Total Wine & Spirits
- Sunday Liquor
- Legislative visit at the Capitol
- Regional meeting in Elk River

STAFF FOCUS

Ludwig reported that the staff is working on:

- Re-pricing
- Re-tagging
- Dusting
- Training in/working with new employee
- Working on Employee Procedures Manual

SURPLUS ITEMS

All surplus items can't be given away, but rather go through the surplus property process.

ADVERTISING/PROMOTIONS CALENDAR

The Board reviewed the calendar. This is a guide for persons to use for advertising and promotions for the year. Ludwig will make his additions and changes. This will be further reviewed at the next meeting.

COMMUNITY WORTH EVENT – HOLIDAY LIGHTS

The Liquor Store will be co-hosting a Community Worth Fundraising Event for holiday lights. The date is May 14, 2015. The event will include wine, liquor and beer tasting and possibly a silent auction. All of the event details have not yet been worked out. Thompson will be meeting with Chamber President, Karlene Gray.

TEALS REPORT

Ludwig reported that he has visited with Roger Teal regarding the lease space.

NEXT MEETING

The next meeting is scheduled for March 3, 2015 at 6:15 p.m.

There being no further business, the meeting was adjourned at 8:17 p.m.