

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

FEBRUARY 5, 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, Jennifer Welling, and Jeff Thompson.

Motion was made by Thompson to approve the minutes from the January 2, 2013 Special Municipal Off-Sale Retail Liquor Board meeting. Seconded by Hecht and unanimously carried.

FEBRUARY PROMOTIONS

Coors Light 16oz 24pk cans	\$19.99		
Michelob Golden Light 12oz 24pk cans	\$17.99		
McMasters 1.75L	\$13.99		
Ice Hole 750ml	\$ 8.99		
Barefoot Wines 750ml	\$ 4.99	1.5L	\$9.99

MMBA BOOT CAMP QUESTIONNAIRE

The Board reviewed the questionnaire and related material for the Boot Camp that Ludwig will be attending.

DECEMBER MMBA NEWSLETTER

The Board reviewed the questions to ask the manager. It was confirmed that snacks are not allowed during in-house tasting events. The Board also discussed the store's return policy and asked if there was a formal policy. It was suggested to draft a policy and have it available at the next meeting.

CHECK POLICY

There was some discussion on bad checks and accepting checks from person who have had a bad check. A check scanning machine was mentioned. It was suggested to inquire with the Credit Union on a check scanning machine.

(Hecht left the meeting)

SALES & PURCHASING

Ludwig reported on January's sales, margins and mix & match buys. Ludwig introduced the new tobacco products he has brought in that have been selling very well.

WINE CLUB

The next Wine Club will be February 28, 2013 at Ron & Judy's Restaurant. The January Wine Club had 62 people and sold 74 products. It was stated that all featured vendors must use the microphone when presenting.

BILLBOARD

Members discussed that the \$5,000.00 for the billboard is a bit expensive and it would have to be changed every 6 months. There was no action at this time. It was further stated that if the store would ever want a billboard in the future it may have difficulty as there may not be a location available. It was suggested to purchase our own sign on wheels. Ludwig will check on prices for the next meeting.

EVENTS

The Board discussed hosting another event in February; like Bloody Mary Night or another Rum Night. No events were scheduled or confirmed at this time.

2013 GOALS

The Board discussed two major goals for 2013:

- Increase lighting in the parking lot – Ludwig has been in contact with Teals. Ludwig will visit with Ron Mergen regarding airport zoning.
- Staffing – There was some discussion on sharing a part-time employee with City Hall and adding a part-time (over 14 hours per week) employee. There is a need to provide backup support for Ludwig (ordering, inventory, etc.) and additional staff during busy/evening hours. MMBA's suggestion for labor's percent of sales should be at around 10%; in 2008 it was 13.7% and in 2012 it was 8.8%.

SALE OF BUILDING/LAND PROFITS

Ludwig questioned the monies from the sale of the old liquor store building and land and that the rent for the existing store is being paid for from these profits, but how long will it continue to pay for the rent and start to be taken from the store profits.

NEXT MEETING

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

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