

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

FEBRUARY 13, 2018

The meeting was called to order by Chairperson, Reed Ringstad at 6:21 p.m. Members present were Bill Ludwig, Liquor Store Manager; Sue Hecht, Len Gilmore, and Steve Vaske. Jennifer Welling, Administrative Assistant/Zoning Specialist was absent.

There were no minutes for approval.

WINE CLUB & SPECIAL EVENTS

Ludwig reported on Wine Club and special events. Since the tracking of such from 2011 the store has sold 499 cases of wine for a grand total of \$58,492.00 directly from the events.

JANUARY SALES REPORT

Ludwig reported that January sales are up \$3,701.00 or 4% and profit was up \$2,086.00 or 10% due to a strong ice fishing season and the Vikings doing well played a major role.

MMBA SURVEY

Ludwig presented the MMBA Survey on who's going to be open on Easter Sunday. Only one out of 34 stores chose to be open.

Motion was made by Hecht to be closed on Easter Sunday and recommend such to the City Council. Seconded by Ringstad and unanimously carried.

COOLERS

Ludwig has been searching, with the help of Ringstad, for two, three door coolers and to eliminate the current ones from Coke and Pepsi (that are 2 door). Neither Coke nor Pepsi offers 3 door coolers. This would help free up space in the beer cave for the demand of new craft beer. After much discussion,

Motion was made by Hecht to purchase two, three door Koolit 75CA Commercial Coolers for the price offer at the time of purchase (currently at \$2,595.00) and recommend such to the City Council. Seconded by Vaske and unanimously carried.

MEXICAN NIGHT EVENT

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

Motion was made by Gilmore to charge \$12.00 in advance and \$15.00 at the door for the Mexican Night event. Seconded by Vaske and unanimously carried.

There being no further business, the meeting was adjourned at 7:45 p.m.