

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

FEBRUARY 13, 2019

The meeting was called to order by Chairperson, Reed Ringstad at 6:16 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.

Motion was made by Ringstad to approve the minutes of the November 28, 2018 Municipal Off-Sale Liquor Board meeting. Seconded by Vaske and unanimously carried.

ELECTION OF OFFICERS

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

2018 WRAP UP NUMBERS

Ludwig reported on the following:

- 2018 in review:
 - sales were up \$50,932.00 or 3.4% and profit was up \$12,348.00 or 3.6%
 - customer count was up 942 and the average transaction was up \$.39
 - largest transaction was \$4,948.50
 - events averaged 71 customers and have sold 75 cases of wine
- Over the past 9 years the events have been attended by 5,914 participants and the store has sold 575 cases of wine
- The busiest hours for the store continue to be 11:00 a.m. to 6:00 p.m.
- Sunday sales
- Individual item increases and decreases in sales
- 2018 audit found two mistakes totaling \$33.00
- On February 27, 2019 Ludwig is going to the capital to talk with legislators
- Wine sale – February 11-13, 2019
- Minnesotans 4 Choices

FEBRUARY PROMOTIONS/SALES

Ludwig reviewed the in-store specials.

2019 STORE CHANGES

Ludwig explained the following changes:

- 13 additional feet of shelving
- Changing display areas
- Condensing ciders and seltzers

LIQUOR STORE LEASE AGREEMENT

The Board discussed the current Lease Agreement with Teals Management which ends in 2021.

SALES & PURCHASING

Ludwig gave a verbal report on the sales and purchasing.

FUTURE WINE CLUB EVENTS

The Board discussed future events and venues for such. Ludwig will meet with Eckerly to discuss possible venues. The bus trip was scheduled for March 30, 2019 leaving the Paynesville Area Center at 9:30 a.m. and to return at 9:00 p.m.

Motion was made by Vaske to accept the bid from Trobec's Bus Service for \$1,357.00 for the brewery bus trip and to put a required \$100.00 deposit down. Seconded by Hecht and unanimously carried.

Ludwig has been getting quotes from Surly, Fulton, Summit, and Excelsior; details for each place are still being worked out.

A new wine club ad was discussed. The Board consented to go with the "wine stain" like ad.

MMBA REPORT

Ludwig discussed the MMBA Legislative Day on February 27, 2019 and the issues that will come up in this year's legislation.

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