

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

FEBRUARY 18, 2016

The meeting was called to order by Chairperson, Reed Ringstad at 6:22 p.m. Members present were Bill Ludwig, Liquor Store Manager; Steve Vaske, Jeff Thompson and Jennifer Welling, Administrative Assistant/Zoning Specialist. Sue Hecht was absent.

Motion was made by Welling to approve the minutes from the November 3, 2015, December 1, 2015 and January 5, 2016 Municipal Off-Sale Liquor Board meeting. Seconded by Thompson and unanimously carried.

FEBRUARY PROMOTIONS

Ludwig reviewed the February promotions.

ADVERTISING FOR 2016

Ludwig stated that he will advertise the specials once a month in all three papers and is advertising in the Peach a 10% off coupon as well as in the City's newsletter. Radio stations have solicited advertisement, but it is hard to know where to advertise when Paynesville does not have a radio station.

RESIGNATION

Ludwig reported that an employee has submitted her resignation. Staffing was discussed, Ludwig enjoys working Saturdays, but not all Saturdays.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Sales are up
- Profit is up
- \$1,500.00 in lottery hurt the margins
- Some price increases on products as well as doing buys with the City of Litchfield
- May work with the City of Howard Lake in the future
- There is little or no profit made in the first quarter of each year

MMBA

Ludwig reported on Legislative Day to be held March 22, 2016. Meeting with the Howard Lake Liquor Store on February 19, 2016. MMBA Board meeting on Wednesday, February 24, 2016.

WINE CLUB

44 People attended the January Wine Club with 94 bottles sold.

(Ringstad left at 7:21 p.m.)

2016 GOALS

The Board members 2016 Liquor Store goals included:

- Capital Investments - (replacement schedule) and putting money away for them
- Store Needs – wish list
- Staff & Staff Security – enough staff, staff retention, staff incentives, uniforms, shirts
- Community Worth – using a tag line in ads, newsletter, posters, etc.
- Employee Handbook – make it a priority to get completed
- Reports – transactions, over/short, average sale
- Wine Club Vendor Commitments – credits for products

COMMUNITY EVENT FUNDRAISER

The fundraiser benefiting the splash pad was discussed including the following:

- Thursday, April 28, 2015
- 6-8 p.m.
- American Legion
- Tickets \$15 in advance, \$17 at the door
- Over a dozen vendors
- Tickets
- Posters
- Advertising
- Help – 10 people
- Save the date flyers
- Silent/live auction
- Splash Pad image from Bolton & Menk
- Snacks
- All persons attending/helping must purchase a ticket as it is a fundraiser

INFORMATIONAL

The Final Thoughts from Karlene Gray were presented.

NEXT MEETING

The next meeting will be Thursday, March 10, 2016 at 6:15 p.m.

There being no further business, the meeting was adjourned at 8:12 p.m.