

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

MARCH 3, 2015

The meeting was called to order by Vice Chairperson, Steve Vaske at 6:19 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist; Jeff Thompson, and Sue Hecht. Reed Ringstad was absent.

Motion was made by Thompson to approve the Consent Agenda including the minutes from the February 3, 2015 Municipal Off-Sale Liquor Board meeting. Seconded by Hecht and unanimously carried.

MARCH PROMOTIONS

Ludwig reviewed the March promotions.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Sales are up 8,308.00 or 5.3%
- Profit is up \$1,383.00 or 4%
- January encountered a huge hit on beer margins
- The Valentine's Day email coupon was a success

WINE CLUB

56 people attended the February Wine Club with 86 bottles sold. The Wine Club survey was distributed and attendees filled it out. Welling will put the survey results together for the next meeting.

MMBA

Ludwig reported on the MMBA events he has attended and on the article he wrote in the Minnesota Municipal Beverage Association newsletter.

STAFF FOCUS

Ludwig reported that the staff is working on:

- Painting
- Pricing
- Cleaning
- Training in/working with new employee
- Working on Employee Procedures Manual

ADVERTISING/PROMOTIONS CALENDAR

The Board reviewed the calendar and suggested a couple of changes. Welling will make the changes and distribute to Ludwig. An updated advertising cost book will also be given to Ludwig and Lindquist.

COMMUNITY WORTH EVENT – HOLIDAY LIGHTS

The Liquor Store will be co-hosting a Community Worth Fundraising Event for new holiday lights. The date is May 14, 2015. The event will include wine, liquor and beer tasting and a silent auction. Event details:

- Featured vendor Ste. Michelle
- 10 or 11 tables with vendors
- Beer, wine, and liquor tasting
- Location – has not been determined
- Ticket price \$10.00 in advance, \$12.00 at the door
- Who will sell tickets
- Who will pay for and make the tickets
- Who will find silent auction items
- Who will run the silent auction
- Who will pay for and do the advertising
- Snacks, who will pay for and what is needed
- Who will work

Ludwig will be meeting with Karlene Gray, Chamber President to work out the details.

TEALS REPORT

Ludwig reported that the Property Negotiations Team will be meeting to discuss the future location of the liquor store.

NEXT MEETING

The next meeting is scheduled for April 7, 2015 at 6:15 p.m.

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