

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

**MARCH 6, 2012**

The meeting was called to order by Reed Ringstad at 6:28 p.m. Members present were Bill Ludwig, Jeff Thompson, and Sue Hecht. Candice Woods, Jennifer Welling, and Steve Vaske were absent.

**Motion was made by Thompson to approve the minutes from the February 13, 2012 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Hecht and unanimously carried.**

**MARCH PROMOTIONS**

Ludwig reported the following:

Coors Light	12 oz.	24 pack cans	\$16.99
Michelob Golden Light	16 oz.	24 pack cans	\$19.99
EJ Brandy	1.75 L		\$16.99
Robert Mondovi Private Select Wines			\$8.99

The Board also discussed the St. Patrick's Day promotion.

**DOOR BUZZER**

Ludwig discussed issues with the current buzzer that came from the old store. It is not working all the time. There is also a need for one in the cooler so staff knows when people are in the store when they are stocking. New buzzers are wireless and alarms can be added to them. Ludwig researched prices on-line that were \$125.00 - \$200.00. Ringstad will also look into prices.

**SALES REPORT**

Ludwig reported the following:

- February 2012 sales are up \$5,764.16 over February 2011, but there was also an extra day this year.
- Profit is up \$1,283.61 over 2011.
- Margins on beer, wine, & liquor is 25.17% (2012) and 24.8% (2011)
- Purchasing is roughly \$58,256.00

Ludwig explained price increases on most wines, box wines, liquor and some beer. He continues to do major purchases on key items to maximize margins and gain gross profit dollars.

**COMMUNITY VISION MEETING**

Ludwig is planning on attending the visioning meeting.

## **HOURS OF OPERATION**

Ludwig reported hourly sales figures for the hours of 8:00 - 9:00 a.m. for 2011 and the first two months of 2012. The report shows the store averages 1.8 – 2.2 customers for the first hour of business. The Board discussed the manager's hours, hours of staff, potential payroll savings, and using the hours saved some place else to help with customer service.

**Motion was made by Ringstad to open the Liquor Store at 9:00 a.m. instead of 8:00 a.m. and recommend such to the City Council. Seconded by Hecht and unanimously carried.**

## **SIGNAGE AT HWY. 55 & MAIN ST.**

Ludwig reported that he is still waiting for C & L to complete the sign.

## **PLACEMENT OF SIGNAGE OFF HWY. 23 BYPASS**

Thompson and Ludwig reported possible locations near the new Hwy. 23 for advertising.

## **WINE CLUB**

52 people attended the event and 40 bottles of wine were sold. The next Wine Club is scheduled for 7:00 p.m. on Thursday, March 22, 2012 at Ron & Judy's with the vendor Hartland Wine Sales; featuring Minnesota wines.

## **WINE AND FOOD PAIRING EVENT**

The Board looked at menus from Ron & Judy's, Queen Bee's, and the Legion. Prices were discussed and what to charge customers for the event. The Board also discussed limiting the number of tickets to be sold for the event. After much discussion,

**Motion was made by Ringstad to have the event at the American Legion on April 20<sup>th</sup> or 27<sup>th</sup> with a minimum of 40 tickets sold for \$30.00 each; pending the booking of a vendor. Seconded by Hecht and unanimously carried.**

There being no further business, the meeting was adjourned at 8:10 p.m.