

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

**MARCH 10, 2016**

The meeting was called to order by Chairperson, Reed Ringstad at 6:15 p.m. Members present were Bill Ludwig, Liquor Store Manager; Steve Vaske, Jeff Thompson, Jennifer Welling, Administrative Assistant/Zoning Specialist, and Sue Hecht.

There were no minutes available for approval.

**MARCH PROMOTIONS**

Ludwig reviewed the March promotions including the specials running the week of St. Patrick's Day.

**STORE MOTTO**

Ludwig presented a number of mottos the store could use. Currently the store has been using "Where the profits benefit the community." The Board discussed using a motto on the staff shirts, business cards, stationary, ads, on email signature blocks, for the back wall above the wine. The Board consented on the motto "Profits poured back into the community." Employee shirts were discussed and there is money budgeted for such.

**Motion was made by Hecht to approve the purchase of 25 Liquor Store staff shirts (\$10.00) and sweatshirts (\$30.00). Seconded by Thompson and unanimously carried.**

**SALES & PURCHASING REPORT**

Ludwig reported on the following:

- Sales are up \$13,940.00 or 8.2%
- Profit is up \$3,321.00 or 8.9 %
- Sales should be up due to leap year as there is an extra day this year

**MMBA**

Ludwig reported that Legislative Day will be held March 22, 2016. Ludwig reported on his meeting with the Howard Lake Liquor Store and the MMBA Board meeting.

**WINE CLUB**

64 people attended the January Wine Club with 90 bottles sold. No one seemed to have an issue with the increase in ticket prices.

**COMMUNITY EVENT FUNDRAISER**

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

- Thursday, April 28, 2015

- 6:30-8:30 p.m.
- American Legion
- Tickets \$15 in advance, \$17 at the door
- Over a dozen vendors
- Tickets & Posters will be completed by City Hall staff
- Advertising
- Help – 10 people
- Save the date flyers – City Hall Staff is doing
- Silent/Live Auction – The Park & Tree Board decided against doing an auction of any sort
- Splash Pad image from Bolton & Menk – has been obtained and a few larger posters will be ordered
- Snacks – Ludwig will order
- All persons attending/helping must purchase a ticket as it is a fundraiser
- Decorations – all Board members are to bring beach, pool, and summer themed items (flip flops, umbrellas, hats, swim suites, beach balls, beach towels, etc.)
- Kinds and types of beverages to taste

### **STAFFING**

Ludwig reported that the store is advertising for help and a few applications have been received. Ludwig hopes to review the applications received and interview so that it can be determined if future advertising is necessary.

### **NEXT MEETING**

The next meeting will be Thursday, April 5, 2016 at 6:15 p.m.

There being no further business, the meeting was adjourned at 7:06 p.m.