

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

MARCH 10, 2020

The meeting was called to order by Chairperson, Reed Ringstad at 6:17 p.m. Members present were Len Gilmore, Sue Hecht, and Steve Vaske. Jennifer Welling, Administrative Assistant/Zoning Specialist was absent. Also present was advisory member Bill Ludwig, Liquor Store Manager.

Motion was made by Gilmore to approve the minutes from the January 7, 2020 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Hecht and unanimously carried.

MARCH PROMOTIONS/SALES

Ludwig reviewed the in-store specials.

SALES AND PURCHASING & YEAR END REPORT

Ludwig reviewed the following:

Year to Date 1-1-2020 to 2-29-2020:

- Sales are up \$12,082.00 or 6.4%
- Profit is up over 2019 \$3,630.00 or 8.9%
- Margin in 2020 is 21.52% compared to in 2019 was 20.96%
- Product count is up 631 over 2019
- Transaction count is up 281 over last year
- Average transaction is up .65 cents from the previous year
- Units per transaction are 2.25; the same as 2019

WINE CLUB

Wine Club at Roadside had 64 attendees with 91 bottles sold and it went very well at this location.

2020 GOALS

This was tabled until the next meeting.

HUMIDOR

Ludwig explained that the quote of \$750.00 is now over \$1,100.00. The Board suggested to look at other options.

WINE CLUB SURVEY

This item was tabled.

SOFTWARE & LOYALTY CARDS

Ludwig gave a verbal update on the status of training. Double points could be offered as a promotion.

LEGISLATIVE UPDATE

Ludwig visited the State Capital on February 25th for Pr% with Zach Ludwig advocating for Fetal Alcohol Spectrum Disorder. In addition, he visited the State Capital on March 3rd with MMBA. The meetings were very positive with all elected officials and others he visited.

There being no further business, the meeting was adjourned at 7:30 p.m.