

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

APRIL 2, 2013

The meeting was called to order by Vice Chairperson, Steve Vaske at 6:17 p.m. Members present were Bill Ludwig, Jennifer Welling, Jeff Thompson, and Sue Hecht (6:28 p.m.) Reed Ringstad was absent.

Motion was made by Thompson to approve the minutes from the March 11, 2013 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Welling and unanimously carried.

APRIL PROMOTIONS

Miller Lite	12 oz. 24 pack cans	\$16.99
Miller Genuine Draft 64	12 oz. 24 pack cans	\$16.99
Busch Light	16 oz. 18 pack cans	\$13.99
Schell's	12 pack bottles	\$12.99
All Malbec Wines		10% off
Cupcake Moscato D'Asti		\$7.99
Crown Royal		\$2.00 off

MMBA ANNUAL CONFERENCE

Ludwig expressed interested in attending the Conference as he has never gone before.

Motion was made by Thompson to approve the attendance of Bill Ludwig to the MMBA Annual Conference and recommend such to the City Council. Seconded by Welling and unanimously carried.

AREA GUIDE AD

The Board reviewed the full-color ad for the Area Guide at the cost of \$270.00. Bourbon Night was changed to Whiskey Night and Beer Camp was changed to Quantity Discounts. The Board consented to run the ad again this year.

WHISKEY NIGHT

There have been requests by customers to host a Whiskey Night. Ludwig has a vendor that is also interested in this event. Thursday, May 16, 2013 was set as a possible date for this event. The location is to be determined.

LADIES NIGHT OUT

Ladies Night Out will be held on Friday, April 26, 2013 with in-house tastings from 5 – 9:30 p.m. A 15% off coupon will be distributed.

BEER CAMP

The Board discussed Beer Camp and scaling it down. It was suggested to hold Beer Camp on a Thursday night in July; however, to keep it from the same night as the Concerts in the Park.

MMBA BOOT CAMP & DECLARATIONS

The MMBA Declarations were reviewed and an update given:

Shelf Set, Traffic Flow, Specials POS, & Vendor Services

- Signage for wines – working on
- Numbers on cooler doors – done
- Logo on signs, flyers, posters & ads – Welling will work with Ludwig on this
- Higher margin product on the floor – done

Financial Statements, Pricing, & Inventory Control

- Focus on beer and wine margins – working on
- Use Cable Channel 8 for promotions and events – Ludwig will check with Eckerly on this
- Make sure employees are not lowering prices on cash register – Ludwig is working with staff on this

Security, Theft, & Internal Controls

- Line voids – working on
- Discounts given – working on
- Vendor check in – working on

Personnel, Customer Service, & Scheduling

- Staff training check list/manual – Ludwig and Welling will work on and put back on a future agenda. A draft manual should be completed this week.
- Wine Training 101 - \$25.00 online training for employees
- Bodily fluid kit & eye washing station – It was determined that there is not a need for this.

SALES & PURCHASING

Ludwig reported on the March sales:

- March sales were down \$1,500.00 from last year
- Last March had 70° weather
- Overall profit is up
- Till was over \$45.37 in March

STATE AUDITOR REPORT

The State Auditor's Report was reviewed noting that Paynesville Liquor was rated number one due to gross profit. The gross profit was so high due to the sale of the building.

WINE CLUB

The next Wine Club will be April 25, 2013 at Ron & Judy's Restaurant. The featured vendor will be Paustis & Sons. The March Wine Club had 57 people and sold 91 products.

Summer Wine Clubs will be:
June – will be a little bit of wine and liquor
July – Mike's Frozen drinks
August – Mystery night

PARKING LOT LIGHTING

Ludwig has been in contact with Roger Teal and Mr. Teal suggested that the cost be split between the City and Teals for the additional lighting. The Board discussed this and will wait for an estimated cost before making a recommendation.

CUSTOMER APPRECIATION DAY - ANNUAL OPEN HOUSE

Ludwig suggested holding the open house this year during the Memorial Day weekend; Friday, May 24, 2013 with all day sales. Vendors and sampling would be from 3 – 8 p.m. only.

SIGN ON WHEELS

Ludwig had researched a sign on wheels; instead of renting it from the Lions Club. Ludwig researched signs with and without wheels. It was suggested to ask Jim Stanger about constructing a trailer like structure for a sign and the cost for such.

WINE SECTION

Next week the store's wine section will be re-set. Aisle violators (signs identifying kinds of wine) were discussed.

TABLE

Ludwig is checking on ordering a 6' folding table to use for in-house tastings.

T-SHIRTS

Ludwig is checking on Wine Club and/or Beer Camp T-Shirts.

There being no further business, the meeting was adjourned at 7:48 p.m.