

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

APRIL 3, 2012

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

APRIL PROMOTIONS

Ludwig reported the following:

Miller High Life & Miller Light	24 pack cans	\$14.99
Busch & Busch Light	24 pack cans	\$14.99
Kraken Rum	1 liter	\$16.99
Jesse James Bourbon	750 ml	\$13.99
Sweet Bitch Wines		\$8.99

CUSTOMER APPRECIATION DAY/ OPEN HOUSE

Customer Appreciation Day/Open House was discussed.

**Motion was made by Hecht to host Customer Appreciation Day/Open House.
Seconded by Vaske and unanimously carried.**

The event will be held on Friday, May 25, 2012 from 9:00 a.m. to 10:00 p.m. Vendors will be conducting in-house tastings. Door prizes, refreshments and discounts will be available.

ADVERTISING

Advertising includes:

- Ladies Night Out, May 11, 2012
- MN Anglers - \$100.00 ad for June 2nd event

Motion was made by Welling to do the MN Angler ad for \$100.00 with a coupon for free ice. Seconded by Hecht and unanimously carried.

- Baseball Book – may not participate in this
- Football Ads – will not participate in this fall
- Spring Insert – to list all events May - September

Motion was made by Vaske to do a Spring Insert. Seconded by Hecht and unanimously carried.

SUMMER EVENTS

Bourbon Night to be held on a Friday night in July or August. Ludwig will set up a date with a vendor.

June Wine Club – Gallo, margaritas, and Turning Leaf
July Wine Club – Frozen drinks
A Scotch and Cigar event was mentioned.

Purchasing a blender was discussed. This will be put back on the May agenda.

ROAD TRIP

The Board briefly discussed visiting local wineries and breweries in September. This will be put back on the May agenda.

HOLIDAY HOURS

The Board discussed being open on the holidays and consented to the following:

Memorial Day	10 a.m. – 8 p.m.
4 th of July	10 a.m. – 8 p.m.
Labor Day	10 a.m. – 8 p.m.

SALES REPORT

Ludwig reported the following:

- Sales were down \$926.00 from last year; however 2011 had the moving sale
- Profit was up \$4,354.00
- Year to date sales were up 3%

Year to date profit was up 14%

COMMUNITY VISION MEETING

Ludwig reported on signage, how to keep Paynesville viable, and the Hwy. 23 Bypass were discussed. Their next meeting is scheduled for April 19, 2012.

HOURS OF OPERATION

Store hours were discussed and will be changed from 8 a.m. to 10 p.m. to 9 a.m. to 10 p.m. Monday through Saturday. By doing this change it will save \$2,700.00 a year.

SIGNAGE ALONG HWY. 23 BYPASS

Signage on the Compost Site and Opportunity Park land would be optimum.

SIGNAGE AT HWY. 55 & MAIN ST.

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

WINE CLUB

52 people attended the event and 57 bottles of wine were sold.

DOOR BUZZER

A two buzzer system with alarm and door bell in the amount of \$144.97 plus tax was discussed and agreed on to purchase.

CURB CUT

Ludwig reported that Spanier is out about two weeks and will bring a bid to Roger Teal. The location of the curb cut will be moved from in front of the door to off to the side.

WAXING OF FLOORS

It was reported that the floors will need to be waxed. This will be on the May agenda and Ludwig will get quotes.

There being no further business, the meeting was adjourned at 8:04 p.m.