

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

**APRIL 7, 2015**

The meeting was called to order by Chairperson, Reed Ringstad at 6:20 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist; Jeff Thompson, and Sue Hecht. Steve Vaske was absent. Also present were Sheri Wegner and Karlene Gray both from the Chamber of Commerce.

**Motion was made by Thompson to approve the Consent Agenda including the minutes from the March 3, 2015 Municipal Off-Sale Liquor Board meeting. Seconded by Welling and unanimously carried.**

**APRIL PROMOTIONS**

Ludwig reviewed the April promotions.

**COOLER PURCHASE**

Ludwig explained his interest in purchasing a 3 door cooler in the amount of \$3,800.00. This would be placed by the suitcases near the door.

**Motion was made by Welling to approve the purchase of a 3 door cooler in the amount not to exceed \$4,200.00 and recommend such to the City Council. Seconded by Hecht and unanimously carried.**

**SALES & PURCHASING REPORT**

Ludwig reported on the following:

- Sales are up 10,083.00 or 4.3%
- Profit is up \$2,250.00 or 5%
- There was a decrease in snowmobile traffic due to no snow
- No buys have been done with the City of Litchfield yet
- Also lost one Saturday, but still up \$2,000.00

**SURVEY RESULTS**

The survey results were presented and reviewed. The location of Wine Club was discussed and according to the survey; attendees prefer staying at Ron & Judy's Restaurant.

**WINE CLUB**

63 people attended the March Wine Club with 42 bottles sold.

**COMMUNITY WORTH EVENT – HOLIDAY LIGHTS**

The Liquor Store will be co-hosting a Community Worth Fundraising Event for new holiday lights. The date is May 14, 2015. The following was discussed:

<b>TASK</b>	<b>RESPONSIBLE PARTY</b>	<b>CONFIRMED BY &amp; DATE</b>
Items to be tasted	Liquor Store	
Vendor List	Liquor Store	
Prizes	NA	
Drawing Box	NA	
Drawing Slips	NA	
Sign In Sheets	Liquor Store	
Cash – need lots of \$1's and \$5's More than what is used for Wine Club	Liquor Store	
Crackers & Cheese	Legion & Liquor Store	
Spoons	NA	
Bowls	NA	
Plastic Table Stands	Liquor Store	
Tickets (Printing and Selling)	Liquor Store	
Advertising, features	Liquor Store	
Cups (5oz cups, sample cups & Beer Cups)	Liquor Store	
Napkins	Liquor Store	
Plates	Liquor Store	
Wine Glasses	Liquor Store	
Vendors Table Assignment	Liquor Store	
Microphone	Legion	
Table Clothes	NA	
Hand Stamper	Snowflake All bring one	
Event Posters	Sheri Wegner – Design City - Print	

<b>TASK</b>	<b>RESPONSIBLE PARTY</b>	<b>CONFIRMED BY &amp; DATE</b>
Sell Sheet	Liquor Store	
Water Pitchers	Legion	
Dump Buckets	Legion	
Silent Auction	NA	
Registration Desk:	Chamber ID's - Liquor Store	
Snack Table	Liquor Store	
Runners:	Liquor Store	
Floater:	Liquor Store	
Sale Sheet Collection Box	Liquor Store	
Set Up	All	
Clean Up	All	

### **Venue**

1. Where is it at – Legion (free crackers) & Queen Bee's are both available, both will offer appetizer specials.
2. Cost of the venue – No cost for either place
3. Amount of time we can get in ahead of time – need to be in by 5:00 p.m.

### **Ticket Printing**

1. Who is designing them - Sheri
2. Who/where are they being printed/cut – City
3. Delivery to sellers – Ludwig & Chamber representative
4. Time frame for them to be sold - ASAP
5. Who is collecting money when selling of the tickets at each location is done – Ludwig & Chamber representative
6. Price - \$15.00
7. Rules for selling tickets will be on the envelope

### **Tickets Sold At**

1. Liquor Store, Bloom, Hotel, City Hall, NuCara, Legion, Total Entertainment,

BlessingWell, and Teals

2. Checks payable to Chamber of Commerce

### **Advertising**

1. Posters to hang around town? Sheri will make, City will print, and Ludwig will distribute.
2. Advertising in the Press and Plus – Ludwig will do
3. Facebook (both City and Liquor store pages) - JoLyn
4. City Website - JoLyn
5. Newsletter – JoLyn
6. Radio - Bill

### **Vendors**

1. What is each one sampling out that day – Liquor Store
2. Are they bringing product to sample out or are we - Vendors will bring product
3. Who is coming from each vendor to pour - See vendor list
4. Bring own signs - Liquor Store will ask vendors
5. What time we would like them there to set up their tables – 6 p.m.
6. Email confirmation before event to vendor (month in advance, week before, day before)  
- Liquor Store will email
7. Community Education email blast - Sheri

### **Paper Work**

1. Order Forms - Liquor Store
2. Tasting Sheets – Liquor Store
3. Sign Up Sheets – Liquor Store
4. Sign In Sheets for day of event – Liquor Store
5. Map of the event (put together a packet- Order Form, Tasting Sheets, Map etc.) –  
Liquor Store
6. Tickets for drawings – Not doing

### **Hors d'oeuvres**

1. Who is providing what – Crackers (Legion), Cheese (Liquor Store) and Popcorn  
(Legion)
2. Work food table – Board Member or Liquor Store staff

**Door Prizes** - None

**Silent Auction** – Not doing

### **Other Items:**

- All persons attending, even if helping will need to purchase a ticket
- ID's will be checked by Liquor Store staff
- There will be a donation box at the ticket table
- All money raised and the money the Chamber has put aside will be used to purchase the lights, even though it may not cover 43 lights
- All expenses will be paid for by the Chamber from the ticket sales

## **LIQUOR STORE SPACE**

Ludwig reported that he met with the Land Negotiations Team and discussed the space issue at the store and to research a second store option. The Board discussed that a second store would increase expenses and labor at minimum. Expenses increased in 2014 and currently labor is an issue at the current store.

**Motion was made by Hecht to not pursue a second store concept as discussed in the Land Negotiations Team meeting; therefore, no further time and/or research needs to be done on this, but rather focus on increasing sales to continue to put more money in the Capital Improvement Fund for future possibilities and recommend such to the City Council. Seconded by Ringstad and unanimously carried.**

## **NEXT MEETING**

The next meeting is scheduled for May 5, 2015 at 6:15 p.m.

There being no further business, the meeting was adjourned at 9:00 p.m.