

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

MAY 1, 2012

The meeting was called to order by Vice Chair, Steve Vaske at 6:15 p.m. Members present were Bill Ludwig, Jeff Thompson, Jennifer Welling, and Sue Hecht. Candice Woods and Reed Ringstad were absent.

Motion was made by Thompson to approve the minutes from the March 26, 2012 and April 3, 2012 Municipal Off-Sale Retail Liquor Board meetings. Seconded by Welling and unanimously carried.

MAY PROMOTIONS

Ludwig reported the following:

Bud & Bud Light	16 oz.	18 pack cans	\$13.99
Keystone	12 oz.	24 pack cans	\$15.99
Windsor	1.75		\$12.99 (with \$3.00 mail in rebate)
Jacobs Creek Wine			\$5.99

REDNECK WINE GLASSES

The Board reviewed the redneck wine glasses.

NEW LIQUOR STORE IN LITCHFIELD

The Board discussed the new liquor store in Litchfield as well as some of their surplus equipment.

SALES REPORT

Ludwig reported the following:

- April sales were up
- Profit is up
- Average transaction is up

BLENDER PURCHASE

Motion was made by Welling to purchase a commercial blender for the summer events in the amount not to exceed \$400.00. Seconded by Hecht and unanimously carried.

WAXING FLOORS & BATHROOM FLOOR

Ludwig will obtain quotes for waxing the floors. The bathroom floor will be fixed with stripping and waxing.

Motion was made by Vaske to wax the floors and recommend such to the City Council. Seconded by Welling and unanimously carried.

WINE & BREWERY TOURS

The Board and some of the Liquor Store employees are planning on touring Cold Spring Brewery on Tuesday, July 10, 2012; the same night as the July Board meeting.

WINE CLUB

The May Wine Club will be held on Thursday, May 24, 2012 at Ron & Judy's Restaurant at 7:00 p.m. with Bellboy as the featured vendor.

WINE & FOOD PAIRING EVENT

The event was a success with 25 tickets sold. The evaluations were reviewed and all had very positive responses.

CURB CUT

Spanier is supposed to do the work. The Board wants the curb cut completed by Memorial Day.

CUSTOMER APPRECIATION DAY/ OPEN HOUSE

Customer Appreciation Day will be held on Friday, May 25, 2012 from 9:00 a.m. to 10:00 p.m.

SIGNAGE AT HWY. 55 & MAIN ST.

The sign is complete. Ludwig is scheduling a time with the Public Works Department to put the sign up. The Board wants the sign up by May 12, 2012.

2012 GOALS

The 2012 Goals were reviewed.

ADVERTISING

Summer advertising was reviewed and discussed.

NEXT MEETING

Ludwig will present figures on labor percentages according to sales.

There being no further business, the meeting was adjourned at 7:40 p.m.