

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

MAY 3, 2016

The meeting was called to order by Chairperson, Reed Ringstad at 6:21 p.m. Members present were Bill Ludwig, Liquor Store Manager; Steve Vaske, Sue Hecht and Jennifer Welling, Administrative Assistant/Zoning Specialist. Jeff Thompson was absent.

There were no minutes available for approval.

MAY PROMOTIONS

Ludwig reviewed the May promotions.

JUNE WINE CLUB

The Board consented to not host a June Wine Club.

BEER GARDEN AT TOWN & COUNTRY DAYS STREET DANCE

Ludwig reported that Liquor Store staff will help with set up and Josh Mergen and Bill Ludwig have volunteered to check ID's at the event.

LIQUOR STORE EVENTS VENUES

The Board discussed the Liquor Store events and the venues they are held at including:

- Price
- Parking
- Set up
- Clean up
- Privacy
- Past survey results

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Sales are up \$12,536.00 or 11.5%
- Profit is up \$3,675.00 or 14.4%
- Sales should be up due to leap year as there is an extra day this year

MMBA

Ludwig reported on the MMBA Conference which was very well attended.

WINE CLUB – SPLASH PAD FUNDRAISER

121 people attended the Wine Club Fundraiser with 261 bottles sold. The event raised \$2,587.00. The next Wine Club will be May 19, 2016.

BEER CAMP

Beer Camp will be held on Friday, June 3, 2016 from 6:30 p.m. – 8:30 p.m. at the American Legion.

LADIES NIGHT OUT

Ladies Night Out will be held on Friday, May 6, 2016.

OPEN HOUSE/CUSTOMER APPRECIATION DAY

The Open House/Customer Appreciation Day will be held on Friday, May 27, 2016. There will be a special on all beer suitcases, tasting, etc.

FLOORS

The Liquor Store floors will be waxed on Sunday, May 22, 2016.

STAFFING

Ludwig reported that the store is advertising for help. It has been suggested to increase an employee's hours to up to 32 hours per week.

FUTURE BOARD MEETING DATES

The Board discussed future board meetings for the summer months:

June 7, 2016

July 20, 2016

August 9, 2016 – No meetings allowed, Primary Elections – may cancel August meeting

September 21, 2016

Welling will send out an email for confirmation on the above dates.

There being no further business, the meeting was adjourned at 7:26 p.m.