

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

**MAY 5, 2020**

The meeting was called to order by Chairperson, Reed Ringstad at 6:17 p.m. Members present were Len Gilmore, Steve Vaske, and Jennifer Welling, Administrative Assistant/Zoning Administrator. Sue Hecht was absent. Also present was advisory member Bill Ludwig, Liquor Store Manager.

**Motion was made by Vaske to approve the minutes from the March 10, 2020  
Municipal Off-Sale Retail Liquor Board meeting. Seconded by Gilmore and  
unanimously carried.**

**MAY PROMOTIONS/SALES**

Ludwig reviewed the in-store specials.

**OPEN HOUSE/OTHER LIQUOR STORE EVENTS**

The Liquor Store Open House is scheduled for May 16, 2020. Due to COVID-19 this event will be postponed.

**STORE HOURS**

The store has been following Teals hours and closing at 8:00 p.m. The store recently switched to the following:

Friday & Saturday 9 am – 10 pm  
Sunday 11a m – 6 pm  
Monday – Thursday 9 am – 8 pm

**STAFFING**

Ludwig noted the following:

- One employee on medical leave until July
- 3 part-time employees at 32 hours
- 1 employee at a maximum of 21 hours
- 1 employee whom works every other weekend
- 1 employee whom works 1 day a weekend
- 1 employee whom works 1 day a week

The Board discussed increasing the current staff's hours or asking the other part-time City employees if the are interested in working at the liquor store. They further discussed hiring an additional employee; seasonal help or through a staffing company. Ludwig will put together some options and bring it to Council.

**SALES AND PURCHASING & YEAR END REPORT**

Ludwig reviewed the following:

Year to Date 1-1-2020 to 4-30-2020:

- Sales are up \$104,818.00 or 27%
- Profit is up over 2019 \$22,274.00 or 27%
- Margin in 2020 is 21.60% compared to in 2019 was 21.71%
- Product count is up 6,795 over 2019 or 39.6%
- Transaction count is up 1,736 over last year
- Average transaction is up \$3.62 from the previous year
- Units per transaction are .16 over 2019
- March increased 44% in sales
- April increased 43% in sales
- MMBA group buys are going well

## **2020 GOALS**

Goals included:

- Teach customers the habit of coming back to Paynesville Liquor
- Bring back business from those who may have been going to St. Cloud or Willmar
- Don't lose focus on what was done from the mystery shoppers

## **SOFTWARE & LOYALTY CARDS**

Ludwig reported that he trained today and will continue to train next week. There are about 15 hours of prep work. The new program will go live right after Memorial Day.

## **LEGISLATIVE UPDATE**

Ludwig gave a brief update, including a Willmar brewery selling directly to customers with a delivery service. The brewery is no longer selling to liquor stores.

## **HUMIDOR**

The humidor holds 300 cigars and sales are strong.

## **COVID-19**

Social distancing and CDC guidelines were discussed including masks, hand sanitizer, plexy glass, etc.

There being no further business, the meeting was adjourned at 7:50 p.m.