

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

**MAY 7, 2013**

The meeting was called to order by Chairperson, Reed Ringstad at 6:19 p.m. Members present were Bill Ludwig, Jennifer Welling, Jeff Thompson, Steve Vaske, and Sue Hecht.

**Motion was made by Thompson to approve the minutes from the April 2, 2013 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Hecht and unanimously carried.**

**MAY PROMOTIONS**

Miller High Life	12 oz. 24 pack cans	\$13.99
Mich Golden Light	12 oz. 24 pack cans	\$16.99
Busch Light	16 oz. 18 pack cans	\$13.99
Phillips Vodka	1.75L	\$11.99
Long Lake Wine		\$ 4.99

**WHISKEY NIGHT**

Whiskey Night will be held on Thursday, May 16, 2013 at 7:00 p.m. at Ron & Judy's Restaurant.

**LADIES NIGHT OUT**

Ladies Night Out was held on Friday, April 26, 2013 with in-house tastings from 5 – 9:30 p.m. A 15% off coupon was distributed. It was reported that approximately 150 people came during the event.

**BEER CAMP**

The Board discussed Beer Camp. It was suggested to hold Beer Camp on Thursday, July 18, 2013 at Ron & Judy's Restaurant.

**SALES & PURCHASING**

Ludwig reported on the April sales:

- Sales were down \$500.00 from last year
- Beer was down \$2,000.00 from last year
- Year to date sales are still up \$3,000.00 from last year
- Weather plays a role in sales

**WINE CLUB**

The next Wine Club will be May 23, 2013 at Ron & Judy's Restaurant. The featured vendor will be Gallo. The April Wine Club had 67 people and sold 177 products.

## **PARKING LOT LIGHTING**

Ludwig has been in contact with Teal's regarding additional lighting and is waiting on estimated costs.

## **CUSTOMER APPRECIATION DAY - ANNUAL OPEN HOUSE**

The annual customer appreciation day will be held on Friday, May 24, 2013 with all day sales. Vendors and sampling would be from 3 – 8 p.m. only.

## **TABLE**

Ludwig expressed the need for a small folding table to conduct in-store samplings on. Ludwig will get costs for such.

## **SHIRTS**

Ludwig is checking on shirts for Beer Camp and Wine Club.

## **SIGN ON WHEELS**

Ludwig has researched a sign on wheels and asked Jim Stanger about constructing a trailer like structure for the sign at the cost of approximately \$250.00. This will be discussed further at a future meeting.

## **REFRIGERATOR**

The Board discussed the need for a refrigerator for left over cheese from Wine Club and staff's lunches.

**Motion was made by Welling to purchase a small dorm room refrigerator.  
Seconded by Hecht and unanimously carried.**

## **INFORMATIONAL**

The Board reviewed the Capital Update Report.

There being no further business, the meeting was adjourned at 7:25 p.m.