

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

**MAY 7, 2019**

The meeting was called to order by Chairperson, Reed Ringstad at 6:18 p.m. Members present were Bill Ludwig, Liquor Store Manager; Len Gilmore, Steve Vaske, and Sue Hecht. Jennifer Welling, Administrative Assistant/Zoning Specialist was absent.

**Motion was made by Gilmore to approve the minutes from the February 13, 2019 and March 5, 2019 Municipal Off-Sale Retail Liquor Board meetings. Seconded by Vaske and unanimously carried.**

**MAY PROMOTIONS/SALES**

Ludwig reviewed the in-store specials.

**CUSTOMER APPRECIATION DAY**

Customer Appreciation Day will be May 24, 2019. All items will be on sale except tobacco and kegs. All major suitcases will be \$18.99 with Miller High Life at \$14.99. Non-sales items will be 10% off. Coupons for 10% off their next visit will be distributed and can be used before June 20, 2019. There will be 3 vendors doing sampling as well as prizes to be given away.

**SALES & PURCHASING**

Ludwig reviewed the year to date numbers:

- Sales were up \$11,495.00
- Profit was up \$1,157.00 or 1.3%
- Customer count was down 628, but the average ring was up \$1.16
- Similar size stores are experiencing similar numbers
- Poor ice fishing and a tough winter and spring played a major role in sales

**FUTURE WINE EVENTS**

Due to the state law Wine Club is not able to be held at Veterans Park, since the Club is not a non-profit group.

**Motion was made by Hecht to talk to the Legion for the August Wine Club and discuss possible future events. Seconded by Vaske and unanimously carried.**

**BUS TRIP – BREWERY TOUR**

Ludwig reported that the bus trip brewery tour was a success with 44 customers. The Board discussed doing it again in a couple of years and go to a brewery, winery and distillery; to possibly entice more persons to attend.

## **MMBA REPORT**

Ludwig reported on the annual conference he attended in April. This is his final year on the Board, but has been asked to represent the liquor industry and be a board member for "Proof", an organization for fetal alcohol syndrome. Ludwig will have more details regarding this at a later meeting. Also discussed future liquor bills that may come up in the legislative session.

There being no further business, the meeting was adjourned at 7:32 p.m.