

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

JUNE 5, 2012

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

Motion was made by Thompson to approve the minutes from the May 1, 2012 Municipal Off-Sale Retail Liquor Board meetings. Seconded by Hecht and unanimously carried.

JUNE PROMOTIONS

Ludwig reported the following:

Michelob Golden Light	24 pack cans	\$16.99
Blue Moon	12 pack cans	\$11.99
Windsor	1.75	\$12.99 (with \$3.00 mail in rebate)
Sea Glass Wine		\$7.99

BEER CAMP

The Board finalized the details for Beer Camp including set up, clean up, snacks, prizes, coolers, pourers, etc.

94.1 BREWERY TOUR

It was reported that there is a group from Willmar touring the Cold Spring Brewery and they will be stopping at the Liquor Store on their way home. We will have in-house tastings as well as a coupon to give out. The radio advertisement to participate in this is \$250.00.

Motion was made by Hecht to participate in the Beer Tour. Seconded by Vaske and unanimously carried.

WE-FEST PROMOTION

There will be a We-Fest Promotion at the Liquor Store on Friday, July 13, 2012. At this time 98.1 radio station will be giving away We-Fest tickets. The store will have a Miller Light promotion and two hour tasting.

JULY WINE CLUB

Ludwig reported that he will not be at the July 26, 2012 Wine Club. It was determined that staff and board members could do it in his absence.

BOURBON NIGHT

Bourbon Night is being changed from August 3, 2012 to August 10, 2012. Ludwig presented proposals from venues for the event:

Queen Bee's – booked
Legion – open and no room charge
Ron & Judy's – ½ a room and no room charge

**Motion was made by Welling to host Bourbon Night at the American Legion.
Seconded by Hecht and unanimously carried.**

SALES REPORT

Ludwig reported the following:

- May sales were up from last year
- Overall sales are up from last year
- Profit is up
- The average transaction is up

COLD SPRING BREWERY TOUR

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. Spouses are also invited to attend. Employees will not be required to attend as they will not be paid, but are encouraged to attend.

WINE CLUB

The May Wine Club was held on Thursday, May 24, 2012 with Bellboy as the featured vendor. 73 persons attended the event and 71 bottles were sold. The June Not Your Ordinary Wine Club will be held on Thursday, June 28, 2012 with Johnson Brother's as the featured vendor.

The May 2013 Wine Club needs to be moved up a week earlier to keep away from Fishing Opener and Appreciation Day.

LADIES NIGHT OUT

Ludwig reported that all went well for this event.

CUSTOMER APPRECIATION DAY/ OPEN HOUSE

Customer Appreciation Day was held on Friday, May 25, 2012 and Ludwig heard many comments on how nice this event was on this particular weekend. It was also suggested to keep the specials the same, 10% off liquor and wine and \$16.99 on all suitcases.

There being no further business, the meeting was adjourned at 7:22 p.m.