

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

JUNE 12, 2014

The meeting was called to order by Chairperson, Reed Ringstad at 6:35 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist; Steve Vaske, Jeff Thompson, and Sue Hecht.

JUNE PROMOTIONS

Ludwig reviewed the June promotions.

HOLIDAY

4th of July – the store will be open regular hours.

VACATION

Ludwig will be on vacation June 13 – June 23, 2014.

BUSINESS BRIEF

Ludwig was recently interviewed to be included in the Business Brief section of the newspaper for his appointment to MMBA Board.

COPY MACHINE

Ludwig reported that he is in need of a new/different copier that prints in color and black and white. A quote has been obtained in the amount of \$3,216.94 for a new copier 2550c. The Board consented to purchase the copy machine.

RAIN CHECK

The Board discussed giving out rain checks for those instances where the store is out of the product(s).

SALES & PURCHASING REPORT

Ludwig reported on the following:

- May sales up \$15,000.00; there was an extra Saturday in May
- Memorial Day weekend went well
- Year to date up \$50,000.00
- Year to date up \$1,000.00 in profit

WINE CLUB

44 people attended the May Wine Club and 87 bottles were sold. The next Wine Club will be held on Thursday, June 26, 2014 at 7:00 p.m.

CUSTOMER APPRECIATION DAY/OPEN HOUSE

Ludwig reported that the event was very well attended and the weekend had \$12,000.00 in sales.

MEMORIAL DAY WEEKEND

Ludwig reported that the weekend went well; however, they were short staffed.

SIGN/BILLBOARD

Ludwig had nothing new to report on a sign/billboard.

BEER CAMP

It was reported that 100 people attended Beer Camp held at the American Legion and the event went very well.

LIQUOR STORE LOCATION

The Board discussed in length the Liquor Store proposal including:

- Council set up an Ad Hoc Committee to review the proposal
- What the Board's expectations are was questioned by the developer
- Condominium idea was discussed including: no taxes, own building, and share a wall
- Design work has been completed
- Costs of other new liquor stores
- Financing
- Increase expenses, maintenance, unknowns
- Bigger cooler, more products, more room
- Expansion at existing location

NEXT MEETING

The next meeting is scheduled for Tuesday, July 1, 2014 at 6:15 p.m.

There being no further business, the meeting was adjourned at 8:40 p.m.