

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

JULY 7, 2015

The meeting was called to order by Chairperson, Reed Ringstad at 6:15 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist; Jeff Thompson, and Steve Vaske. Sue Hecht was absent.

Motion was made by Welling to approve the minutes from the May 5, 2015 Municipal Off-Sale Liquor Board meeting. Seconded by Thompson and unanimously carried.

MONTHLY PROMOTIONS

Ludwig reviewed the July promotions.

POS TOWER UPGRADE

Ludwig reported on the need to upgrade the POS tower. The Board had a lengthy discussion on the necessary equipment needed to be upgraded; including a card reader (October 1, 2015 law change).

Motion was made by Welling to approve up to \$4,217.29; plus shipping if applicable for 2 new towers and a new card reader and recommend such to the City Council. Seconded by Vaske and unanimously carried.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Year to date sales are up \$39,328.00 or 6.5%
- Year to date profit is up \$10,352.00 or 7.8%
- 4th of July weekend sales were Friday - \$20,000.00 & Saturday - \$16,000.00

MMBA

Ludwig reported on his MMBA Conference in May; however, next year it will be held in April

WINE CLUB

46 people attended the June Wine Club with 16 bottles sold. There will be no Wine Club held in August.

CUSTOMER APPRECIATION EVENT – OPEN HOUSE

The Open House was held on Friday, May 22, 2015. Suitcases were sold at \$16.99 along with tastings, prizes, etc. A coupon was handed out for a future visit to the store.

COUPONS

Ludwig reported that a number of coupons have been turned in from Beer Camp and the Open House. However, in the future ALL coupons must say not valid on sale items, kegs, lottery, and tobacco items.

COMMUNITY WORTH EVENT – HOLIDAY LIGHTS

The Liquor Store hosted a Community Worth Fundraising Event for new holiday lights with the Chamber of Commerce. The fundraiser raised \$2,036.00 with approximately 115 persons in attendance.

BEER CAMP

Beer Camp was held on Friday, June 5, 2015. 78 people attended which is down from previous years.

COOLER

It was questioned why the cooler that was approved this past spring had not been purchased and installed. Ludwig stated that he has been watching his expenses and put a hold on this purchase for now.

NEXT MEETING

The next meeting is scheduled for August 4, 2015 at 6:15 p.m. Ringstad will not be in attendance.

There being no further business, the meeting was adjourned at 7:53 p.m.