

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

JULY 10, 2012

Following a tour of Third Street Brewery the meeting was called to order by Chairperson Reed Ringstad. Members present were Bill Ludwig, Jeff Thompson, Jennifer Welling, Steve Vaske, and Sue Hecht.

Motion was made by Welling to approve the minutes from the June 5, 2012 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Hecht and unanimously carried.

JULY PROMOTIONS

Ludwig reported the following:

Coors Light	24 pack cans	\$15.99
Cold Spring Brewery Beers	6 pack cans	\$1.00 off
Miller Lite (7-13-12 only)	24 pack cans	\$15.99
Svedka Vodka	1.75 L	\$16.99
Sea Glass Wine		\$7.99

2013 T & C DAYS PARADE PARTICIPATION

The Board discussed having the liquor store participate in the 2013 parade. This will be discussed more at a future meeting.

SALES REPORT

Ludwig reported the following:

- June sales, overall sales, average transaction, and profits are all up from last year
- Holiday week sales were up from last year and overall sales have been great; the hot weather plays a huge part in it
- There was no wine club report at this time

WINE CLUB

The July Wine Club will be July 26, 2012 and the Board will be hosting the event. Ludwig will work with Baas and Welling on the details.

BEER CAMP

The Board discussed Beer Camp and noted that the attendance was down. It was suggested to host Beer Camp on an annual basis and not bi-annually.

BOURBON NIGHT

Bourbon Night is August 10, 2012 at the American Legion.

There being no further business, the meeting was adjourned at 8:00 p.m.