

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

AUGUST 4, 2020

The meeting was called to order by Chairperson, Reed Ringstad at 6:22 p.m. Members present were Sue Hecht, Steve Vaske, and Jennifer Welling, Administrative Assistant/Zoning Administrator. Len Gilmore was absent. Also present was advisory member Bill Ludwig, Liquor Store Manager.

Motion was made by Vaske to approve the minutes from the May 5, 2020 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Hecht and unanimously carried.

AUGUST PROMOTIONS

Ludwig stated that the August Coors Light promotion for firefighters has not started as there is a shortage of Coors Light 24 pack cans. Coors Light 24 pack pounders will be on sale for \$20.99 and bottles for \$18.99. Barefoot wines will remain 3 for \$15.00. There will be no other promotions as it is tough to get product and advertising has also been limited.

FIREFIGHTER FUNDRAISER

This event was supposed to happen on August 14, 2020, but due to COVID-19 the event will take place on August 28, 2020. There will be no cookout, just meet the firefighters, see the trucks and accept donations. There will be some sampling in the store.

SALES AND PURCHASING

Ludwig reviewed the following year to date 1-1-2020 to 7-31-2020 numbers:

- Sales are up \$262,017.00 or 29.6% over 2019
- Profit is up \$61,252.00 or 31.9% over 2019
- Margin in 2020 is at 22.02% compared to 2019 at 21.63%
- Product count is up 19,892 over 2019
- Transaction Count is up 5,017 over last year
- Average transaction is up \$3.47 from the previous year
- Units per transaction are \$2.51, in 2019 it was \$2.31
- Inventory is \$262,687.00 up from \$197,097.00 at year end

On June 1st the store returned to normal hours of 9:00 p.m.– 10:00 p.m., Monday through Saturday. Ludwig is struggling to find products as there is an aluminum can shortage and increased purchasing has created many out of stocks. Breweries are struggling to keep up with the impulse sales and kegs. The July 4th week was up 10% over 2019. July 3rd sales \$21,244.00 is the second largest sales day in his 11 years of managing the store. Graduation parties are picking up with over 96 cases of beer sold.

SOFTWARE & LOYALTY CARDS

Ludwig reported that the training is taking longer than expected and he is having difficulty getting it completed. There are about 190 items that need to be completed as well as video hours. Ludwig assured the Board that it will be completed by the end of August.

COVID-19

Masks are being worn by staff and provided to the public. Staff continues to sanitize regularly. The store is fully staffed; however, Ludwig spends 24 hours a week researching products and communicating with vendors.

ALUMINUM CAN SHORTAGE

There is an aluminum can shortage; thus, causing some issues with obtaining product.

LIQUOR STORE NEXT STEP

Ludwig stated that the current lease runs out in April. Roger Teal has offered another 3 year lease at the current rate.

Ludwig reported that the City made a counter offer to Steel Turkey for the former Shopko building. Leo Louis has approached Ludwig about renting from them. The Board discussed in length the cost to rent a larger space and remodel costs.

The Board consented that the Liquor Store is out of room. There is a need for more space and additional square footage for safety reasons. There is a concern with getting more square footage and continuing to pay a landlord. To build and/or remodel an existing structure is up to the decision of the City Council. The Board asked how and/or what does the Council want the Liquor Board to pursue.

INFORMATIONAL

The MMBA Municipal Liquor Store Newsletter was presented.

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