

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

**AUGUST 19, 2014**

The meeting was called to order by Chairperson, Reed Ringstad at 6:17 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jeff Thompson, Jennifer Welling, Administrative Assistant/Zoning Specialist; and Sue Hecht. Steve Vaske was absent.

**Motion was made by Thompson to approve the minutes from the June 12 and July 1, 2014 Municipal Off-Sale Retail Liquor Board meetings. Seconded by Welling and unanimously carried.**

**AUGUST PROMOTIONS**

Ludwig reviewed the August promotions.

**SALES & PURCHASING REPORT**

Ludwig reported on the following:

- July sales were strong even with one less Saturday
- Up \$48,000.00 in sales above last year or 7.2%
- Profit is at 7.7%
- Annual Wine Sale will be held August 25-30; 20% off all wines with some up to 50% off

**WINE CLUB**

51 people attended the July Wine Club and 41 bottles were sold. The next Wine Club will be held on September 25, 2014 as there is no Wine Club in August.

The Board discussed moving the summer Wine Club events to a different night of the week (Tuesday) and maybe starting at 6:30 p.m.

**EMPLOYEE MANUAL**

The Policies & Procedures Committee reviewed the manual in April and the corrections/changes still need to be made by the Liquor Store staff. Once the changes have been made the manual will be brought back to the Policies & Procedures Committee.

**SIGN/BILLBOARD**

Ludwig had nothing new to report as the sign company has not called him back.

**RAIN CHECKS**

Ludwig asked if there was a need for rain checks. The Board agreed to run ads with the wording "while supplies last" instead of offering rain checks.

## **RECIPES**

The Board asked if the recipe idea is being done and if so, is it working. Currently the recipes are on the checkout counter. The Board discussed the need for a different location. The recipes are a great way to sell more than one product for those customers wishing to try something new. This will be put back on the September meeting agenda.

## **LIQUOR STORE CLERK POSITION**

The Liquor Store is currently accepting applications for a Part-time Clerk to replace Kayla Loesch who has resigned effective the end of August.

## **LIQUOR STORE LOCATION**

The Board discussed the Liquor Store proposal including:

- The City Council formed an Ad Hoc Liquor Store Building Committee
- The Committee met last Thursday
- There was a gentleman's agreement formed
- Details need to be worked out on snow removal, lawn care, etc.
- The project is \$1.1 million including the price of the land
- There is \$136,000.00 in assessments on the property
- The store would borrow \$566,000.00 at 3 – 3.5% interest for 30 years
- Each entity would own their side of the building
- Derichs would purchase the land, build the building, split the lot, and then the City would buy the Liquor Store half
- The loading dock lift was removed from the plans
- The site would have 3 meters
- Signage is still being discussed
- The store would be 5,674 square feet
- The new store would cash flow at 10% above the 2013 actual figures
- It is now being suggested that the Committee look at existing vacant properties in the City as possible sites:
  - Former Credit Union building
  - Former Super Value building
  - Former Garage Sale (Tom Thumb) building

## **INFORMATIONAL**

Liquor training will be held on Sunday, September 21, 2014.

The Liquor Store floor will be waxed on Sunday, September 28, 2014.

The next meeting is scheduled for Tuesday, September 2, 2014 at 6:15 p.m.

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