

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

**AUGUST 19, 2019**

The meeting was called to order by Chairperson, Reed Ringstad at 6:18 p.m. Members present were Bill Ludwig, Liquor Store Manager; Len Gilmore, Steve Vaske, Sue Hecht, and Jennifer Welling, Administrative Assistant/Zoning Specialist.

**Motion was made by Gilmore to approve the minutes from the May 7, 2019 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.**

**AUGUST PROMOTIONS/SALES**

Ludwig reviewed the in-store specials.

**SOFTWARE UPDATE**

The new software is in the process of being updated. The new loyalty cards will be installed in October/November, 2019.

**SALES & PURCHASING REPORT**

Ludwig reviewed the year to date numbers:

- Sales are up \$18,913.00 or 1.9%
- Profit is down \$600.00; this is due to Bush Light going up in price and the store did not go up in price
- Customer count is down
- Average ring is up as well as items per sale

**AUGUST 22 – WINE CLUB EVENT**

The next Wine Club will be held August 22, 2019 at the American Legion. This will be a walk around event with 9 tables. Additional help is needed. There will only be crackers and cheese served. No outside food is allowed at the Legion.

**ANNUAL WINE SALE**

10<sup>th</sup> Annual Wine Sale starts Wednesday, August 21, 2019 through Saturday, August 24, 2019. The advertised discount in the paper is 25% off all wines and also many up to 40%. However, for Wine Club Members an additional 5% on non-sale items will be given for a total of 30% off. In addition, Wine Club members may take an extra dollar off items on the mark down cart. Members are to either bring in a copy of the email or show the email on their phone to the cashiers to get the discount.

## **FUTURE WINE EVENTS**

There was a lengthy discussion on where to hold the November and December events. The September and October Wine Clubs will be held at the Legion. The November event could be held on November 14 or 21, 2019 and the December event could be held on December 5 or 12, 2019.

**Motion was made by Welling to have Ludwig research Roadside and Manannah Hilltop Tavern for the November and December events. Seconded by Hecht and unanimously carried.**

## **MMBA REPORT/EVENTS/FUNDRAISERS**

Currently the store is running a Coors Light Fundraiser for local fire department relief associations. The beer and brat fundraiser event held at the store was well attended. Sold 43 cases of beer and donations reached approximately \$800.00. This fundraiser will run through September 11, 2019.

## **NEXT MEETING**

The next meetings will be held:

- Tuesday, September 10, 2019 at 6:15 p.m.
- Tuesday, October 1, 2019 at 6:15 p.m.
- No meeting can be held on Tuesday, November 5, 2019 due to elections
- No meeting can be held on Tuesday, November 12, 2019 due to City Council meeting
- Tuesday, December 3, 2019 at 6:15 p.m.

There being no further business, the meeting was adjourned at 7:36 p.m.