

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

SEPTEMBER 2, 2014

The meeting was called to order by Chairperson, Reed Ringstad at 6:23 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist; Sue Hecht, and Steve Vaske. Jeff Thompson was absent.

Motion was made by Hecht to approve the minutes from the April 1, May 7, May 8, July 23, and August 19, 2014 Municipal Off-Sale Retail Liquor Board meetings. Seconded by Welling and unanimously carried.

SEPTEMBER PROMOTIONS

Ludwig reviewed the September promotions.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Summer sales were up over 2013; however, August sales were not strong due to weather
- Up \$10,000.00 in wine sales
- Tobacco sales are remaining strong, but have been losing sales to another retailer
- Annual Wine Sale – 80 more bottles were sold over last year; more cases were also sold

WINE CLUB

There was no August Wine Club. The following is the fall Wine Club schedule:

September 25

October 23

November 13 (this one will be done by the Board as Ludwig will be gone)

December 11 (Customer Appreciation Night) (Board will also help this night)

EMPLOYEE MANUAL

The manual should be ready by the next meeting.

SIGN/BILLBOARD

Ludwig had nothing new to report.

RECIPES

Recipes will be started soon.

LIQUOR STORE CLERK POSITION

The City received two applications and will be re-advertising for the position.

MMBA REPORT

Ludwig reported on the upcoming regional meetings, what the Board does, and that he would be going to Lindstrom to help their store with questions they have.

LIQUOR STORE LOCATION

Ludwig reported the following:

- There is a gentleman's agreement between the City and Derichs Properties
- Attorneys are drafting agreements
- Platting and zoning issues are being addressed
- It was suggested that the City check out existing commercial buildings (former Garage Sale Place, former Super Value, and former Credit Union) to use
- Only structurally sound building is the former Credit Union building
- Pros to the former Credit Union location:
 - Signage
 - Possibly less expensive
 - Reusing a building in the community
 - Ability to expand
- Cons to the former Credit Union location:
 - Increased railroad traffic
 - Increased speed of railroad traffic
 - Location, location, location
 - The Liquor Store Location Study from July 2010 states the following:
 - Findings seem to not support the acceptance of moving the liquor store to a location or in the vicinity of downtown
 - A downtown location is less favorable than a location near its current vicinity
 - More of the store's customers shop on Hwy. 23, and agree that it would be more convenient to shop at a liquor store near that location
 - Majority of respondents shop one to two more times per week on Hwy. 23 with the proximity of the current liquor store compared to less frequently in downtown Paynesville
 - Lake residents feel that parking accessibility downtown is less convenient
 - 70% of the respondents shop on Hwy. 23
 - 75% disagree that it would be more convenient for their normal shopping patterns if there were a liquor store downtown
 - 63% agree it would be more convenient for their normal shopping patterns if there was a liquor store closer to Teals
 - Respondents felt that the store would not generate more traffic to the City if there was a liquor store downtown
 - Having a store near an exit ramp off the Hwy. 23 bypass was highly important to respondents as 68% agree that the liquor store should be located near an exit off the bypass

- 70% felt that having a liquor store downtown would not bring more business to the community
 - 47% shop downtown Paynesville less than once a week
 - 70% disagree that a liquor store downtown would assist in lake residents shopping patterns
 - 60% agree or strongly agree that a liquor store located near an exit ramp off Hwy. 23 would be easier to locate for visitors and incoming traffic
 - 46% of Paynesville residents and 58% of lake residents disagree or strongly disagree it would be more convenient if the liquor store was in downtown Paynesville
- Safety
 - Not the best layout
 - Total beer cave – no doors
 - Snow removal
 - At an unappealing entrance to City
 - Lose business
 - Safe location within the structure
 - Buying 3 floors, but really only using one floor
- The question was asked if this is such a great location, why did the Credit Union move. They could have purchased more land and expanded there, but did not.

INFORMATIONAL

The next meeting is scheduled for Tuesday, October 7, 2014 at 6:15 p.m. An appreciation gift will be discussed at the next meeting.

There being no further business, the meeting was adjourned at 8:34 p.m.