

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

SEPTEMBER 3, 2013

The meeting was called to order by Chairperson, Reed Ringstad at 6:15 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant; Jeff Thompson (6:19 p.m.), and Steve Vaske. Sue Hecht was absent.

Motion was made by Vaske to approve the minutes from the August 6, 2013 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Ringstad and unanimously carried.

SEPTEMBER PROMOTIONS

Miller Lite, MGD, MGD Lite	12 oz. 24 pack cans	\$16.99	(one more week)
Bush Lite	12 oz. 24 pack cans	\$14.99	
Starting 9-12-13 all Craft Beer	15% off		
Captain Morgan	Liters	\$16.99	
Sweet Lucy Bourbon Liquors		\$19.99	

SALES & PURCHASING

Ludwig presented the following:

- Sales up \$25,000.00 from 2012
- Margin is up
- Beer and wine sales both up
- 100 days of summer up \$32,000.00 with profit up \$8,200.00
- Stopped buying big wine deals

WINE CLUB

The next Wine Club will be September 26, 2013 at Ron & Judy's Restaurant. The August Wine Club had 44 people and sold 22 products.

RUM NIGHT

Rum Night has been set for October 10, 2013 at 7:00 p.m. at Queen Bee's Bar & Grill.

SIGN

Ludwig reported that a company in Litchfield sells signs like the one the City rents from the KC's. The Board recommended proceeding with the original decision to purchase a sign with fluorescent lettering and a trailer.

WINE SALE

Ludwig reported that 25 Wine Club members took advantage of the early bird email coupon. A lot of wine was sold during the annual wine sale.

SITUATION AT LIQUOR STORE

A recent situation at the Liquor Store was discussed.

There being no further business, the meeting was adjourned at 7:45 p.m.