

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

SEPTEMBER 4, 2012

The meeting was called to order by Chairperson Reed Ringstad at 6:17 p.m. Members present were Bill Ludwig, Jennifer Welling, and Sue Hecht. Steve Vaske and Jeff Thompson were absent.

Motion was made by Welling to approve the minutes from the August 7, 2012 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Ringstad and unanimously carried.

SEPTEMBER PROMOTIONS

Ludwig reported the following:

Busch Light	24 pack cans	\$14.99
Yellow Tail Wines		\$4.99 and \$10.99
Canadian Club Whisky	1.75 L	\$19.99

NOVEMBER MEETING DATE

The November Liquor Board meeting will be changed from Tuesday, November 6, 2012 to Wednesday, November 7, 2012 at 6:15 p.m. due to the elections.

ADVERTISING

Ludwig reported that Teals is fine with the Liquor Store installing a sign on the West or South side of the Teals building. Electricity was discussed and it was suggested that we use electricity from Teals and then pay for it on a monthly basis instead of running our own line which would be very costly. Ludwig will research electrical prices and a cost for an additional sign. Ludwig also reported that the banners for along the new bypass arrived on Friday and will be put up in the next week.

SALES REPORT

Ludwig reported the following:

- June, July, and August (summer month's) numbers were strong
- Had one \$2,400.00 sale
- Had one 110 case of Busch purchase
- Up \$10,000.00 from last year
- Sold 500 more bottles of wine from last year
- Prices are going up on liquor, beer, and wine

ANNUAL WINE SALE

The Annual Wine Sale was held August 27 – September 1, 2012. This sale featured 20% all wines in-stock. VIP passes were given out to all Wine Club members offering 25% off all wines.

Ludwig reported that the sale went well and customers bought more cases of wine this time, not just a bottle or two.

WINE CLUB

The next Wine Club will be September 27, 2012 at Ron & Judy's Restaurant. The August Wine Club had 54 people and sold 74 products. It was suggested that next summer the Board focus on recipes for drinks instead of just out of the bottle mixes.

BEER CAMP

Beer Camp will be held on September 14, 2012 from 6:30 p.m. – 8:30 p.m. at the American Legion. Ludwig is working on finalizing the tables, beers, etc.

BOURBON NIGHT

Bourbon Night was August 10, 2012 at the American Legion. 22 people attended the event and 11 bottles of bourbon were sold.

There being no further business, the meeting was adjourned at 7:13 p.m.