

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

SEPTEMBER 10, 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, and Jennifer Welling, Administrative Assistant/Zoning Specialist. Steve Vaske and Sue Hecht were absent.

There were no minutes available for approval.

SEPTEMBER PROMOTIONS/SALES

Ludwig reviewed the in-store specials.

DELIVERING

Ludwig reported that the Edina liquor store is delivering liquor to residents. The minimum order is \$35.00 and is paid by credit card at the time of the order. Identification is checked at the time of delivery. The person that placed the order must be the person the order is delivered to. Deliveries are only during set times during the day. This is not something that Paynesville wants to get into at this time.

POURING STANDARDS

Ludwig reiterated the need to adhere to strict pouring regulations at the store's events and to be consistent among the people pouring.

SALES & PURCHASING REPORT

Ludwig reviewed the year to date numbers:

- Sales are up 2% and profits are flat
- Customer count is down 1,742
- Average ring is up \$1.23 over last year or \$23.98
- Items per ring are up

There was a lengthy discussion on the impact the decrease in customer count has on the sale numbers; for example 1,742 customers x the average ring of \$23.98 = \$41,773.16. The Board discussed ways to get customers back in the store. The Board believes if the people are in the store they will purchase. Ideas included:

- Bringing back drink recipes
- Bundling products
- Two-fers (2 for 1)
- Advertising strategies
- Branding the stores logo on everything
- Implementing the loyalty cards

There was some discussion on the store's direct competitors. There was some discussion on the decrease in Wine Clubs has decreased the wine sales.

(Jennifer Welling left at 6:47 p.m.)

AUGUST 22 – WINE CLUB EVENT

The event was attended by 55 people and 68 bottles were sold.

FUTURE WINE EVENTS

The Board discussed future wine club events and the locations for such. Ludwig will be checking with Roadside Tavern for the November and December events.

There being no further business, the meeting was adjourned.