

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

**SEPTEMBER 21, 2016**

The meeting was called to order by Chairperson Reed Ringstad at 6:29 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist; Jeff Thompson. Sue Hecht and Steve Vaske were absent.

**Motion was made by Welling to approve the minutes from the June 7, 2016 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Thompson and unanimously carried.**

**SEPTEMBER PROMOTIONS**

Ludwig reviewed the September promotions.

**WINE CLUB ROTATION**

The Board discussed rotating Wine Club between Ron & Judy's and Queen Bee's

**Motion was made by Welling to rotate the Wine Club events between Ron & Judy's and Queen Bee's with all special events to be held at the American Legion. (September – January at Ron & Judy's, February - May at Queen Bee's, June - August no Wine Club). Seconded by Thompson and unanimously carried.**

**PLAN TO INCREASE SALES**

Ludwig is proposing to increase sales by advertising the liquor store to be a person's party headquarters for weddings, anniversaries, birthdays, etc. It was suggested to put together a party planner reference sheet/order form.

**2017 BUDGET**

Ludwig reviewed the budget and stated that he was going to add \$1,100.00 for training.

**SALES & PURCHASING REPORT**

Ludwig reported on the following:

- Sales are up \$37,377.00 or 3.9%
- Profit is up \$8,289.00 or 3.9%
- Customer count is up 1,804 for the year
- Average sale is down \$.05 for the year
- Lost one week of summer this year
- Lost customers due to the closing of Stone Gate Lodge

## **WINE CLUB**

Ludwig reported that 63 persons attended the August Wine Club with 17 bottles being sold. It was discussed to switch the October Wine Club to a whiskey/bourbon night.

## **MMBA REPORT**

Ludwig reported on MMBA.

## **ANNUAL WINE SALE**

This year's wine sale was down \$500.00 and 28 bottles from last year.

## **JOHNSON BROTHERS**

Ludwig reported on the issues he is having with Johnson Brothers.

## **NEXT MEETING**

The next meeting will be held on Tuesday, October 4, 2016 at 6:15 p.m.

There being no further business, the meeting was adjourned at 7:30 p.m.