

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

OCTOBER 1, 2019

The meeting was called to order by Vice Chairperson, Steve Vaske at 6:18 p.m. Members present were Len Gilmore, Sue Hecht, and Jennifer Welling, Administrative Assistant/Zoning Specialist. Reed Ringstad was absent. Also present was advisory member Bill Ludwig, Liquor Store Manager.

Motion was made by Gilmore to approve the minutes from the August 19, 2019 and September 10, 2019 Municipal Off-Sale Retail Liquor Board meetings. Seconded by Welling and unanimously carried.

OCTOBER PROMOTIONS/SALES

Ludwig reviewed the in-store specials. It was suggested to add in a high end bourbon, whisky or scotch each month.

STORE SECURITY/STAFFING

There is not much theft; except for toilet paper. The cameras are on and the audits have been good. Sunday staffing and sales was discussed.

SALES & PURCHASING REPORT

Ludwig reviewed the numbers with a new report as the current Rite report had been wrong.

Year to date January 1, 2019 – August 31, 2019:

1. Sales up \$28,699.00 or 2.7%
2. Profit up \$1,311.00 or .005%

The main factor on profit is beer. Busch light went up .50 cents on May 1, 2019. The competition did not raise their price so we held as well. We sold 2,974 cases at .50 equals \$1,487.00. Seltzer water is the other factor.

3. Margin in 2019 is down 21.67% compared to 22.16% in 2018 for the same reasons as profit
4. Product count is up 1,403 in sales
5. Transaction count is down (1335) from 2018
6. Average transaction up \$1.28 from 2018
7. Units per transaction are up 2.31 compared to 2.21 in 2018

Industry trends - Minnesota trends are seen in Paynesville as well. Beer is way up as a category due to Seltzer Water. However name brands such as Bud Light, Coors Light are seeing a decrease in sales as people are switching to more craft beer and value brands. We are down 4.5% in major brands while value brands are up 11% and Seltzer Water is up 26%. Wine as a category is also down due to Seltzer Water being low in calories. Liquor is basically flat.

Nonalcoholic products are on the rise. You will see Paynesville Liquor advertising a non-alcoholic product each month on sale. The store will also be offering non-alcoholic recipes soon.

FIRE DEPARTMENT RELIEF ASSOCIATION SEPTEMBER FUNDRAISER

The store raised \$1,100.00 which was a success for the first year. Next year two different events are being planned.

ANNUAL WINE SALE

The annual wine sale went well. Some people came from Willmar just for the wine sale. Overall wine sales are down, but increase when there is Wine Club.

SEPTEMBER – WINE CLUB EVENT

The event was attended by 62 people and 67 bottles were sold.

FUTURE WINE EVENTS

The Board discussed future wine club events and the locations for such. The October and November events will be held at the American Legion. The December event will be held December 5th or 12th at Roadside.

MMBA

The next MMBA Regional meeting is tomorrow in Alexandria, MN. The Coors Light food shelf fundraiser will be conducted in October with Coors Light being on sale. Stores are still conducting group buys to get better deals on big buys.

SOFTWARE UPDATE

The installation of the new software is being postponed until after January 1, 2020. This will include the loyalty cards.

NEXT MEETING

The next meeting will be held on Wednesday, October 20, 2019 at 6:15 p.m. Agenda items will include:

- December holiday event and customer appreciation
- Print advertising
- Security/Staffing

There being no further business, the meeting was adjourned at 7:43 p.m.