

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

OCTOBER 2, 2012

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

Motion was made by Welling to approve the minutes from the September 4, 2012 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.

OCTOBER PROMOTIONS

Ludwig reported the following:

Coors light 24 pack 12 oz. cans \$17.99 with a food shelf donation \$16.99

Taaka 1.75L vodka \$15.99

Mr. & Mrs. T Bloody Mary Mix \$15.99

Beringer wines will be on sale, but won't have pricing until product is received.

NOVEMBER MEETING DATE

The November Liquor Board meeting will be changed from Tuesday, November 6, 2012 to Thursday, November 8, 2012 at 6:15 p.m. due to the elections.

CUSTOMER APPRECIATION NIGHT

The Board discussed doing a customer appreciation event. It was suggested to hold a customer appreciation night in conjunction with the December Wine Club on December 13, 2012. There will be appetizers, wine tasting, and a gift for each participant. Wine bottle openers and glasses were discussed as gifts and any leftovers would be sold in the store. Ludwig and Welling will research wine bottle openers with Paynesville Liquor on them.

Motion was made by Thompson to authorize Ludwig to purchase wine bottle openers for the customer appreciation night in the amount not to exceed \$900.00 with Board notification of purchasing details. Seconded by Vaske and unanimously carried.

ADVERTISING

Ludwig reported that he had been approached by the St. Louis Catholic Church to advertise the Liquor Store in their weekly church bulletin for the amount of \$320.00 (annually). The Board discussed this in length and decided to not to proceed with this type of advertising at this time.

SALES REPORT

Ludwig reported the following:

- Down \$2,000.00 from September of 2011

- Less days in September this year
- Profit is up in comparison to September of 2011
- Purchasing less beer and watching inventory
- Wine and liquor inventory is high right now

WINE CLUB

The next Wine Club will be October 25, 2012 at Ron & Judy's Restaurant. The September Wine Club had 61 people and sold 49 products. It was suggested that for the next three months, any 6 or more bottles of wine ordered at wine club, would receive an additional 5% off the already 15% off. The costs of snacks were discussed and apples are no longer being used due to the cost of them. Cheese was also discussed and we will now be purchasing it from AMPI as the cost is less.

Upcoming Wine Club dates - Thursday, November 15, 2012 and Thursday, December 13, 2012. The dates were moved due to the holidays.

BEER CAMP

Beer Camp was held on September 14, 2012 from 6:30 p.m. – 8:30 p.m. at the American Legion. 55 persons attended the event.

HIGHWAY 23 SIGNAGE

Ludwig reported that the banners are up. A quote from Scenic Signs in the amount of \$3,995.00 was presented for a LED sign to be put up on the west side of the Teals building. Electricity to the location was discussed including running our own line or paying Teals for electricity. The sign would run about .6 amps with a cost of \$5.00 per month.

Haines Electric quoted \$700.00 to run a separate line and estimated the electricity for the sign to cost \$1.82 per month.

Motion was made by Welling to offer Teals \$10.00 per month for sign electricity instead of running our own line. Seconded by Thompson and unanimously carried.

There being no further business, the meeting was adjourned at 7:55 p.m.