

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

OCTOBER 4, 2016

The meeting was called to order by Vice Chairperson, Steve Vaske at 6:15 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist; Sue Hecht, and Jeff Thompson. Reed Ringstad was absent.

There were no minutes for approval.

Motion was made by Hecht to approve the Consent Agenda. Seconded by Welling and unanimously carried.

OCTOBER PROMOTIONS

Ludwig reviewed the October promotions.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Sales are down \$2,211.00
- Profit is down \$1,272.00
- Beer is down \$3,000.00
- Customer count is down 13 customers from last year
- Average sale is down \$.34 from last year

WINE CLUB

Ludwig reported that 56 persons attended the September Wine Club with 100 bottles being sold.

MMBA REPORT

Ludwig reported on MMBA with the regional meeting in Alexandria tomorrow.

OCTOBER WINE CLUB – WHISKEY/BOURBON NIGHT

Whiskey/Bourbon Night featuring Jim Beam will replace the October Wine Club.

NOVEMBER WALK ABOUT WINE CLUB

November's Wine Club will be a walk around holiday show to be held on Thursday, November 3, 2016. There will be 10 vendors (similar to beer camp) with 50-60 tastings. To be held at Ron & Judy's. The ticket price will remain the same for this event.

DECEMBER CUSTOMER APPRECIATION NIGHT – HOLIDAY EVENT WINE CLUB

The Board discussed an appreciation gift. This year it was suggested to give a wine stopper or wine pump vacuum stopper. Ludwig will order where he can get the best price.

ELECTIONS

The Board discussed the upcoming elections and the number of candidates running for the two open seats. It was suggested that Ludwig prepare a fact sheet on the liquor store so that he or any of his staff is prepared for questions that may arise.

NEXT MEETING

The next meeting will be held on Tuesday, November 1, 2016 at 6:15 p.m.

There being no further business, the meeting was adjourned at 7:39 p.m.