

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

OCTOBER 6, 2020

The meeting was called to order by Chairperson, Reed Ringstad at 6:20 p.m. Members present were Sue Hecht, Len Gilmore, Steve Vaske, and Jennifer Welling, Administrative Assistant/Zoning Administrator. Also present was advisory member Bill Ludwig, Liquor Store Manager.

Motion was made by Gilmore to approve the minutes from the August 4, 2020 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.

OCTOBER PROMOTIONS

Ludwig stated Miller Light will be \$18.99 for 12 oz. 24 pack cans and Bush Light will be \$20.99 for 16 oz. 24 pack cans. The store will also be collecting non-perishable food items for the Paynesville Community Service Center (food shelf).

FIREFIGHTER FUNDRAISER

\$860.00 was collected for the Paynesville Fire Department during the Fill The Boot fundraiser.

SALES AND PURCHASING

Ludwig reviewed the following year to date 1-1-2020 to 9-30-2020 numbers:

- Sales are up \$322,097.00 or 28.6% over 2019
- Profit is up \$65,838.00 or 24% over 2019
- Product count is up 25,172 over 2019
- Transaction Count is up 5,977 over last year
- Average transaction is up \$3.27 from the previous year
- Units per transaction are \$2.51 and in 2019 it was \$2.31
- Inventory is \$273,935.00 which is up from \$197,097.00 at year end last year

SOFTWARE & LOYALTY CARDS

Ludwig reported that the software update cost was \$5,000.00 and went live on September 8, 2020. The transition of the new program has gone well over all with a few hiccups. Some data did not transfer, there are numerous report options, and new card readers were installed. There is a feature that allows the system to continue to work if the store were to lose internet connection.

The loyalty point section of the new software went live last week. For every \$500.00 you spend at the store the customer will receive \$20.00 back. The \$20.00 can't be used on lottery or tobacco. Names, phone numbers and some emails are being gathered.

COVID-19 UPDATE

Ludwig stated so far so good. Staff has been able to cover any staffing shortages on shifts. The biggest issue is still getting product. Some stores have gone to on-line or phone ordering with customer pickup.

VIRTUAL WINE CLUB

Chateau Ste. Michelle hosted a virtual wine club which was attended by a few local wine club members. The next virtual wine club will be held on October 21, 2020. It appears that more of virtual tastings/clubs will happen and possibly with other beverages than just wine.

LIQUOR STORE NEXT STEP

Ludwig stated that the current lease runs out in April, 2021. Roger Teal has offered another 3 year lease at the current rate. The Council has decided to negotiate an additional lease with Mr. Teal.

There being no further business, the meeting was adjourned at 7:15 p.m.