

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

OCTOBER 7, 2014

The meeting was called to order by Chairperson, Reed Ringstad at 6:23 p.m. Members present were Bill Ludwig, Liquor Store Manager; Jennifer Welling, Administrative Assistant/Zoning Specialist; Sue Hecht, and Jeff Thompson. Steve Vaske was absent.

Motion was made by Welling to approve the minutes from the September 2, 2014 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Thompson and unanimously carried.

NOVEMBER MEETING DATE CHANGE

The November meeting will be moved to Wednesday, November 5, 2014 at 6:15 p.m. due to Election Day.

OCTOBER PROMOTIONS

Ludwig reviewed the October promotions.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Year to date sales are up \$61,163.00 or 6.3%
- Year to date profit is up \$14,730.00 or 6.8%

WINE CLUB

The next Wine Club is scheduled for October 23, 2014 and Millner Winery will be the featured vendor. The November Wine Club will be hosted by the Liquor Board.

EMPLOYEE MANUAL

Staff is working on making the changes to the manual that the Policies & Procedures Committee had made. The revised manual will then go back to the Policies & Procedures for approval prior to going to the City Council.

SIGN/BILLBOARD

Ludwig has heard nothing from Franklin Signs. It was suggested to have the City Council designate a location for a future sign.

RECIPES

The Board reviewed recipe holder ideas and locations for them to be put. The Board wants the recipes to be started by October 15, 2014.

LIQUOR STORE CLERK POSITION

The City received two applications and will be researching staffing options.

MMBA REPORT

Ludwig reported on the MMBA meetings. Providing community worth was discussed and Ludwig will check on the legality of this. This item will be put back on a future agenda.

APPRECIATION GIFT

The Board discussed a possible appreciation gift to be handed out at the Wine Club Appreciation Night in December. Suggestions included coasters, wine glass charms, and wine glasses. Ludwig will research costs of such.

LIQUOR STORE LOCATION

The former Credit Union building was discussed noting that this is not the best location for a Liquor Store. The Board made suggestions on improving the current location:

- Increase lighting in the beer cave
- Change/increase storage room shelving

Ludwig will make a list of things that need to be done and bring it back to a future meeting.

INFORMATIONAL

Ludwig stated that September and October are considered catch-up months for the store. 2-for's will be discussed on a future agenda.

There being no further business, the meeting was adjourned at 8:09 p.m.