

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

**OCTOBER 30, 2019**

The meeting was called to order by Chairperson, Reed Ringstad at 6:24 p.m. Members present were Len Gilmore, Sue Hecht, Steve Vaske (6:33 p.m.), and Jennifer Welling, Administrative Assistant/Zoning Specialist. Also present was advisory member Bill Ludwig, Liquor Store Manager.

**Motion was made by Gilmore to approve the minutes from the October 1, 2019 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Welling and unanimously carried.**

**NOVEMBER PROMOTIONS/SALES**

Ludwig reviewed the in-store specials. Monthly specials will now include a non-alcoholic beverage.

**2020 BUDGET**

The Board reviewed the 2020 proposed budget. Items of discussion included:

- Sales are at 2%
- Staffing – decreasing staff on slow days/shifts; staffing should be at 11-12% the store is running at 13.4%
- Advertising and how to stretch the advertising dollars; use more email, Facebook, flyers, and decrease the size of the wine club ad for starters
- Sales and event dates to be hosted on non-holiday weekends

**RECAP STAFF MEETING/MYSTERY SHOPPER**

Ludwig reported on his staff meeting including:

- Telling staff about the mystery shopper and the shoppers review of the store and customer service
- Audits
- Staffing availability
- Up selling
- Incentives for up selling and increasing total sales

**AUDIT**

This year's audit will be held December 8, 2019 starting at 5:00 a.m.

**END OF THE YEAR GOALS (NOVEMBER & DECEMBER)**

The Board discussed a sales push for the last 2 months of the year including:

- Using Facebook 3-4 times a week
- Ask persons to like and share/post to be entered into a drawing

- December 5, 2019 – in-house, holiday tasting open house from 4:00 p.m. – 7:00 p.m.
- Up selling at the counter especially when there are 3-fer specials and the custom only brings up 2 items
- Mystery shopping will continue

### **SPRING/MAY OPEN HOUSE CUSTOMER APPRECIATION EVENT**

Ludwig discussed moving the event away from Memorial Day weekend to a slower weekend, the Board agreed.

### **OCTOBER – WINE CLUB EVENT**

The event was attended by 60 people and 60 bottles were sold.

### **DECEMBER WINE CLUB/CUSTOMER APPRECIATION EVENT**

The event will be December 12, 2019 at Roadside. This year's the event will be pot luck and persons are encouraged to bring a dish that is made with liquor in it and bring the recipe. A customer appreciation gift was discussed and a ticket for a future wine club event will be given to each attendee.

There being no further business, the meeting was adjourned at 7:50 p.m.