

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

NOVEMBER 1, 2016

The meeting was called to order by Chairperson, Reed Ringstad at 6:20 p.m. Members present were Bill Ludwig, Liquor Store Manager; Steve Vaske, and Jeff Thompson. Jennifer Welling, Administrative Assistant/Zoning Specialist; and Sue Hecht were absent.

Motion was made by Thompson to approve the minutes of the September 21, 2016 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Vaske and unanimously carried.

Motion was made by Vaske to approve the minutes of the October 4, 2016 Municipal Off-Sale Liquor Board meeting. Seconded by Ringstad and unanimously carried.

NOVEMBER PROMOTIONS

Ludwig reviewed the November promotions.

COUNCIL CANDIDATES INFORMATION

Ludwig explained the information sheet given to the Council candidates and the meetings he is having with them.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- Year to date sales are up \$26,372.00 or 2.2%
- Profit is up \$4,525.00 or 1.7%
- Sales have been soft the last couple months and many liquor stores in the area are complaining that sales are down. In addition, the salesmen are agreeing.

OCTOBER WINE CLUB – BOURBON/WHISKEY NIGHT

Ludwig reported that 39 persons attended with selling almost a case of whiskey. This event gave people a chance to try many styles of whiskey. Break Thru Beverages provided all the sampling bottles.

NOVEMBER WALK ABOUT WINE CLUB

Ludwig reported that 10 vendors are coming to pour 57 different samples of wines and spirits. Many vendors will be pouring items for the holidays.

DECEMBER CUSTOMER APPRECIATION NIGHT – HOLIDAY EVENT WINE CLUB

Bottle stoppers have been ordered (150 total). Amber with Vinocopia, Inc. will be the featured vendor on December 8, 2016.

END OF THE YEAR GOAL

Ludwig explained his ideas:

- Vendor in-store samplings are set for every Thursday and Friday through the end of the year
- Advertising will reach out to those planning parties and get-togethers to help with quantity discounts
- Increase advertising on Facebook (no cost for such)

There being no further business, the meeting was adjourned at 7:45 p.m.