

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

NOVEMBER 5, 2013

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

Motion was made by Thompson to approve the minutes from the September 3, 2013 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Ringstad and unanimously carried.

NOVEMBER PROMOTIONS

Miller High Life & Lite	12 oz. 24 pack cans	\$14.99
Bush & Bush Lite	12 oz. 24 pack cans	\$14.99
Windsor	1.75 liter	\$15.99
Svedka	1.75 liter	\$16.99
and several other wines		

2014 BUDGET

Ludwig explained the 2014 proposed budget.

BEER FACTS & MYTHS

The facts and myths were discussed; no action was taken.

2014 EVENT TICKET PRICES

No action was taken as the consensus was to leave the prices as is and to monitor this through 2014.

PUNCH CARD RSVP'S

No action was taken. This was tabled until the next month when more members can provide input. Ludwig will look into some type of incentive for RSVP's like an extra ticket for the prize drawings.

YEARLY CALENDAR OF EVENTS

This item was tabled.

BUYER'S NIGHT – NOVEMBER

No action was taken. Ludwig explained that it would be a walk around type of event with wine; similar to Beer Camp.

HOLIDAY'S

The store will host samplings starting the Wednesday before Thanksgiving and then Friday nights through the holidays. Ludwig is planning on being closed on New Year's Day.

CUSTOMER APPRECIATION NIGHT SNACKS & GIFT

Customer Appreciation Night will be held in conjunction with Wine Club on Thursday, December 12, 2013 at Ron & Judy's. The vendor will be Southern Wine & Spirits. There will not be a gift for each participant, but rather more prizes.

SALES & PURCHASING

Ludwig presented the sales and purchasing report for October and year to date.

WINE CLUB

This was previously discussed as part of the Customer Appreciation Night.

RUM NIGHT

The Board discussed the Rum Night event.

SIGN

Ludwig reported that a sign was found on Craig's List, but needs some work and different letters. The letters can be purchased for \$82.00.

Motion was made by Vaske to fix the sign and order letters. Seconded by Thompson and unanimously carried.

There being no further business, the meeting was adjourned at 8:47 p.m.