

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

NOVEMBER 5, 2014

The meeting was called to order by Chairperson, Reed Ringstad at 6:18 p.m. Members present were Bill Ludwig, Liquor Store Manager; Steve Vaske, Sue Hecht, and Jeff Thompson. Jennifer Welling, Administrative Assistant/Zoning Specialist was absent.

NOVEMBER PROMOTIONS

Ludwig reviewed the November promotions.

MMBA AWARD PRESENTATION

Ludwig attended a City of Litchfield City Council meeting on November 3, 2014 to present \$250.00 and plaque for best new liquor store/upgrade from MMBA.

SALES & PURCHASING REPORT

Ludwig reported on the following:

- October sales are up \$8,270.00 or 8.2%
- Profit up \$1,828.00 or 8.2%
- Year to date sales are up \$69,434.00 or 6.5%
- Year to date profit is up \$16,568.00 or 7%

WINE CLUB

The October Wine Club sold 105 bottles (Millner). The November Wine Club will be hosted by the Liquor Board. Welling will bring bowls, spoons, and trays. Vaske will bring 7 lbs. of cut cheese. The Board will meet at 6:30 p.m. to prepare. Staff attending will be Mergen, Baas, and Mathies. Staff will bring all products, supplies, and start setting up by 6:00 p.m.

EMPLOYEE MANUAL

Ludwig and his staff made the necessary changes to the manual and Eckerly is reviewing it.

RECIPES

Mathies has completed some recipes and the sign boards are up. Customers are already using the recipes.

MMBA REPORT

Ludwig reported on the meetings he has attended and upcoming events.

STAFFING

Ludwig discussed staffing and possible solutions. Ludwig will be attending a Policies & Procedures Committee meeting on November 17, 2014 to discuss this.

APPRECIATION GIFT

Ludwig presented quotes for wine charms.

Motion was made by Hecht to purchase wine charms from BNoticed (550 at \$1.15 each for a total of \$632.50). Seconded by Thompson and unanimously carried.

PROVIDING COMMUNITY WORTH

Ludwig reported on the conversation he had with City Attorney, Bill Spooner regarding earmarking fundraisers for specific community projects. Thompson discussed CodeRED; an emergency notification system for residents. It was discussed that out of the \$45,000.00 the Liquor Store gave the City, maybe the Liquor Store could pay for the City's portion out of these proceeds. There was no action taken; however, the Board would like to discuss this further.

There being no further business, the meeting was adjourned at 8:05 p.m.