

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

**NOVEMBER 28, 2018**

The meeting was called to order by Chairperson, Reed Ringstad at 5:52 p.m. Members present were Bill Ludwig, Liquor Store Manager; Len Gilmore, and Jennifer Welling, Administrative Assistant/Zoning Specialist. Steve Vaske and Sue Hecht were absent.

**Motion was made by Gilmore to approve the minutes from the August 7, 2018 Municipal Off-Sale Retail Liquor Board meeting. Seconded by Welling and unanimously carried.**

**DECEMBER PROMOTIONS/SALES**

Ludwig reviewed the in-store specials and reported that all beer will go up \$1.00 starting December 1, 2018. There will be a Wine Sale (20% off) December 10-14, 2018.

**HOLIDAY STORE HOURS**

Christmas Eve – open until 4 pm  
Christmas Day – CLOSED  
New Year's Eve – Open Regular Hours  
New Year's Day - CLOSED

**ELECTION UPDATE**

MMBA gained ground with legislature; however, there will still be a push for beer and liquor in the convenience stores.

**DECEMBER 6<sup>TH</sup> WINE CLUB – CUSTOMER APPRECIATION**

The event will be a walk around with 2 vendor tables and 2 tables that the Board will pour. Hors d'oeuvres will be brought and served by the Board. Menu to include (planning for 120 persons):

Gilmore – Sweets  
Welling – BBQ wieners  
Vaske – Sweets  
AMPI – Cheese  
Ringstad – BBQ meat balls  
Ludwig/Store – Pickle Dip & Crackers  
Dried Beef Dip & Wheat Thins  
Hot Cheese Dip & Tortilla Chips  
Summer Sausage to be served with the cheese and crackers  
Hot Spinach Dip from Sam's Club or Wal-Mart with bagels & chips

Door Prizes will include: wine related gifts (2), wine club gift cards (3), donated product (10), and Mega Wine Club punch card (1).

## **2019**

Future wine club events were discussed including going off site and needing permits and DRAM insurance. Proposed 2019 wine club/event schedule:

January – Legion

February – NONE

March – Bus Trip Tour Event

April – Beer Event

May – NONE

June – NONE

July – Veterans Park Shelter “Party In The Park”

August – Veterans Park Shelter “Party In The Park”

September – Legion (possible fundraiser if necessary)

October – Legion

November – Legion

December – Legion

## **SALES & PURCHASING**

It was reported that sales are up 2.7% or \$35,812.00 and profit is up 3.6% or \$10,797.00.

## **WINE CLUB REPORT**

56 persons attended the November Wine Club with 63 bottles being sold.

## **K-9 FUNDRAISER REPORT**

The fundraiser raised approximately \$3,259.11 not including additional donations that were received prior to or since the event.

## **SUNDAY SALES**

Sunday sales are holding their own. No big increase or decrease in sales.

## **MMBA REPORT**

Ludwig gave a brief MMBA report.

There being no further business, the meeting was adjourned at 7:06 p.m.