

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

DECEMBER 3, 2019

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

Motion was made by Hecht to approve the minutes from the October 30, 2019 Special Municipal Off-Sale Retail Liquor Board meeting. Seconded by Gilmore and unanimously carried.

DECEMBER PROMOTIONS/SALES

Ludwig reviewed the in-store specials. The 3-fers have been going great. Just in the month of November the store sold 226 bottles of Fire Ball.

PROOF BOARD

Ludwig was nominated to serve on the Proof Board representing the liquor industry. The Board meets 5 times a year and Ludwig would use PTO to attend. Ludwig is asking for the Board's support.

Motion was made by Hecht to support Bill Ludwig nomination as a director on the Proof Board and recommend such to the City Council. Seconded by Welling and unanimously carried.

SALES AND PURCHASING

Ludwig reported:

- Year to date sales are up \$30,063.00 or 2.1%
- Profit is down \$1,866.00 from 2018; main factors are beer profits and seltzer waters
- Margin is down in 2019 from 21.57% compared to 22.19% in 2018
- Product count is up 1,923 over 2018
- Transaction count is down 2,185 from 2018
- Average transaction is up \$1.33 from 2018
- Units per transaction is 2.32 compared to 2.21 in 2018

MYSTERY SHOPPER REPORT

Ludwig would like to continue this sporadically to provide him feedback. Some things that have come out of the mystery shopper report include: not closing the sale with a thank you and not vising with the customer(s).

NOVEMBER WINE CLUB

62 persons attended Wine Club with 61 bottles sold.

AUDIT

This year's audit will be held December 8, 2019 starting at 5:00 a.m. with staff arriving at 6:00 a.m. Ludwig hopes to have the store open by 2:00 p.m.

END OF THE YEAR GOALS (NOVEMBER & DECEMBER)

Ludwig updated the Board on how the goals were going. Staff is taking on more responsibility and learning more aspects of the store including, ordering, bill paying, promotions, and pouring.

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 for such. This will be a walk around event with 4 vendors and a hot chocolate bar. The gift this year will be a ticket to a future event.

MARCH 2019 BUS TRIP

The bus trip to tour breweries was held on March 30, 2019. Trobec's Bus Service was the bus provider. A hat was passed for the tip for the driver; however, not much was collected. Ludwig, with the approval of three Board members that were on the trip, paid the driver \$65.00 from his safe money, which to date has not been paid back. The Board members all signed the piece of paper stating that the money was taken from the safe and paid to the driver and that this would be turned into the City Hall accounts payable department to have a check cut to payback the safe in the amount of \$65.00.

There being no further business, the meeting was adjourned at 7:40 p.m.