

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

DECEMBER 4, 2012

The meeting was called to order by Chairperson Reed Ringstad at 6:19 p.m. Members present were Bill Ludwig, Jennifer Welling, Sue Hecht, Steve Vaske, and Jeff Thompson.

Motion was made by Welling to approve the minutes from the November 8, 2012 Special Municipal Off-Sale Retail Liquor Board meeting. Seconded by Hecht and unanimously carried.

DECEMBER PROMOTIONS

Windsor 1.75	\$15.99
Luccio Wine	\$8.99
Bella Rosa Wine	\$8.99
Bacardi 1.75	\$14.99 with mail in rebate
Sutter Home Wine 750 ml	\$4.49
Sutter Home Wine 1.5 L	\$8.99
Coors /Coors Light 16 oz. 18 pack cans	\$14.99
Bud/Bud Light 12 oz. 24 pack cans	\$17.99

ADVERTISING

The Board discussed advertising and suggested a two-fold 11x17 insert with pictures of bottles, full color, and list of events.

2013 GOALS

Board member's goals for 2013 include:

- Increase lighting in the parking lot
- Staff two employees during night hours
- Train a back-up employee for Bill
- Increase employee retention
- Increase margin
- Continue to keep the store clean
- Keep checkout counter from getting too cluttered
- Advertise wisely – Monthly, Twitter, Face Book
- Advertise using rebates

This will be kept on the January agenda for further discussion.

Motion was made by Vaske to send a letter to Teals regarding lighting in the parking lot. Seconded by Hecht and unanimously carried.

SALES & PURCHASING

Ludwig reported that sales were up \$5,000.00 from last year, but margins were down due to beer costs. For the month of November sales, profit, and margins were all up.

FRIDAY AND SATURDAY IN-HOUSE TASTING

The store is hosting in-house tastings every Friday and Saturday nights through the end of the year.

WINE CLUB

The next Wine Club will be December 13, 2012 at Ron & Judy's Restaurant. The November Wine Club had 48 people and sold 129 products (this is the most ever sold). The December Wine Club will be held on Thursday, December 13, 2012 with Wirtz Beverages as the host. This will also be Customer Appreciation Night. Snacks were discussed for Appreciation Night.

CUSTOMER APPRECIATION

Snacks will be served and a list of such was discussed.

FEATURED VENDOR COMMITMENT FORM

The Commitment form was reviewed and Ludwig will start using the form in 2013.

SURVEY RESULTS

The Wine Club survey results were reviewed. It was the consensus to keep Wine Club at Ron & Judy's and to continue to rotate the other events.

SIGN

A layout and design of the sign was reviewed.

Motion was made by Hecht to install the sign. Seconded by Thompson and unanimously carried.

NEXT MEETING

The next meeting will be held on Wednesday, January 2, 2013 at 6:15 p.m.

There being no further business, the meeting was adjourned at 8:20 p.m.