

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

**DECEMBER 1, 2015**

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

There were no minutes for approval.

**MONTHLY PROMOTIONS**

Ludwig reviewed the December promotions.

**SALES & PURCHASING REPORT**

Ludwig reported on the following:

- Sales year to date are up \$98,750.00 or 7.8%
- Profit year to date is up \$21,193.00 or 7.6%
- November sales were up \$6,853.00 or 6.8%
- November profit was up \$1,000.00 or 4.6%
- Tobacco vendor will change to increase margin
- Ice competitors are Hilltop, Teals, and Casey's

**MMBA**

Ludwig reported on the MMBA Regional Meetings, newspaper article, and Legislative Day. Ludwig further mentioned the lbotta app that can be downloaded for rebates and coupons.

**NOVEMBER WINE CLUB**

57 people attended the November Wine Club. The next Wine Club will be Thursday, December 3, 2015. Wine Club trends were discussed as well as the future of Wine Club. What was and is the goal for Wine Club was discussed. It was asked if the goals once set are they still the same. This will be discussed further at the January meeting.

**SERVER/CREDIT CARD MACHINE**

Ludwig reported that the equipment was installed today.

**COMMUNITY EVENT/WORTH FUNDRAISER**

The Board discussed hosting another event with proceeds going to the splash pad. The Board questioned what the status was on the new lights that the last event was held for. The public has been asking and it doesn't seem right to do another fundraiser when nothing has been done with the proceeds from the first fundraiser.

**DECEMBER 3<sup>RD</sup> CUSTOMER APPRECIATION NIGHT WINE CLUB**

The Board discussed snacks, prizes, help, and a coupon that would be handed out.

**NEXT MEETING**

The next meeting is scheduled for Tuesday, January 5, 2015 at 6:15 p.m.

There being no further business, the meeting was adjourned at 7:21 p.m.