

**LIQUOR COMMITTEE MEETING**  
**July 20, 2015**

A regular meeting of the Liquor Committee was held on July 20, 2015 at 7:00 P.M. in the City Council Chambers of City Hall with the following persons in attendance: Liquor Committee members Dave Cushman and Donnie Schoenrock, Liquor Store Manager Greg Zurbey, Mayor Wayne Walter, City Administrator Jennifer Bromeland and Recording Secretary Dave Maschoff. (Liquor Committee member Fred Bern was absent.) (A quorum of the Liquor Committee was present.)

**LIQUOR STORE MANAGER'S REPORT**

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Liquor Store Manager Greg Zurbey presented the sales and customer counts at the liquor store for June 2015 along with the numbers from June 2014 for comparison. He said the customer count for June 2015 was up 150 customers over June of last year. Zurbey said regarding invoices for the month, he spent about \$5,000 more than June of the previous year. However, he said net sales excluding tax, were up a little over \$6,000 in sales compared to June 2014. He said the gross profit overall was almost \$3,300, so again a very good month.

Zurbey said during the Fourth of July weekend, the liquor store was open on Friday, July 3<sup>rd</sup> until 8 p.m. He said July 3<sup>rd</sup> was probably the second biggest business day the liquor store has had since he's been liquor store manager for the past 14 to 15 months. Zurbey said Saturday, July 4<sup>th</sup>, was about what a really good summer Saturday is for sales.

Zurbey said basically for the month of June, compared to the previous month, the Liquor Store's net sales were up about 6% and gross profits were up 11% compared to June 2014. He noted that sales in June of the previous year also showed an increase. Zurbey said the liquor store has been fortunate with the local economy. He said even with some of the hiring ups and downs in the local economy, the liquor store is still showing increases in all of its numbers.

Zurbey reported the new person hired as the head Liquor Store Clerk has been going well. He said there has been some turnover yet with part-time employees. Zurbey said scheduling people for the weekends has been challenging because of events on the weekend that people are involved with.

Zurbey said he purchased another six-pack wire rack so all the craft beers that aren't in the cooler are all located in one section of the store and is more organized.

Schoenrock asked if the City could enact an ordinance that would require events held in a City park that serve beer to purchase the beer from the Jackson liquor store.

Zurbey said current State laws would have to be checked to see if that would be allowed. He noted instances in other communities he's been involved with in the past where organizations that did not have a liquor license, applied for a temporary license for an event and were asked to purchase their beer from the municipal liquor store.

Schoenrock said if beer is being sold in one of the City parks, the beer served could be purchased through the municipal liquor store. He said it's just an idea.

Zurbey noted events in the City that serve beer affects business at the liquor store. Zurbey said events are a benefit to the community and the liquor store supports those events with sponsorships or items. However from a financial standpoint, he said events reduces the number of people coming into the store.

Mayor Walter asked if the liquor store was busy during Town and Country Days.

Zurbey said the store was really busy on Saturday morning, June 27<sup>th</sup>, but then slowed later in the day. He noted the Fourth of July weekend was an extremely good weekend for business at the liquor store.

Zurbey said the liquor store is well ahead of last year's pace. He said when comparing the first six months of this year with the first six months of last year, the liquor store is ahead on everything. Zurbey said the liquor store is within its budget on what the store is spending, net sales are up and gross profits are up.

Schoenrock asked Zurbey if the liquor store is still seeking part-time help.

Zurbey said currently the part-time positions are filled with the recent hiring of another individual who started working on July 20, 2015. He said the last two times the liquor store has posted part-time positions; there have been five to six applications submitted.

Mayor Walter noted he has heard good comments about the friendly service at the liquor store.

Schoenrock said he has also heard good comments about the liquor store.

**With no further business, the meeting was adjourned.**

  
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David A. Maschoff, Recording Secretary