

**LIQUOR COMMITTEE MEETING**  
**March 20, 2017**

A regular meeting of the City of Jackson Liquor Committee was held on March 20, 2017 at 6:00 P.M. in the City Council Chambers of City Hall with the following persons in attendance: Liquor Committee members Dave Cushman, Brandon Finck and Matt Madden, City Administrator Jennifer Bromeland, Liquor Store Manager Greg Zurbey, Ashley Schmit and Recording Secretary Dave Maschoff.

**LIQUOR STORE MANAGER'S REPORT**

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Liquor Store Manager Greg Zurbey said he has been working with Store Clerk Melissa Voss over the past month to ensure a smooth transition when he leaves on March 23, 2016 to assume his new position as the manager of the municipal liquor store in Big Lake, Minnesota. He noted City Administrator Bromeland has been a great help with the transition process.

Zurbey suggested consideration be given to hire another part-time person to fill shifts at the liquor store in light of his leaving and another possible resignation of a part-time staff person in the next couple of months.

Zurbey informed the Liquor Committee that he will be available as a resource after he leaves if there are any questions. He noted Worthington's Municipal Liquor Store Manager Dan Wycoff is a huge supporter of the Minnesota Municipal Beverage Association (MMBA) and wants to see the City of Jackson's liquor store succeed. Zurbey said Wycoff has offered to be a resource after he leaves to go to Big Lake. He pointed out the MMBA is also a good resource to help out in the interim or to assist in training when a new liquor store manager is hired.

Bromeland thanked Zurbey for everything he has done in getting things organized before he leaves. She commented she knows Zurbey had done a really good job and cares about the liquor store and what happens to it.

Zurbey said he really wants to see the Jackson liquor store succeed and also wants to see a new liquor store eventually proceed someday when the financing is available. He said it's a benefit to the citizens of Jackson. Zurbey added he put a lot of work into the liquor store and wants to see it continue to do well.

Cushman said Zurbey's commitment to the liquor store has been obvious in the numbers and the turnaround the Liquor Committee has seen since he became manager. He said it's been phenomenal. Cushman said it doesn't surprise him that Zurbey still has a commitment to the store during his last few days at the store. Cushman thanked Zurbey for his commitment.

### **Monthly Liquor Store Analysis**

Zurbey reported on the monthly analysis of the liquor store for the month of February, 2017.

Zurbey reported the guest count was down 294 people in February of this year compared to the same month last year. As far as invoices, Zurbey said he spent \$1,840.66 more in February of 2017 compared to February of last year in order to take advantage of programs for certain products and increase volume on some products to assist during the transition when he leaves.

Zurbey said total sales were down \$5,509.72 and the gross profit was down \$1,534.36 in February of this year compared to February of 2016. Zurbey said the average "per sale" in February was up slightly at 0.23 cents compared to February of last year. He said there were 24 days of days of business in February of this year compared to 25 days in February of last year.

Zurbey noted if you look at the average, the liquor store would have averaged about 170 customers a day so that figures into some of the 294 customers that the store was short in February. He said obviously in total sales, the liquor store would have done a little over \$3,000, so the store was basically short about \$2,300 if you look at the per day average being one day of business short for the month. Zurbey noted the store's profit margin percentage still remains high, so margins are still good.

Cushman said he would like to continue to see a monthly analysis report of the liquor store after Zurbey leaves for Big Lake.

Finck said he agreed.

Zurbey said he has discussed compiling the monthly report with Store Clerk Melissa Voss.

Cushman wished Zurbey good luck in his new position as municipal liquor store manager in Big Lake, Minnesota.

Finck said the City definitely thanks Zurbey for everything he's done at the Jackson municipal liquor store and wished him well.

Zurbey thanked the Liquor Committee and said serving as the liquor store manager in Jackson has been a good experience and it has been a learning experience. He said everyone with the City has been very supportive and very good in giving him the freedom to do what he thought was best for the operation and thinks that has worked out to be good. Zurbey said in the future, Melissa knows she can call him and he can help out as a resource in any way he can.

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



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**David A. Maschoff, Recording Secretary**