

**LIQUOR COMMITTEE MEETING**  
**May 15, 2017**

A regular meeting of the City of Jackson Liquor Committee was held on Monday, May 15, 2017 at 6:00 P.M. in the City Council Chambers of City Hall with the following persons in attendance: Liquor Committee members George Madden, Dave Cushman and Brandon Finck, Liquor Store Manager Michelle Bratrud, and City Administrator Jennifer J. Bromeland. Absent: Council Secretary Dave Maschoff.

**Introduction and Welcome to New Liquor Store Manager Michelle Bratrud**

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Michelle Bratrud was introduced and welcomed as the new Liquor Store Manager.

**Conference Call with Ringdahl Architects**

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A conference call was held with Architect Dustin Tomoson with Ringdahl Architects. The purpose of the call was to revisit the concept of building a new liquor store. Discussion ensued. The consensus of the group is that when planning for a new 5,000 square foot store, approximately two acres will be needed for land, and that a budget of \$1.2 million should be expected. The budget includes hard and soft costs. It was noted that 1/3 of the new store would be allocated for storage, while the other 2/3 would be used for sales. Given the timing of the year, the soonest that a new build would occur would be in the spring of 2018. The call concluded with committee members agreeing to work on obtaining a more firm cost for land, as well as running a financial analysis to determine how much cash is needed and how much will be needed in bonding. This matter will be revisited again at the next meeting.

**Review of April Liquor Store Financials**

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A copy of the April financial report was distributed and reviewed. It was noted that the guest count was 4,363, which is down 432 from April of 2016. Total sales are down \$7,819.01 compared to April of 2016, but gross profit is in the desired range. Discussion ensued. The Committee requested that a year to date column be added to the report.

**Sunday Sales**

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Committee members discussed the pros and cons with being open on Sundays, beginning in July. The consensus of the Committee is that there is not an interest to be open on Sundays at this time, but that the matter can be revisited at any time. The primary reason for opting to not be open on Sundays is that the Committee isn't convinced that it makes sense from a financial perspective to be open a seventh day as additional sales would need to be generated to cover labor costs for that extra day of operation. The concern is that the current sales volume would end up being spread over seven days instead of six, while labor costs would increase, resulting in a decrease of revenue for the liquor store. The Committee emphasized that the matter can be revisited at any time, but that the consensus right now is to remain closed on Sundays.

With no further business, the meeting was adjourned.

  
Jennifer J. Bromeland  
City Administrator