

LIQUOR COMMITTEE MEETING

July 17, 2017

A regular meeting of the City of Jackson Liquor Committee was held on July 17, 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 and Matt Madden, Mayor Wayne Walter, City Administrator Jennifer Bromeland, Liquor Store Manager Michelle Bratrud and Recording Secretary Dave Maschoff. (Liquor Committee member Brandon Finck was absent.) (A quorum of the Liquor Committee was present.)

REVIEW OF JUNE LIQUOR STORE FINANCIALS

Liquor Store Manager Michelle Bratrud reported on the monthly analysis of the liquor store for the month of June, 2017.

Bratrud reported the guest count in June of this year was 5,164 compared to 5,279 in June of 2016, a decrease of 115. She said invoices for June totaled \$95,356.71 compared to \$83,326.64 in June of 2016, an increase of \$12,030.07. Bratrud said the increase in the invoices was due to a lot of bulk orders that were made.

Bratrud said total sales for June were \$117,209.81 compared to the same month last year of \$113,662.16, an increase of \$3,547.65. She reported gross profits were up \$979.53 for June of this year compared to June of 2016. Bratrud said the average sale per customer was \$22.70 in June compared to \$21.53 in June of last year, an increase of a \$1.17.

Bratrud said there were 26 days of business during June, the same as June of 2016.

Bratrud reported year to date sales so far at the liquor store total \$592,163.46 compared to year to date sales by end of June in 2016 of \$615,625.97, which is \$23,462.51 less than this time last year.

Bratrud also pointed out information showing the month by month total sales so far this year compared to the total sales of each month in 2016.

Cushman noted the rebound in total sales from May to June of this year.

LIQUOR STORE MANAGER'S REPORT/COMMENTS

Bratrud reported things have been going well at the liquor store. She said the store is adequately staffed at this time.

NEW LIQUOR STORE DISCUSSION

In the absence of Liquor Committee member Brandon Finck, the rest of the committee members decided to wait on discussing the next steps regarding pursuing a new liquor store. Liquor Committee members wanted to wait to hear the financial analysis compiled by Finck.

SUNDAY SALES FEEDBACK

Bromeland said she has heard from one businessperson about having the liquor store open on Sundays.

It was noted the municipal liquor stores in Lakefield and Fairmont are now open on Sundays.

Bromeland said she could check with the City Administrators in Lakefield and Fairmont to find out if having Sunday liquor sales has been beneficial businesswise or not.

Bratrud commented she has heard more good things about not having the liquor store open on Sunday than from those that would like it open. She said she has also heard some complaints about not being open on Sunday. Bratrud said the comments about having the liquor store closed on Sunday far outweigh the comments to have it open.

Bratrud also said the liquor store staff doesn't favor having the liquor store open on Sunday. Bratrud noted one employee commented that if the rest of the employees would rotate a Sunday shift she would work, but everyone else said they didn't want to work on Sundays.

Mayor Walter said the liquor store employees need their day off, it's the Lord's day, and he doesn't think having the liquor store open on Sundays would be financially beneficial for the City.

Bratrud suggested one way to bring an end to the issue would be to conduct a survey through the monthly City utility bills asking if the liquor store should be open or closed on Sundays, or if they if they even care.

It was noted that some people won't respond to the survey if they have no feeling on the issue.

Cushman suggested to first wait and see how the cities that have their liquor stores open on Sunday are doing and then make a determination.

Bratrud said municipal liquor stores that were open were busy on the first Sunday that Sunday liquor sales were allowed which was also just before the Fourth of July. However since then, she said indications are that Sunday sales have been slow.

ADJOURNMENT

With no further business, the meeting was adjourned.



David A. Maschoff, Recording Secretary