

**LIQUOR COMMITTEE MEETING**  
**May 22, 2024**  
**Jackson City Hall Council Chambers**

**The City of Jackson Liquor Committee met on Wednesday, May 22, 2024 at 5:15 p.m. in the Council Chambers of the Jackson City Hall. Attending the meeting were Liquor Committee members Mayor Marcus Polz, Aldermen Nathan Peterson, Alderman Chris Nauman and Alderwoman Sara Mix. Also attending were Liquor Store Manager Michelle Bratrud, City Administrator Shelley Oltmans and Recording Secretary Dave Maschoff. (A quorum of the Liquor Committee members was present.)**

**OUTDOOR SIGN FOR THE LIQUOR STORE**

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Peterson said three quotes were received for an electronic outdoor sign for the Jackson Municipal Liquor Store.

Mayor Polz said the thought during past discussion pertaining to outdoor signs at the Liquor Store is the bigger the better. He said it was also noted to have a sign that could be programmed to welcome visitors coming to Jackson for special events and activities.

Mix said she thinks bigger is better for a sign within a budget. She said the Committee also needs to be cognizance of that.

When it comes to the budget, Mayor Polz said the Liquor Store Enterprise Fund is healthy with at \$150,000 to \$170,000 in reserves. He noted the Liquor Committee could probably make a recommendation regarding a new sign and it could go straight to the City Council without it first going to the Finance Committee. Mayor Polz explained the funding for the Liquor Store sign doesn't have to come out of the City's General Fund.

Peterson said the option he was proposing from a company known as IMPACT would consist of a Daktronics electronic sign that would be 3 three feet high and 10 feet long and would be mounted underneath the existing Jackson Liquor Store sign on the existing pole.

Peterson said the current pole will support the proposed LED sign. He said the cost would be \$37,950.00. Peterson said the person he's been talking to is from Iowa and does the jumbotron signs at the Motorplex. He said the cost includes everything and the electrical work.

Mix noted the option from IMPACT would allow the electronic sign to be managed with a mobile phone or tablet.

Peterson said a company representative will also conduct training with Liquor Store Manager Michelle Bratrud on how to operate and program the sign. He explained the sign is a double-sided flat screen and is not that heavy.

Mayor Polz noted Daktronics signs are considered as the "Cadillac" of signs when it pertains to electric digital signs.

Naumann agreed with Mayor Polz.

Peterson noted the new Daktronics sign will come with a five-year parts warranty. He said the five-year warranty includes the LED parts module, power supplies, LED color uniformity and brightness guarantee. Peterson noted there's a monthly fee for 4G cellular data plan. He said the sign is the size of a LED television so they're really thin and light in weight.

Mix asked if wind would be a concern for the 3-foot tall, 10-foot-long sign.

Peterson said the sales representative from IMPACT said wind would not pose a problem for the LED sign.

Liquor Committee members further discussed sizes of a new sign.

Mix said if new bigger sign is mounted underneath the current Jackson Liquor Store sign, it should be proportionate to the existing sign.

Peterson said the new sign would be centered on the existing pole to be proportionate to the current sign.

Oltmans asked if NEXT could put together a rendering of the various size signs so the Liquor Committee could see how the different size signs would look mounted under the current sign so it's proportionate.

Peterson said NEXT could provided renderings of what the different size signs would look like.

Mayor Polz asked what NEXT's price was.

Peterson said the quoted price was \$37,950 for the largest sign that NEXT quoted. Peterson said the sales representative would not propose much bigger than the 3-foot tall and 10-foot-long LED because otherwise it would look weird.

Oltmans asked if the proposed LED sign is just a scrolling sign or what other features could it offer.

Peterson said it's a LED sign that can be programmed for messages and even videos could be featured on the sign. He said the sign could be programmed using a phone or I-pad.

**MIX/NAUMANN moved and it was unanimously carried to recommend to the City Council to approve spending up to \$40,000 for a new outdoor 3-foot-tall by 10-foot-long LED Sign for the Liquor Store pending seeing a rendering of what the new LED sign would look like placed on the pole underneath the current Jackson Liquor Store sign.**

### **PROGRESS OF SUNDAY SALES**

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Mayor Polz said he was curious on how the Sunday liquor sales have been since the Liquor Store was now open on Sundays from 11 a.m. to 4 p.m. since April 7<sup>th</sup>.

Mix and Peterson said they have been receiving weekly reports from Bratrud regarding Sunday liquor sales.

Mix said the Sunday liquor sales have been going up.

Peterson said Sunday liquor sales have been going well.

Mayor Polz noted advertising that the Liquor Store is now open on Sundays has also helped Sunday sales. He asked what the Liquor Store's operating hours will be for Memorial Day weekend.

Bratrud said the Liquor Store will be open regular hours on Saturday, May 25<sup>th</sup> and open Sunday, May 26<sup>th</sup> from 11 a.m. to 4 p.m. and closed on Monday, May 27<sup>th</sup>, Memorial Day.

### **REIMBURSEMENT FOR LIQUOR STORE MANAGER'S CELL PHONE**

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Oltmans said Department Heads have received reimbursements from the City for the use of their personal phones for City business. She discussed about the City purchasing cell phones that would be specifically used for City business only. Oltmans said for convenience, a system can also be set up where the City's cell phone number could be forwarded to a person's personal phone.

Oltmans noted if the City purchased a tablet for the Liquor Store that will be used to program the new sign, it could also be set up to forward City business number to the tablet.

Before new phones are purchased for City Department Heads and the City subscribes to a phone service through AT&T that's specifically for governments, Oltmans recommended reimbursing Bratrud for the use of her personal cell phone for City business.

Liquor Committee members agreed to provide reimbursement to Bratrud for the use of her cell phone is conducting Municipal Liquor Store business.

Oltmans said the cell phone reimbursement for Bratrud will begin during the next pay period.

### **NEW TECHNOLOGY FOR THE LIQUOR STORE**

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Bratrud explained the Liquor Store's current credit card machines are stand-alone machines in which the cashier has to type in the dollar amount. She said, at times, mistakes are made.

Bratrud said she's been looking into getting a credit card machine that ties into the cash register. She explained with that type of system, the cashier can push a button that a customer is paying for their merchandise with a credit card and it will automatically go the credit card machine instead of the cashier having to type in an amount.

Mayor Polz said he fully supports installing the new equipment.

Bratrud said the credit card company will give the Liquor Store the needed credit card machines and not charge the City for them. She said the person that services the Liquor Store's cash register system will assist the service person from the credit card company to connect the new credit card machine to the stores' cash register. Bratrud said there's a one-time \$400 fee and then a fee of \$80 a year.

Mayor Polz said the new machine will avoid that double data entry and the sale information will go directly into the credit card machine. He said that will save time and errors as well.

**PETERSON/MIX moved and it was unanimously carried to recommend to the City Council for the Liquor Store to purchase the POS (Point of Sale) Credit Card System.**

## **MAINTENANCE ITEMS**

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Bratrud said there's a couple maintenance items at the Liquor Store that Public Works Director Tony Oxborough is going to assist her with.

Bratrud noted one of the Carl Forester plants on the north side of the Liquor Store is dead and it appears another one may not come up this year. She asked if the Liquor Committee would like replace the plants.

Mix suggested Bratrud contact Dave Stubbe at the Flower Market to have him come up and look at the site, tell her what kind of plant they need to work well north of the Liquor Store, and plant it.

Mayor Polz said if Stubbe is unable to plant new plants, to then call Chuck Dunker at Seasonal Spruce-Ups.

Mix said she appreciated Bratrud noticing that the Karl Foerster plants had died because they want to make sure to keep the Liquor Store landscaping to look nice.

## **LIQUOR STORE EMPLOYEE UPDATE**

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Mayor Polz asked Bratrud for an employee update.

Bratrud said as far as personnel, things have been going very well. She said Assistant Manager Kim Barnett has been doing great.

## **ADJOURNMENT**

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With no further business, the Liquor Committee meeting adjourned at 5:58 p.m.

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**David A. Maschoff, Recording Secretary**

