

LIQUOR COMMITTEE MEETING
March 8, 2019

A meeting of the City of Jackson Liquor Committee was held on March 8, 2019 at 12:00 noon at the new Jackson Municipal Liquor Store building located at 101 Prospect Lane in Jackson, Minnesota. Those attending included Liquor Committee members Brandon Finck and Dave Cushman, City Administrator Matt Skaret, Liquor Store Manager Michelle Bratrud, Architect Dustin Tomoson of Ringdahl Architects, Incorporated, Joe Meyer of Ankeny Builders, Incorporated and Recording Secretary Dave Maschoff.

Overview of New Liquor Store Building

Liquor Store Manager Michelle Bratrud reported the final day of business at the current liquor store site will be on Saturday, March 9th. She said packing will be underway on Sunday and moving of merchandise to the new store will start on Monday, March 11th. Bratrud said the new liquor store will open for business on Thursday, March 14th at 10 a.m.

Bratrud said she will be having a liquor store employee meeting on Tuesday evening, March 12th to show employees the new store and security features.

Finck mentioned the importance of advertising in the newspaper and on the radio that the new liquor store will be opening on March 14th. He said it's important to make the public aware that the liquor store has moved to its new location. Finck suggested having an article written in the Jackson County Pilot about the new store.

Bratrud said she's been in contact with Dallas Luhmann of the Pilot regarding advertising in the Livewire and Jackson County Pilot. She said nearly a full page ad will be appearing in the Livewire on Sunday, March 10th.

Bratrud said the signage for the store won't be ready until the weather improves and temperatures warm up.

Finck suggested renting a portable flashing sign if one is available for the store. He said to check with the Chamber of Commerce or Henning Rental to see if they had a flashing sign available to use or rent.

Bratrud said a banner has been made that will be put up to be seen from Highway 71.

Finck said possibly a trailer with a sign pointing to the new liquor store across Highway 71 could also be parked in the golf course driveway.

Skaret said there have been posts about the new liquor store opening on March 14th on the City's Facebook page.

Bratrud said posts have also been put on the Liquor Store's Facebook page that the liquor store will be closed March 11th through the 13th and opening at the new location on Thursday, March 14th. She said an announcement is also being put on the City's local cable TV access channel.

Bratrud asked Liquor Committee members if the Liquor Store should also advertise with area radio stations for the next couple of months.

Finck and Cushman said to use radio to get the word out.

Bratrud said she was planning to advertise with KKOJ in Jackson and also work with the Worthington and Windom radio stations.

Finck suggested having an announcement about the opening of the new liquor store in the Jackson Chamber of Commerce's "Monday Memo" which is distributed to all the businesses in Jackson. He said a flyer about the opening of the new liquor store could also be printed and distributed to businesses in the Industrial Park and around Jackson.

Bratrud said she was also planning to distribute flyers at the gas stations and grocery store.

Cushman asked Bratrud how things were shaping up for the move from the old to the new store.

Bratrud explained some packing will take place on Saturday and all day Sunday, March 9th and 10th. She noted Beverage Wholesale has provided pallets and wrap for the move. Bratrud said liquor store staff has been loading the pallets. She said on Monday morning, March 11th, Beverage Wholesale will be bringing two teams to Jackson. Bratrud said one team is going to come to the new store to deliver an order and the other team will come down to the current liquor store to load up pallets and bring them to the new store.

Cushman asked if any City staff would be needed to help with the move.

Bratrud said help may be needed in moving the safe and the wine cooler. Otherwise, she said everything should be lined up for the move.

Cushman said maybe City staff could assist with moving the safe and wine cooler.

Bratrud said moving the safe and wine cooler wouldn't have to be done until Tuesday.

Finck asked Skaret if he could speak with Street Superintendent Phil Markman about contacting Bratrud regarding moving the safe and wine cooler to the new liquor store.

Cushman asked how things were looking construction-wise for the new store.

Joe Meyer of Ankeny Builders said the tile in the entryway of the store will be installed on Monday, March 11th. He said there is some caulking that needs to be completed in the front of the building when the weather warms up. Meyer pointed out there are shingles in the back room available to replace the shingles that blew off when the weather warms up.

Finck asked when a grand opening of the store may be held.

Bratrud said she and the vendors decided to wait until the weather warms up before having a grand opening.

Finck asked when Snick's Signs will be able to install the signage.

Bratrud said Troy Schneekloth of Snick's Signs said it will depend on the weather.

Finck asked about interior signage.

Bratrud said Schneekloth has been working on interior signage and brought finalized pictures to her on March 7th. She didn't know how long it would take to get the interior signage delivered.

Meyer said he noticed some ice buildup on the ground on the north side and rear of the building and suggested installing eaves troughs on the liquor store building. Meyer said the City could contact a company that installs eaves troughs.

Finck said he would provide a couple names to Bratrud of companies that install eaves troughs.

Meyer said the fans on the furnaces are running continuously and are not turning off. He said the furnace contractor will be replacing a fuse when it arrives so the fans will turn off.

Tomoson suggested replacing the furnace filter before the store opens on March 14th.

Bratrud said the company installing the store's security cameras will install the cameras on Monday, March 11th.

Finck asked Bratrud if the City needed to seek bids to obtain a cleaning service for the new store.

At this point, Bratrud said she didn't think a cleaning service for the store was necessary. She said the store's employees could take care of the cleaning.

Cushman said to see how things go and Bratrud should not hesitate to ask if it's decided contracting a cleaning service is necessary in the future. He said the store should continue to look fresh.

Bratrud noted they were short 56 rollers for the beer coolers. She said rollers will be taken from the coolers at the old store and used in the coolers at new store. Bratrud explained the rollers allow the beer packs to slide down to the front of the coolers as beer is purchased. She showed the Liquor Committee members the rollers and dividers in the coolers. Bratrud said extra dividers and rollers are being sent for the cooler. She noted the cooler is equipped with LED lighting.

Other than a few minor things to be finished, Cushman said the new store looks awesome. He said the new building looks great from Highway 71.

Bratrud pointed out a few of the end shelves that did not have a brace on them. Bratrud said a brace should be added to make the end shelves more stable. She also noted touching up a few of the shelves with black paint.

Finck asked Bratrud if she had enough shelving.

Bratrud said the store has enough shelving.

Finck asked if the coolers were all functioning and operational.

Bratrud said the coolers are operational.

Skaret asked Bratrud about the speakers for background music. She said they will be wired up on Monday, March 11th.

Bratrud said there will be three speakers. She said she is still determining the service that will provide the music.

Meyer said the electric work for the store is completed. He said Ankeny Builders are signed off on the building. Meyer noted the building inspector will be at the store on March 11th to do a final.

Bratrud asked Tomoson if he was going to order shopping carts for the store.

Tomoson said six to eight shopping carts could be ordered.

Bratrud said they already having shopping baskets at the current store that will be brought up to the new store.

Finck asked if the liquor store employees are pretty excited about the new store.

Bratrud said the employees are excited.

Cushman asked if the employees have seen the new store.

Bratrud said most of the liquor store employees have seen the new store.

Meyer asked about signage along Interstate 90.

Finck said a 40 foot tall sign will be erected that can be seen from Highway 71 and Interstate 90.

Meyer said the 40 foot sign could be wired off an existing light pole. He noted the new LED signs don't use much electricity.

Meyer said he can explain how to operate the building's thermostats to Bratrud and staff.

Tomoson asked if there was a timer for the outside lights.

Meyer explained each one of the parking lot lights has a photocell on top of them and there's a photocell on the back of the building for the building lights.

He said the photocell turns the lights on and then a timer turns the lights off.

Meier commented it's a pretty elaborate timer.

Finck said the new liquor store building looks great. He said he had to leave for another meeting.

(Finck leaves the meeting at 12:34 p.m.)

Regarding the ceiling lights that weren't used for the interior of the liquor store, Skaret said those lights can be brought to the City/County Public Works building. He said those lights may be may be used to retrofit the lighting at City Hall.

Bratrud said she anticipates the move of merchandise from the old store to the new liquor store should go pretty quickly.

Skaret said Bratrud should call if she needs help for the move or anything else.

Bratrud asked about what the Liquor Committee would like to do with the old shelving at the current liquor store. She said she will be using some of the shelving for the storeroom at the new liquor store.

Cushman and Skaret said the new tenant of the building can make use of the old shelving if they want it. Cushman suggested contacting building owner Karla Kuipers to make sure which shelving belongs to the City and what may belong to her.

Tomoson said he would compile a “punch list” of items to check and will provide that list to Ankeny Builders and to City Administrator Matt Skaret. Tomoson said he would also provide a pay application for the liquor store project to Skaret.

ADJOURNMENT

With no further business, the meeting was adjourned at 12:43 p.m.

David A. Maschoff, Recording Secretary

