

Official Publication of the
Minnesota Municipal Beverage Association
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The Importance of Municipal Liquor Education

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THIS BUD'S FOR YOU

MUNICIPAL LIQUOR STORE

Volume 80, Number 4, 2022/2023

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On the Cover

2023 is here and with it are new council members, legislators and citizens who know little about municipal liquor.

It is the liquor manager's responsibility to educate the uninformed/misinformed about their operation and current issues.

This edition includes documents used in other cities.

Managers are encouraged to use them as examples for their efforts.

Cover image credit: Freepik



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MMBA PRESIDENT'S MESSAGE

**By Chris Arnold,
Bagley**

What a year it has been!

2022 was by far the most interesting year of my 20+ years of employment with the City of Bagley. If I learned one thing last year, updated knowledge from you to your council and liquor committee is a key factor in allowing your business to run more smoothly. If they are not getting information from you, they are getting it from someone else!

That is why I suggest meeting with your council and or liquor committee members to review what you do and how you do it. Then answer any questions they may have. Some stores already have a procedural plan on how to do this. If you're looking for an example get a hold of Paul or me.

Prior to coming onto the board I never did an orientation with any of my superiors. But a few years back something happened that made me a believer.

If you recall, a few annual conferences back one of my employees had a heart attack. He was my #1 part-time employee who covered the most shifts. Like a snap of a finger, I needed someone to come to work and I needed them immediately. I ended up having one of our council members volunteer to help out.

This council member's attitude towards the liquor operation drastically changed just working at the store a few weekends. I think he realized there was a lot more to the liquor operation than he thought.

Back in high school I was able to take part in a program they called "job shadowing." I found this was a very valuable experience for me. I was able to work for different businesses in the community and explore what I wanted to do when I grew up. Even though it was only one hour a day and twice a week I gained a good understanding of the different businesses in our community.

That's why on top of member orientation, I'm going to implement council member job shadowing. This way they'll get first-hand experience on what happens at my municipal liquor operation. It can be hard for council members to understand what you do unless you can walk them through the process or show them first hand.

This year, our operation has been busier than ever and I'm getting a lot more input on how to do my job from my superiors. So I've come to the conclusion I should have orientation and job shadowing after every election even if there are no new members. It doesn't hurt to help remind them what the operation is doing.

So my goal in the next few weeks is to ask my mayor and the two reelected council members to come in and work at the store. I won't ask them to work a full 8 hour shift because their time is valuable, too.

All I will be asking of them is to work 2 to 4 hours for them to get a better understanding of the operation. This will be very valuable in helping them understand why we need what we need and why we do what we do.

Have a happy holiday and stay well!

PLATINUM MEMBERS

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E-mail: PBOConnor@phillipsdistilling.com



MESSAGE FROM THE LIQUOR OPERATIONS MANAGER



Even though 2021 was another year of dealing with a global pandemic, staff at St. Anthony Village Wine and Spirits provided the safest environment possible based on guidelines and recommendations by the Center for Disease Control, the Minnesota Department of Health, and our Mayor and City Council.

Our employees, along with all City departments are to be commended for their unwavering dedication and commitment to St. Anthony's mission and vision. Staff at the liquor stores continued to provide the high-levels of customer service that you'd come to expect, all the while managing increased business during a reduction of available employees, supply chain shortages, and other COVID-19 related issues that created a unique-retail environment.

2021 was a successful year for St. Anthony Village Wine and Spirits. In keeping in line with our own vision statement, one of the goals for 2020 was to provide customers with increased COVID-19 mitigation strategies so they continued to feel safe as they entered and shopped our stores. We also wanted to ensure that new customers experienced friendly staff, competitive pricing, and bright, clean and organized stores to drive long-term customer loyalty.

LIQUOR OPERATIONS



The City of St. Anthony Village owns and operates two municipal retail liquor stores.

Our Marketplace store is located at 2700 Highway 88 at the intersection of Stinson Boulevard and Kenzie Terrace.

Our Silver Lake Village store is located at 2602 39th Ave NE, in the Silver Lake Village Shopping Center next to Cub Foods.



612-782-3455

mike.larson@savmn.com

3301 Silver Lake Rd NE, St. Anthony, 55418

savmn.com/stanthonyvillagewinespirits

MISSION & VISION



MISSION STATEMENT

Our goal is to actively prevent the sale of beverages that contain alcohol to minors and intoxicated persons, while simultaneously generating revenue for the community, in accordance with all city, state, and county liquor laws and ordinances.

VISION STATEMENT

Our brand is committed to providing a unique retail environment based on excellent customer service, product selection, and competitive pricing, all while providing safe, bright and clean stores that drive long-term customer loyalty. This is all based on our commitment to the City, as articulated in our **Core Values of S.E.R.V.I.C.E.:**

- **Supportive:** helpful, to citizens and fellow employees, action oriented, non-bureaucratic.
- **Effective:** competent, productive, skilled.
- **Responsive:** dependable, accountable, customer and coworker-oriented.
- **Visionary:** anticipate problems holistically, future oriented, plan ahead.
- **Innovative:** creative, inventive, knowledgeable.
- **Courteous:** professional, approachable, sensitive.
- **Exemplary:** ethical, honest, sound.

VALUE OF MUNICIPAL LIQUOR OPERATIONS

- "Without municipal liquor profits, cities would need to either reduce their budgets or increase their fees and property taxes."
- "In general, they do not operate any differently than a private liquor store."
- "Municipal stores must abide by the same laws and three-tier distribution model."
- "Residents also benefit from a publicly owned asset that generates an economic return on equity and capital, putting taxpayer dollars to productive use."

-Valuation Viewpoints, Shenon Business & Real Estate Valuations

Our profits are transferred to the City's General Fund and can be used to:

- Provide property tax levy relief.
- Provide funds for equipment purchases for Police, Fire and Public Works departments.
- Supplement General Fund purchases.



@stanthonyvillagewineandspirits

@stanthonyliquor

TRENDS AND BENCHMARKS

Trends and benchmarks provide comparative data on municipal liquor operations owned and operated by Minnesota cities.

In 2021, a total of 179 Minnesota cities operated 213 municipal liquor stores, with 86 cities operating both on-sale and off-sale liquor establishments, and 93 cities operating off-sale liquor stores.

While the majority of municipally-owned liquor stores are located in Greater Minnesota, 18 cities within the Seven-County Metro Area own and operate liquor establishments.

Minnesota municipalities were originally authorized to own and operate liquor establishments as a means of controlling the sale of alcohol. For many communities in Greater Minnesota, municipal liquor operations provide access and convenience in areas that might be unable to attract a privately-run establishment. In addition to these functions, profitable municipal liquor operations have provided another source of revenue to supplement traditional tax and fee revenues.

St. Anthony Village Wine and Spirits:



- Sales increased 3.5% over 2020 to \$7,250,000.
- Net Profit increased 12.3% to \$470,400.
- Operating expenses increased .83% as we increased sales and profits within our current capacity.
- Net profits have increased 126% since 2017.

Over the last 10 years, St. Anthony Village Wine and Spirits has contributed more than \$3,447,000 for the betterment and enrichment of our community. Our stores are ranked 15th in total sales of municipal liquor operations in the state of Minnesota. And, we are ranked 12th in net profits out of 18 metro municipal liquor stores.

CURRENT RETAIL CONDITIONS



Our staff and customers are comfortable with increased social interaction, such as hand selling and carry-outs. This is a change from social distancing during the pandemic.

We are open seven days a week, with hours of 9 a.m. to 8 p.m. Monday through Thursday, from 9 a.m. to 9 p.m. Friday and Saturday, and 11 a.m. to 4 p.m. on Sunday.

We continue to follow COVID-19 guidelines provided by the Center of Disease Control, the Minnesota Department of Health, and Mayor and Council's recommendations.

We are experiencing diminished product availability. Supply-chain issues are expected to last throughout 2022.

We experienced a labor shortage during 2021, yet our staff has overcome the problem by working extremely hard to accomplish and carry out our store's mission and vision.

The costs of our products are rapidly rising, much like groceries, fuel and other products. We work diligently to purchase our goods at the best-price possible in order to provide reduced pricing to our customers.

LOOKING AHEAD

We look forward to resuming holiday sampling events as conditions allow.



We plan to continue a collaboration of products with distilleries and breweries.



Liquor store staff taking part in a Goal Setting and Strategic Planning session.



savmn.com/annualreports



2021 ANNUAL REPORT

On Feb. 10, 1948, the St. Anthony Village City Council passed an ordinance to form a municipal liquor store. To this day, profits from liquor operations provide a much-needed revenue source for our community. The Nov. 27, 1947 edition of the Minneapolis Star newspaper reported nine metro-area communities were operating municipal liquor stores with glowing results. Profits from these stores helped reduce the property tax levy, provided funds for special projects and equipment purchases for the Police, Fire and Public Works departments.

Two months later, the Village of St. Anthony passed an ordinance to open their own municipal liquor store—and the rest is history!

The City Council, administration and residents chose to have their own Police, Fire, Public Works and Liquor Departments, as well as our own schools. This is to guarantee the quality of the institutions by being independent and not outsourcing these services.

We continue to instill a culture that represents the St. Anthony Village brand. All of these decisions represent the Council's reputation of taking the long view to determine what is best for its residents and the future of The Village. Each and every department of the City reflects this vision and process in our high-level of service to the community.

The staff at St. Anthony Village Wine and Spirits is proud to be a part of this community and the team of employees in all City departments that serve the residents and visitors to our Village!

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- Custom ice sculptures
- Special Events products/services
- 10lb and 300lb blocks
- Dry ice



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steven@shamrockgroup.net



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DO YOUR CITIZENS/LEGISLATORS/COUNCILMEMBERS KNOW THE COMMUNITY VALUE OF YOUR MUNICIPAL LIQUOR STORE?

NOTE: Pine City currently profits MUCH more than \$50,000 annually.
This is an example from the past.

City of Pine City Municipal Liquor Store Fact Sheet

Pine City's municipal liquor stores contribute \$50,000 directly to the City's general fund budget. This \$50,000 permits the City to fund programs that we would not be able to otherwise levy for such as:

Summer Recreation	6,000.00
Youth Hockey	4,000.00
Soccer Program	500.00
County Fair/ parade	2,500.00
Fur Post	1,100.00
Arts Council	7,000.00
Star City	2,500.00
Initiative Foundation	1,500.00
MN Seniors Foundation	500.00
Northern Technology Inst	1,500.00
Transportation for Elderly	10,712.00
Library	8,000.000

These programs directly affect the quality of life of our kids in Pine City. Time and time again, Minnesota is voted as the #1 state in which to live because of our quality of life. The Department of Employment and Economic Development lists this attribute as a great reason for businesses to locate in Minnesota (www.postivelyminnesota.com).

Other benefits of the municipal liquor store are:

- excellent control mechanism to restrict youth access to alcohol
- excellent control mechanism to prevent sale of liquor to intoxicated individuals



City Council Rules of Procedure/Decorum Guidelines

Adopted: April 16, 2018

All Council Members

All members of the City Council have equal votes. No Councilmember has more power than any other Councilmember and all should be treated with equal respect.

All Councilmembers should:

- Demonstrate honesty and integrity in every action and statement
- Comply with both the letter and spirit of the laws and policies affecting the operation of government
- Serve as a model of leadership and civility to the community
- Inspire public confidence in Hastings government
- Work for the common good, not personal interest, considering all impacts, influences and concerns, and not only those that are presented with the strongest emotions.
- Prepare in advance of Council meetings and be familiar with issues on the agenda
- Fully participate in City Council meetings and other public forums while demonstrating respect, kindness, consideration, and courtesy to others
- Participate in scheduled activities to increase Council effectiveness
- Review Council procedures, such as these guidelines, at least annually
- Represent the City at ceremonial functions at the request of the Mayor
- Be responsible for the highest standards of respect, civility, and honesty in ensuring the effective maintenance of intergovernmental relations
- Respect the proper roles of elected officials and City staff in ensuring open, transparent, and effective government
- Accept and respect decisions made by the Council as a body. Deliver a consistent message to the community
- Provide accurate contact information to the City Administrator
-

Council Conduct with One Another

Councils are composed of individuals with a wide variety of backgrounds, personalities, values, opinions, and goals. Despite this diversity, all have chosen to service in public office in order to improve the quality of life in the community. In all cases, this common goal should be acknowledged even as Councilmembers may “agree to disagree” on contentious issues.

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VODKA”

-Tito



Tito's

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In Public Meetings

- **Use formal titles**—The Council should refer to one another formally during Council meetings as Mayor or Councilmember followed by the individual’s last name
- **Practice civility and respect for discussions and debate**—difficult questions, tough challenges to a particular point of view, and criticism of ideas and information are legitimate elements of a free democracy in action. Be respectful of diverse opinions.
- **Honor the role of the presiding officer in maintaining order and equity**—respect the Mayor’s efforts to focus discussion on current agenda items. Objections to the Mayor’s actions should be voiced politely and with reason.
- **Demonstrate effective problem-solving approaches**—Councilmembers have a public stage to show how individuals with disparate points of view can find common ground and seek a compromise that benefits the community as a whole. Councilmembers are role models for residents, business people, and other stakeholders involved in public debate.
- **Be respectful of people’s time**—stay focused on the matter being discussed and act efficiently during public meetings.
- **Be prepared**—Review items for discussion prior to the meeting.
- **Submit questions on Council agenda items ahead of the meeting**—in order to focus the Council meetings on consideration of policy issues and to maintain an open forum for public discussion, questions which focus on the policy aspects of agenda items should be discussed at the Council meeting rather than administrative minutia. Any clarifications or technical questions that can be readily answered can be handled before the meeting. Councilmembers are encouraged to submit their questions on agenda items to the City Administrator as far in advance of the meeting as possible so that staff can be prepared to respond at the Council meeting.

In Private Encounters

- **Treat others how you would like to be treated**—ask yourself how you would like to be treated in similar circumstances, and then treat the other person that way.

Council Conduct with City Staff

Governance of a City relies on the cooperative efforts of elected officials, who set policy, and City staff, which analyze issues, make recommendations, and implement and administer the Council’s priorities. Therefore, every effort should be made to be cooperative and show mutual respect for the contributions made by each individual for the good of the community.

- **Treat all staff as professionals**—Clear, honest communication that respects the abilities, experience, and dignity of each individual is expected. As with your Council colleagues, practice civility and respect in all interactions with City staff.
- **Channel communications through the appropriate senior City staff**—questions of City staff should be directed only to the City Administrator or Department Heads. The City Administrator should be copied on any request to senior staff. When in doubt about what staff contact is appropriate, Councilmembers should ask the Mayor and/or City Administrator for guidance.
- **All Councilmembers should have the same information with which to make decisions**—the City Administrator and Department Heads will endeavor to ensure Councilmembers are provided with clear and consistent information upon which to base decisions.
- **Never publicly criticize an individual employee**—All critical comments about staff performance should only be made to the City Administrator through private correspondence or conversation.



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- **Do not get involved in administrative or personnel functions**—Avoid any interactions with staff that may be construed as trying to shape staff recommendations. Councilmembers shall refrain from coercing staff in making recommendations to the Council as a whole.
- **Be cautious in representing City positions on issues**—before sending correspondence related to the legislative position, check with the City Administrator to see if a position has already been communicated. When corresponding with representatives of other governments or constituents, remember to indicate if appropriate that the views you state are your own and may not represent those of the full Council.
- **Respect the competing demands for staff work**—requests for information should be made through the City Administrator, according to the protocol for channeling communications. Any request which would require an inordinate amount of staff to research a problem or prepare a response may be referred to the full Council for direction to ensure that staff resources are allocated in accordance with overall Council priorities.
- **Support a respectful, positive and constructive workplace**—Councilmembers should support the maintenance of a respectful, positive and constructive workplace environment for City staff and for citizens and businesses dealing with the City.
- **Depend upon the staff to respond to citizen concerns and complaints**—it is the role of Councilmembers to pass on concerns and complaints on behalf of their constituents if the Councilmember is not familiar with the current practice/policy/background. It is not, however, appropriate to pressure staff to solve a problem in a particular way. Refer citizen complaints to the Department Head or City Administrator who will coordinate follow-up by the appropriate staff member(s). The City Administrator should be copied on any request to senior staff. Staff is responsible for making sure the Councilmember knows how the matter was resolved.

Council Conduct with Boards and Commissions

The City has established several boards and commissions as a means for gathering more community input. Citizens who serve on boards and commissions become more involved in government and serve as advisors to the City Council. They are a valuable resource to the City's leadership and should be treated with appreciation and respect. Councilmembers are expected to represent the full Council in providing guidance to boards and commissions. In some instances, Councilmembers may attend board or commission meetings as individuals, and should follow these protocols:

- **If attending a board or commission meeting, identify your comments as personal views or opinions**—Councilmembers may attend any board or commission meeting, which are always open to any member of the public. Any public comments by a Councilmember at a board or commission meeting should be clearly made as an individual opinion and not as a representation of the feelings of the entire City Council.
- **Remember that boards and commissions are advisory to the Council as a whole, not individual Councilmembers**—the City Council appoints individuals to serve on Boards and Commissions, and it is the responsibility of Boards and Commissions to follow policy established by the Council. Individual Councilmembers should not feel they have the power or right to unduly influence Board and Commission members in any way if they disagree about an issue. A board or Commission appointment should not be used as a political "reward."
- **Concerns about an individual Board or Commission member should be pursued with tact**—if a Councilmember has a concern with the effectiveness of a particular board or commission member, the Councilmember should consult with the Mayor who can bring the issue to the Council as a whole.

- **Be respectful of diverse opinions**—a primary role of boards and commissions is to represent many points of view in the community and to provide the Council with advice based on a full spectrum of concerns and perspectives. Councilmembers may have a closing working relationship with some individuals serving on boards and commissions but must be fair to and respectful of all citizens serving on boards and commissions.
- **Keep political support away from public forums**—board and commission members may offer political support to a Councilmember, but not in a public forum while conducting official duties. Conversely, Councilmembers may support board and commission members who are running for office, but not in an official forum in their capacity as Councilmember

Staff Conduct with City Council

- **Respond to Council questions as fully and as expeditiously as is practical**—senior staff will strive to respond to all Councilmember inquiries as completely and quickly as practical. If a Councilmember forwards a complaint or service request to the City Administrator, there will be follow through with the Councilmember on the outcome.
- **Respect the role of Councilmembers as policy makers for the City**—staff is expected to provide its best professional recommendations on issues. Staff should provide information about alternatives to staff recommendations as appropriate, as well as pros and cons for staff recommendations and alternatives.
 - Demonstrate professionalism and non-partisanship in all interactions with the community and in public meetings.
 - It is important for the staff to demonstrate respect for the Council at all times. All Councilmembers should be treated equally.

Other Procedural Issues

- Don't politicize procedural issues (e.g. minutes approval or agenda order) for strategic purposes.
- Respect the work of the Council standing committees
- Commit to periodically review procedural rules and guidelines and advise presiding officer of any issues or concerns—throughout the year, Councilmembers should routinely review these guidelines. Questions or unresolved issues should be brought to the Mayor for clarification or to schedule follow up with the full Council at a future meeting.

Enforcement

Councilmembers have a primary responsibility to assure that these guidelines are understood and followed, so that the public can have full confidence in the integrity of their local government. These guidelines are intended to be self-enforcing thereby requiring an ongoing commitment by Councilmembers to faithfully honor the trust and dignity bestowed upon them as elected leaders and community role models.





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AN EDUCATION IN 3.2 BEER AND WHY IT'S NOT GOING AWAY

MN STATE STATUTE

Mn State Statute 340A.101 Subd. 19- 3.2 percent malt liquor.

"3.2 percent malt liquor" is malt liquor containing not less than one-half of one percent alcohol by volume, nor more than 3.2 percent alcohol by weight.



ABV VS ABW



Alcohol by volume can be converted to Alcohol by weight by dividing it by 0.795. Meaning a beer that is 4.0 percent ABV is 3.2 percent ABW and able to be sold anywhere, including grocery and convenience stores.

MINDFUL DRINKING ON THE RISE

According to Forbes Magazine, the rise in mindful drinking, along with health and wellness is a trend that is here to stay. With that mindset, there will be an increase in low alcohol and no alcohol alternatives in the market.



LARGE BEER PRODUCERS



Nearly every large beer producer in the United States including Miller/Coors, Budweiser, Corona, Heineken and others produce low-alcohol alternatives.

A COMPLETE LIST OF 3.2 BEERS

Below is a list of all 3.2 beers carried in Minnesota liquor stores that can be sold anywhere in the State of Minnesota.



Amstel Light, Ballast Point Even Keel IPA, Blue Moon LightSky, Budweiser Select 55, Corona Premier, Deschutes Da Shootz Pilsner, Deschutes Wowza, Dogfish Head Slightly Mighty IPA, Fair State Dry January IPA, Golden Road Mango Cart Wheat, Goose Island So-Lo IPA, Hamm's Light, Heineken Light, Labatt Blue Light, Lagunitas Daytime IPA, Lambic, Lindemans Framboise, Lindemans Kriek Lambic, Lindemans Peche, Lindemans Pomegranate Lambic, Michelob Ultra Infusions, Miller 64, Murphy's Irish Stout, New Belgium Mural Agua Fresca Cerveza, Odell Good Behavior IPA, Redbridge Gluten Free, Schofferhofer Hefeweizen Grapefruit, Southern Tier Swipe Light Lager, Stiegl Radler, Stone Neverending Haze IPA, Sufferfest Repeat Kolsch, Ultra Pure Gold, White Claw 70

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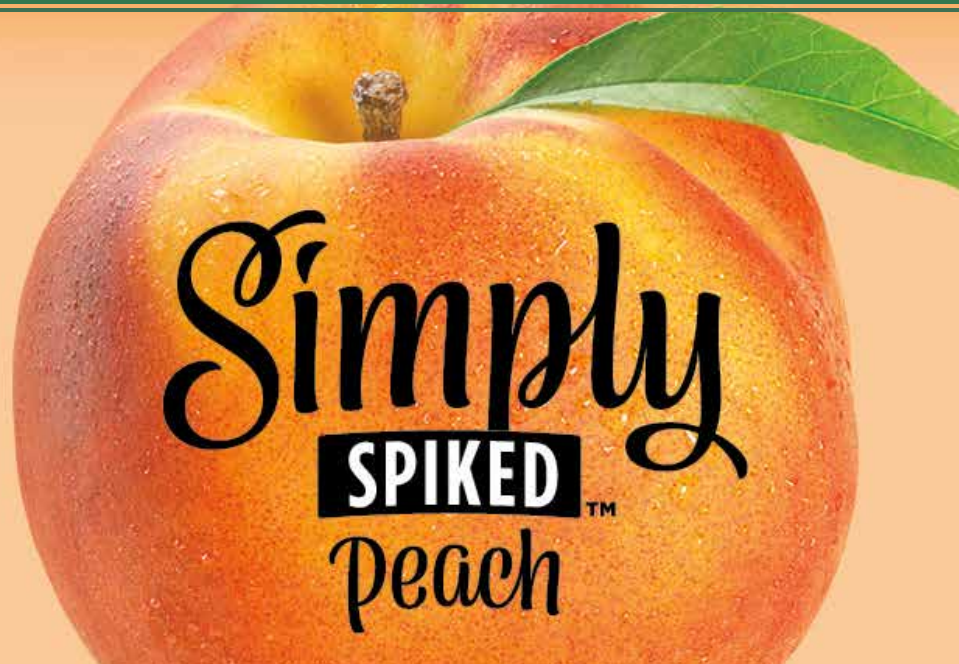
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Silver Plus Member

August Schells Brewing

Contact: Matt Jonas
Cell: (651) 775-9079
E-mail: mjonas@schellsbrewery.com

Bacardi USA

Contact: Greg Aamodt
Phone: (952)484-8860
Office: gfaamodt@bacardi.com

Crow River Winery

Contact: Chelsey Schrupp and
Janessa Markgraf
Phone: 320-587-2922
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Royal Wine Corp

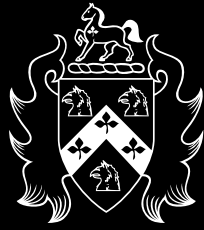
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Russian Standard

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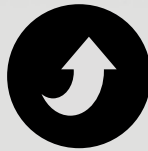
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