



The 2025 MMBA Regional Meetings Are Set!!!!

Locations:

September 24 = Bagley American Legion
October 2 = Roseville DoubleTree Hotel
October 8 = Barnum Bar & Liquor Community Room
October 23 = Marshall City Hall
October 29 = Battle Lake City Hall

AGENDA

11:15 AM – 11:30 AM: Check – In
11:30 AM – Noon: Lunch
Noon – 2:30 PM: Regional Meeting

City managers/administrators/clerks and elected officials are also invited to the meetings.

To help defray a portion of expenses, and to ensure attendance by individuals reserving a space, there is a minimal \$20 lunch fee (\$35 / non-members) for each participant.

Please return the enclosed reservation form with the registration fee.

These meetings are for you!!

Take advantage of this opportunity!!

See you there!!

YES, I (we) will be attending the 2025 Regional MMBA Meeting in:

_____ Bagley – September 24

_____ Roseville – October 2

_____ Barnum – October 8

_____ Marshall – October 23

_____ Battle Lake – October 29

Facility / City: _____

Name & Title of Participants: _____

Please enclose a \$20 registration fee (\$35 for non-members) for each participant and send to:

Minnesota Municipal Beverage Association

P.O. Box 32966

Minneapolis, MN 55432

Contact MMBA if you would like to pay by credit card: Kaspszak@outlook.com

2025 MMBA Regional Meeting Locations

Bagley American Legion – September 24

112 Main Ave N, Bagley, MN 56621

DoubleTree Hotel – October 2

2540 Cleveland Ave, Roseville, MN 55113

Barnum Bar & Liquor Community Room – October 8

3743 Front St, Barnum, MN 55707

Marshall City Hall – October 23

344 W Main St, Marshall, MN 56258

Battle Lake City Hall – October 29

108 East Main Street, Battle Lake, MN 56515



2025 MMBA Regional Meeting

<p>11:15 AM – 11:30 AM: Check – In 11:30 AM – Noon: Lunch Noon – 2:30 PM: Regional Meeting</p>
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How Do We Succeed as Americans Rethink Alcohol?

Discussion led by Candice Woods (Hutchinson)
& Paul Kaspszak (MMBA)

- **What is the state of your business?** (*Consider: Trends – Total Sales, Gross and Net Profits, Sales by Department and Category, Customer Counts, Average Transaction Amount, Average Number of Items per transaction*)
- **Are your customers purchasing more quantity / less quantity / higher priced items / lower priced items?** (*Consider: Pricing philosophy, merchandising and marketing strategy*)
- **How are you capitalizing on THC sales?** (*Consider: Pricing, consumer & staff education, assortment, merchandising, marketing, sampling, on-sale, pricing philosophy*)
- **Generally, beer and wine sales are declining. How are you responding to this trend?** (*Consider: Back to the Basics? Wine & Beer Club / Event SELLING opportunities, consumer education / tastings, inventory levels and selection, price points, merchandising of highest profit items*)

- **How are you capitalizing on low-alcohol and no alcohol sales?** (Consider: *Pricing, consumer & staff education, assortment, merchandising, marketing, sampling, on-sale, pricing philosophy*)
- **The Future is NOW! Describe E-Commerce (City Hive) in your operation.** (Consider: *Customer pre-shop, product pre-sell, Wine & Beer Club / Event SELLING opportunities, social media marketing (ChatGPT), product availability delivery / store pick-up, WHAT IS HOLDING YOU BACK?*)
- **What promotional activities have been successful / unsuccessful?** (Consider: *Is the goal to promote community value, generate sales? How is success determined?*)
- **Advertising/Marketing – What is working?** (Consider: *Newspaper, radio, Facebook, Instagram, X, email blasts, City Hive, bag stuffers/flyers, multiple item sales, TVs in store, shelf resets, signage, loyalty programs*)
- **Staffing and Efficiency** (Consider: *Labor expenses continue to rise as sales stagnate, daily task efficiencies, reevaluating priorities in this new environment*)
- **How are you communicating with your city staff and council?** (Consider: *Liquor committee, council meeting attendance, formal presentations, written updates, HOW ARE YOU PREPARING FOR THE INEVITABLE DAY?*)