

# MINUTES

**Indian Trail ABC Board  
Board of Directors – Regular Meeting  
Indian Trail ABC Board  
5880 Hwy 74 East, Indian Trail NC 28079**

**1. Call To Order: Time: 6:30 by: David Cohn Wednesday, August 14, 2019**

**PRESENT**

**Board Members:** Chairman David Cohn, Board Members Jim White, Jennifer Rehberg, Judith Silberquit and James Wojtowicz

**Attendees:** General Manager Jeff Sullivan, Finance Officer/AGM Shelly Hinson  
(First names will be used for Board Members and Attendees when appropriate)

**Guest: No Guest**

**Not Present:**

**2. CONFLICTS OF INTEREST**

**Chairman David Cohn** read **G.S. 18B-201**: *It is the duty of every Board Member to avoid both conflicts of interest and appearances of conflicts. In accordance with this statute, Robert asked everyone to review the agenda for the meeting and if any member has any known conflict or appearance of conflict with any matters coming before the Board today, that they identify the conflict and refrain from any undue participation in the matter involved. **None were identified.***

**3. Additions and Deletions; Motion to Approve Agenda: August 14, 2019**

ADDITIONS/**CHANGES** TO THE AGENDA –  
DELETIONS FROM THE AGENDA –

**APPROVAL OF THE AGENDA**

**Judy** made a motion to approve the Agenda as presented.

Seconded by **Jennifer**, the vote to approve the Agenda: passed unanimously.

**4. Review and Approval of Prior Meeting Minutes - July17, 2019**

ADDITIONS/**CHANGES** TO THE MINUTES–  
DELETIONS FROM THE MINUTES –

**APPROVAL OF THE MINUTES**

**Jim White** made a motion to approve the minutes as presented.

Seconded by **Judy**, the vote to approve the minutes: passed unanimously.

**September 30, 2019 minutes will be provided to Town of Indian Trail.**

**5. PUBLIC COMMENT**

Chairman Cohn opened the floor for public comments, No Public Comments.

**6. Business Items:**

**a) Update on ALE report:** Robbie was not present to give ALE report. Jeff Sullivan read the info off the report given to ABC Commission. 4 Permittee inspections; 1 underage possession at permitted establishment; 1 away from permitted establishment. All other alcohol related charges 1 at permitted establishment; 2 all other alcohol related charges at permitted establishment. Officer Whitley reported citations were issued on ABC lots for underage possession and open container. Also citations were issued on or around ABC permitted outlets for DWLR and open container

**b) Update on Sales Reports; Store Business; and General Operations**

**General Manager –** Jeff Sullivan was happy to report a good month of July in sales but to stay humble. Month Sales – July 2019 vs July 2018; Customer numbers total was higher. Total sales was higher at 404,944.13. What was reported to the Commission Report was 322,443.75. July 2019 total sales was 53,457.59 over 2018. 2019 had a extra Wednesday the generated 10004.00 in sales. Take that day out and we finished with a strong month. Jeff reported how he is using a daily tracker to help have the other employees involved in the progress of the store in sales figures. Jeff Pointed out the report on how stacked up with the rest of the ABC boards, mainly other Union County Stores. This is the first time that Jeff can think of that Indian Trail beat Monroe overall in Total sales and MXB combined. MXB help pass them overall. Jeff mentioned how we offer our MXB customers 6 day a week vs. Monroe's twice a week offering. Jeff believes offering on Saturday helps generate more sales in MXB. Jim Wojtowicz asked about the Hickory Taverns ordering from a list. Jeff expressed that they email it in and we will fill it for them 6 days a week. And come to the back door. Jim White asked about the number of MXB accounts? Jeff answered 15. Monroe should have more, Jeff added that they have really good chains like Chili's and Logan's. David asked that do we get both Hickory Taverns? Jeff responded yes. David asked about our Biggest account? Small Bar does a good job, Trail House. Small bar is located in Stallings. They are a member only club due to the lack of food sales. David added that being a town store it means more to us than a County set up ABC Board. Used Cornelius store as a example of how the money goes in to one huge Mecklenburg fund. Meck gives City, County, Library. Other independent stores like Belmont, Crammerton, and Gastonia are like our set up. Jeff was pleased about passing Monroe for at least one month. He credits the store looks great the staff does a great job in helping customers. Judy, said it was great that the staff and the General Manager are doing so well and to pass it on to the staff. David state our average 32.00 credit sales. That Reminded Jeff of another report he made to see how we did against other one store boards. We (IT) finished in the top five among single board stores. David understands that we can not advertise just a website. That customers buy due to Location, but if you get specialty liquors or special order for customers...Set yourself apart. Jim White expressed that Jeff can order the product for the customer. Listening to customers and bring it in and will result in great Google reviews. Jim White mentions to go check out our reviews that we get. Jeff shows that Google has a report they send out telling us the volume of searches and calls from the search.

**c. Update on store financials:** Shelly Hinson reviews Jeff's report on sales July 2019 – General fund – down 3.3% from last year to 864,551.75. Jeff went over the sales figures on the bottom of the page. Being the first month of the fiscal year there is not a lot to compare. Refer to the Summary of Operations. David asked about the 3.3% down due to the third quarter distribution check being larger in amount. Jeff mentioned compared to last year. David feels it is not that bad. Jeff then mentioned that when we True-up in August it will normalize. Shelly went on to the Budget Comparison with the first month of the budget new year; July being in there now. Shelly met with Dan from Potter and Associates; Todd and Emily. It went well.

Shelly had all the paperwork, copies, information ready for when they got here. Waiting on further questions after the input all the information. Shooting for September for presentation. Jeff mentions we had a good month. Jeff credits Shelly's preparation for Potter Audit team. The worst problem we had was figuring out how to log on to the internet/wifi. It's an example of how well it went. Jeff complimented Shelly and here efforts. Jim asked about getting a draft before hand. Shelly will send it out as soon as we get it.

## **7. Board Discussion & Possible Action/Comments –**

a) Jennifer Rehberg's Summary of the 2019 NCABC Conference at Pinehurst: Jennifer brief notes on accomplished there. Check in Sunday. Sunday evening reception with other boards and general managers was nice. Jennifer noted that folks attending would approach them; recognized the performance of the Indian Trail in profit/sales. Monday first session went over 434 ABC stores, 170 ABC Boards, accounts for 1.2 Billion in gross sales, 7 million cases of product. That is a 8.3% increase over last year and over 6000 special orders. NC rise in Distilleries 2011 there are 4 in 2018 there are 48. We have on in our town Sasser Doodle. It was approved to have unlimited sales in Distilleries, used to be 5 bottles a year, now unlimited. Some store was concerned about the lose of sales but research shows that it does not. 9 out of 10 you will find it where it is convenient. Jennifer quoted Zander Guy about if our tires are flat so a store would not go anywhere. Jennifer feels that we are definitely going places. Next session was Leadership Training "It's in you" Dr. Kenston Griffin. "If good becomes your better then better becomes your best" was repeated during seminar. Focus on not just settling but doing better every month. See something you like tell the world. Let your customers keep coming know why they need to purchase vs. other locations around. Focusing on the how the money stays here in our own town. Example; check presentation. Jennifer reported on a factoid of changing times; rates of women graduating from the UNC system is 27 to 1 man; meaning 27 females are ready to enter the work force vs. 1 male. It was good to have a Mission Statement. Look forward not backward. Keep customer interested in coming back. Be a effective communicator and keep everyone in the loop. Jennifer reported from NABCA about of NC is the second in the growth the sales in the Nation. Technically should be number 1 but Idaho had a soft year before which skewed there numbers a bit. Touched on Privatization, NABCA is firmly against it. Issues were Theft being a issue in non-control states. Showed picture of Washington state store, where the isle is locked up and customers have to request access to shop. Variety will decline. NABCA is also against direct shipping of Liquor. Direct Wine shipping accounts for 3.9 billion in sales. Touched on Cannabis sales, were legal has not shown to have a negative impact on Alcohol sales. Denise Ryan spoke at the next presentation of "Dealing with Change without going up in flames". They did a group exercise of brainstorming of wild ideas on how to improve sales in your store. No judgement on each other's ideas. Jennifer mentioned some ideas coming out of the groups. Jim White joked about a Baptist Parking Spot idea someone mentioned. Jennifer expressed that the product knowledge was very interesting. Jeff complained about the expo not having enough trash cans to throw cups away. Jeff was happy to see the attending board members at the product knowledge show. Jeff said he does not have a lot of time to get through it all. About forty vendors there. NC.Spirits pushing innovations that we already do. One item of interest was being able to post your inventory online. Website to have updated and sales pricing online for customers to see. Push our local products in the categories, not just on an endcap. That will help drive sales for local distillers. Laurie Lee spoke about the new website and the new a site to post inventory that you are having a hard time moving and some other store way want some. David asked about reducing the price. Jeff answered that we have never done it before it but maybe in the future if he can not move it out. Jeff Explained the process about contacting Laurie Lee, however we still pay the taxes on the original price. The new list will be helpful in getting rid of or finding something you may would have special ordered. LBB is not responsible in transporting the item. It is up to the board on picking up. Jennifer spoke about the two

distillers Deep and Eddy and George Dickel. No one went to the Ethics training from IT. The conference finished with a dinner and a evening of dancing.

**B but really C)** Jim White SB290 Regulatory Reform; Jim passes a hand out. It is up to the Board that store implements the bill. Most of the it refers to distilleries but some pertains it to the store.

Jim wants to make a motion that Jeff reads and understands the SB290 and reports back to board about implementation. One concern is the taking of EFT payments for MXB. We have new system coming in that will take this payment. Jeff points out that it is October 1. Maybe go to a website until we get the new system in place to accept payment. David ask about clarification of Jim's motion about Jeff's understanding of SB290. Jim restates his motion: Jim wants to make a motion that Jeff reads and understands the SB290 and reports back to board about implementation.

**Jim White made a motion to approve that Jeff read and understands SB290 and implements and reports back to the board.**

**Seconded by Jennifer, the vote to approve that Jeff read and understands SB290 and implements and reports back to the board: passed unanimously.**

**C but really D)** Jim reviews SB290 instore tasting. He passes a hand out. The other part of the bill. It was approved to conduct tasting inside the store. There are guidelines and limitations to tasting. Jim ask the board to read it and understand it.

Jeff has spoke to GOAT whiskey of Doodle Sasser. The store is Hosting all the responsibility of the event belongs to the Distillery.

Jim makes a motion to direct Jeff to schedule a tasting on September the 6<sup>th</sup> from 4 to 7 pm. With GOAT Whiskey. David question if we need to vote on this or that we approve the tasting in general. **Jim withdrew his motion.**

Jim states a motion that we as a board approves tasting at the Indian Trail Store.

**Jim White made a motion to approve tasting at the Indian Trail Store .**

**Seconded by Judy, the vote to approve tasting at the Indian Trail Store: passed unanimously.**

Jim makes a motion to direct Jeff to schedule a tasting on September the 6<sup>th</sup> from 4 to 7 pm. Jeff expressed that we should not vote on every tasting. Jim White can just tell me what he wants. David states that the board members should not be able to ask for tastings because it could be complicated. Jennifer said that just suggestions would be ok. Jeff agreed.

**Jim withdrew his motion again.**

**Judy Silberquit made a motion to approve that Jeff is in charge of scheduling tasting and inform the Board: Seconded by Jim White, the vote to approve that Jeff is in charge of scheduling tasting and inform the Board: passed unanimously.**

Question from Jennifer asked about advertising. Jeff answered that I can post a calendar for customers to see inside the store.

Jim states this tasting is our first one, that we will learn as we go. Question was asked by David about how much can they try. The answer is .25 of a once.

**D but really B)** Jim reviews SB971 Privatization. Jon Carr has expressed us as a board to keep our foot on the gas. Jim White refers to Jim Wojtowicz idea at the conference. Jim wants to get Union County Commissioners to weigh in on privatization. Jim White expands that he wants them to set up a forum of all ABC Boards and General Managers to come and hear state legislation on Privatization. That way we can listen and communicate our displeasure to the legislators. Jim would like to request the Town Council, Mayor, Town Manager to request the County Commissioners to hold a Privatization forum. No Action to be taken. David rather abstain from comment and keep his distance. David summated that Jim White has a great relation with some of the town council and could come to the next town meeting to discuss this hosting of a forum. Jim White agreed.

**8. General Manager Remarks** –Jeff Sullivan’s commitments. Jeff reiterates that ABC Commission that they want the local Distilleries. Jeff envisions having both large distilleries and Local distilleries at the same time. Some products do not need tastings ie: Jack Daniels or Jim Beam, however we could introduce the favors from the two. Jeff looks forward to were IT has three tastings a week. Customers will expect it and appreciate it. Jeff restates that July was such a good month. Jeff appreciates the help and support of the board. They really set the tone from this past Spring leading today that we have a common goal. The Staff knows this and tries to do the best job they can. Pam is great, Alan is good and continues to help, and Cindy is really good too. David expands on the tastings every Wednesday. It gives people a chance to meet other people and that is a good thing.

**9. Board Members comments -Judy;** Thanks Jeff, Shelly, employees and making the store successful and happy we are working so well together.

**Jim Wojtowicz;** Jim agrees with Judy and asked if the employees know and appreciate the increase in matching funds? Jeff says yes but they cannot always express appreciation due to payroll disclosure. Store looks nice.

**Jennifer;** thanks everyone for listening to here report on the conference. She learned a lot. It was a lot to take in. Wants to keep it rolling.

**Jim White** wants to thank everyone for his Birthday. He thanks the board for letting him go to the conference. He does like to meet the reps, board members and other General Managers. Thanks to Shelly for her five years of service to the Indian Trail ABC Board. He hopes for another five years for Shelly.

**David** ask about making comments before closed session. David spoke to the town but we have Wes Hinson helping us the town would not want to over lap each other. Jim said that we are not using Wes Hinson in that way. Wes is just showing us some options and has a relationship with Moser Group. We would still use the town for demographics and geographical study and any other assistance.

**David** said that he spoke to Wes Hinson and he thinks we should all go look at sites, face it, the good sites are near Sun Valley area. Sooner we get moving on that the better off we will be.

Set up the next September Board meeting and Audit Meeting  
September 25, 2019  
Jennifer mentions at 6:00 PM  
David agrees to 6:00 PM  
Indian Trial Store

## **10. Adjournment -**

### **Next Board Meeting Scheduled:**

September 25, 2019 at 6:00pm at the Indian Trail ABC Store

Motion to adjourn Indian Trail Board Meeting made by Board Member Jennifer,

Seconded by Chairman David Cohn, passed unanimously.

**Adjournment: 8:07 pm -Time**