

**OFFICE OF THE
WASHINGTON STATE LIQUOR CONTROL BOARD
Work/Review Session/ September 6, 2005**

The regular meeting of the Washington State Liquor Control Board was called to order at 10:00 a.m., on Tuesday, September 6, 2005 in the Board conference room, 3000 Pacific Avenue S.E., Olympia, Washington, by Chairman Merritt D. Long. Board Member Vera Ing and Board Member Roger Hoen were present. Tony Kim, Administrative Assistant to the Board summarized the minutes.

PURCHASING SERVICES DIVISION: 10:00 – 10:40 a.m.

Staff Present: Pat Kohler, Administrative Director; Rick Garza, Deputy Administrative Director; Steve Burnell, Wine Program Manager

Topic Discussed:

Mr. Burnell updated the Board on the below wine implementation strategies.

Strategy 1

- To provide customers with a consistent look and selection to provide an easier shopping experience.
- Reduce the number of wine selections to focus on and highlight proven winners and regional wines.
- Create a core shelf set for wine

Strategy 2

- More attractive, customer-friendly in-store marketing including:
- Updated, clear, and useful signage
- Helpful point-of-sale materials
- Magazines, wine columns, reviews available to customers
- Create Washington wine sections in selected stores

Strategy 3

- Present our customers with exciting programs that feature unique wines, wine areas, certain wine types and more.

Strategy 4

- Garner increases awareness of the Liquor Control Board wine program through the media
- Enhance the communication with our customers

Strategy 5

- A base of knowledge for all Retail employees
- An expanded knowledge base for some Retail employees
- Better information and communication about wine products

Strategy 6

- Increase wine dollar sales
- Improved service for wine buyers
- Expand awareness of the Washington wine industry

Strategy 7

- Retail Pricing – completed.

No decisions were made at this meeting.

RETAIL SERVICES DIVISION: 10:40 – 11:00 a.m.

Staff Present: Pat Kohler, Administrative Director; Suzanne Lewis, Store Leasing Manager

Topic Discussed:

Ms. Lewis presented the Board with two lease proposals for Store# 044, Spokane-East Sprague and for Store #190, Lacey- Hawks Prairie; and one lease renewal proposal for Store #161, Tacoma –38th. After some discussed, the Board asked her to bring these lease proposals to the September 7th board meeting for official approval.

The meeting was adjourned at 11:00 a.m.

Merritt D. Long
Chairman

Vera Ing
Board Member

Roger Hoen
Board Member