

Idea Generation: (*new items generated as a result of the last meeting)

Reminder: The focus of the committee is to make recommendations on how to enhance the independently operated retail operations and liquor stores within the existing context of Oregon as a control state system.

The OLCC's responsibilities will continue to include making the following decisions:

- the total number of outlets that sell distilled spirits by the bottle
- when the outlets are established and where they are located
- selection and appointment of liquor agents
- standards for outlets such as square footage, décor, and product variety – that is, maintaining a wide product selection for customers per outlet – a hallmark of the Oregon experience.
- keeping distilled spirits shelves physically separate from grocery or other retail shelves which are accessible to all ages

Discussion Topics:

Agent Compensation

- Non-limited vs. limited needs more detail and discussion
- Fix Agents Comp
- Different language addressing agent compensation
 - Don't use agent's compensation instead use system enhancements
Change the course of the conversation to educate them of the system investment vocabulary
- Agent's Enhancement Revenue
 - If agent's comp was to increase to 10% (example) is there a way to create a compensation formula where the agent is required to use
- Conduct a study to see impact to sales if a liquor store was closed on a Monday vs. a Sunday. Explore changing store operating hours and loosening the required days and/or hours on a case by case basis, based on community/cliental preference.
- How do we tell the same story differently to the Legislature

Incentive/Performance Based Program

- Incentives for those open longer hours (0.5% bonus for being open on Sundays, 0.5% for being open more than the required number of hours, etc.)
- Create an incentive plan for improvements, modernizations, etc. which in-turn will generate more revenue.
- Some of the incentive funds to improve store, buy health insurance, paid leave, etc.

Other areas:

Systemic IT problems and vulnerabilities

Review of OLCC Buying Practices – Trends, gift packs, on-packs, assortment – changing up the menu.

Public Safety Concerns:

Other control states

West Virginia Model

Corporations having advertising budget that will allow more ads

Nuts and bolts from the Distillery Reps regarding what can be improved as far as getting information out, rules removed, etc.

Four-corners concept – further evaluate this concept and either move forward or take it off the table.

Action Items for the next meeting:

If anyone has information or details to be included in the recommendations, please forward to Austene Schneider.

Recommendations to the Commissioners:

- **Non-exclusive vs. exclusive**
- **Resignation Buy-Out**
- **Corporations**