



Oregon Liquor Control Commission
Retail Innovations Group
Meeting Minutes
November 7, 2013

Members in attendance:

Ted Pappas for Patrick Bernards, Steve Brown, Brian Butenschoen, Chris Sarles for Jay Nelson, Steven Schorski, Jonathan Polonsky, Paul Romain, Steve Thomson, Joe Gillham for Shawn Miller, James Rhodes.

OLCC staff in attendance:

Rob Patridge, Farshad Allahdadi, Debbie Amsberry, Brian Flemming, Merle Lindsey, Steve Marks, Michael O'Connor, Laura Paul, Mikhail Men, Bill Schuette, Christie Scott, Jesse Sweet.

Guests:

Christian Gaston, Kelsey Wilson, Dustin Ball, Laura Pech, Donald Kidd, Junell Johnson, Patrick Brennan, David McGeary, Ryan Lumaco, Lynn Walding, Trudi Seadorf, Mark Freedman, Sherri Freeman, Paul Cosgrove, Bob Turner, Joanie Cosgrove.

10:00 A.M. - Chairman Patridge called the meeting to order. There was a brief conversation regarding the types of off-premise retail stores in Oregon. Mr. Patridge went around the table and asked each member to give their perception of the public's view on retail access points. There were varied ideas around the room. Members that submitted models to the Chairman discussed their models, hardcopies were distributed to the group. There was a consensus among the group that the agency should ask the legislature to make some investments into the current system. The following areas should be addressed:

- Change agent compensation – Legislative change
- Pricing flexibility with no sales below purchase price
- Allow consumer to order online and will call at selected store
- Keep selection
- Increase access – 10 to 500 undecided
- Good shopping experience
- Revenue neutral to the State of Oregon
- Public safety

Next Steps:

- Joint meeting with Commission meeting
- Members to present their ideas to Commissioners
- Begin writing out different concepts or models

Next Meeting Scheduled:

November 15, 2013

1:00 p.m. – 3:00 p.m.

OLCC Headquarters (Commission room)

9079 SE McLoughlin Blvd.

Portland, OR. 97222