

Cumberland County ABC Board
August 8, 2016
Regular Meeting
Main Office, 1705 Owen Drive, Fayetteville, NC 28304

PRESENT: Johnson Chestnutt, Chairman
 Wade Hardin, Vice-Chairman
 Terri Thomas, Board Member
 Bob Lewis, Board Member
 Frances Jackson, Board Member
 Neil Yarborough, Attorney
 David Horne, General Manager
 Bill Belvin, Chief Law Enforcement
 Debbie Disbrow, HR Director

Mr. Chestnutt called the meeting of the Cumberland County Alcoholic Beverage Control Board at 6:00 PM to order.

Mr. Chestnutt asked were there any agenda adjustments. Mr. Chestnutt said we are tabling the New Business – Replace E-mail System. There were no objections.

Mr. Chestnutt announced that he was elected to serve a three-year term on the Associations Board of Directors for District III at the Summer Conference.

Required Reading

Mr. Chestnutt read the required reading statutes GS 18B-201. The Board members did not have any conflicts of interest pertaining to the meeting.

Mr. Chestnutt asked for the approval of July 8, 2016 minutes.

MOTION: Mr. Hardin moved that the Board accept the July 8, 2016 minutes as mailed.

SECOND: Ms. Jackson

VOTE: Unanimous

Law Enforcement Report

Mr. Chestnutt asked for the approval of the July 2016 Law Enforcement Report in the package.

Mr. Belvin said the agents assisted state and federal agencies. Agent Austin assisted Fayetteville PD with the police academy. Chief Belvin assisted the NC ABC Association with the annual Summer Conference in Greensboro. There were 176 store visits.

MOTION: Mr. Hardin moved to approve the July 2016 Law Enforcement Report in the package.

SECOND: Ms. Jackson

VOTE: Unanimous

General Manager's Report

Mr. Chestnutt asked for the approval of the July 2016 General Manager's report.

Mr. Horne said July sales were up \$127,268 over last year. July's over the counter sales were up \$138K and mixed beverage sales were down \$11K.

Mr. Horne said the sales at the Spring Lake store were flat due to the construction. He was impressed that Cedar Creek's sales have been up over 23K over the past two-months.

Mr. Horne said a big portion of the increase in sales was due to bringing in New Amsterdam flavored vodka. He asked the employees at the Raeford Road store if customers were asking for New Amsterdam flavored vodka and how often did it happen. The answer was yes and it was happening every day. Also, the customer were leaving without purchasing an alternate product. By doing some research, Mr. Horne found that Hoke County was the number one seller of New Amsterdam flavored vodka. The sale reps have been trying for the past 5 or 6 years to bring New Amsterdam flavored vodka into Cumberland County. He decided to bring in five flavors (pineapple, red berry, coconut, peach and orange) and in July we had \$54K in sales and \$27K in profits. The pineapple flavored vodka is the number one seller.

Mr. Horne reviewed some of the important topics mentioned at the Summer Conference. The topics were "Delivering Outstanding Customer Service – The Best Defense Against Privatization", the ABC Commission's "Talk It Out" program to reduce underage drinking, and how to decide locations, size and appearance of stores.

Mr. Horne would like to start a "Talk It Out" program with the Cumberland county school, if the Board does not object. There were no objections.

MOTION: Mr. Hardin moved that the Board accept the July 2016 General Manager's report.

SECOND: Ms. Jackson

VOTE: Unanimous

Mr. Chestnutt asked for a motion to adjourn.

MOTION: Ms. Jackson moved to adjourn.

SECOND: Ms. Thomas

VOTE: Unanimous

The meeting adjourned at 6:18 PM.

Chairperson