

CITY OF MARSHALL AGENDA ITEM REPORT

Presenter:	E.J. Moberg and/or Eric Luther
Meeting Date:	Tuesday, April 22, 2025
Category:	CONSENT AGENDA
Type:	ACTION
Subject:	Approve Out-of-State Travel for Liquor Store Manager and Authorize Airfare to Attend the Beverage Alcohol Retailers Conference in Annapolis, Maryland
Background Information:	<p>Personnel Policy 11.4 states “City Council approval is required for travel requiring airfare . . .”</p> <p>Tall Grass Liquor was selected as a winner for last year’s Top 100 Retailers Awards. Eric Luther, Tall Grass Liquor Store Manager accepted the award in person in Chicago in June 2024 at the Beverage Alcohol Retailers Conference (BARC).</p> <p>All winners were featured in the June issue of <i>Beverage Dynamics</i>.</p> <p>Trophies were presented to all winners in attendance, and the conference announced the retailers ranked in the top 20, as well as their Retailer of the Year.</p> <p>Eric has recently been invited to the Beverage Alcohol Retailers Conference (BARC) in Annapolis, Maryland. The conference is scheduled for June 16th and 17th. The costs of attending this out-of-state conference are estimated to be under \$1,000. The 2025 budget for conferences and trainings includes \$1,000 for this conference.</p> <p>Sessions at the conference include but are not limited to: technology; social media; in-store tastings and trainings; cannabis & CBD beverages; regulatory & legal update; data & trends; along with other panels and presentations. There is educational value in attending. Staff also believe it would be beneficial to see what is happening at this level of retail store operations and it is a good networking opportunity.</p>
Fiscal Impact:	Estimated to be under \$1,000
Alternative/ Variations:	No alternative actions recommended.
Recommendations:	Approve the out of state travel request and authorize airfare for the Liquor Store Manager to attend the BARC in Annapolis, Maryland