



CITY OF MARSHALL AGENDA ITEM REPORT

Presenter:	E.J. Moberg and/or Eric Luther
Meeting Date:	Tuesday, May 28, 2024
Category:	NEW BUSINESS
Type:	ACTION
Subject:	Approve Out-of-State Travel for Liquor Store Manager
Background Information:	<p>Tall Grass Liquor has been selected as a winner for this year's Top 100 Retailers Awards.</p> <p>All winners will be featured in the June issue of <i>Beverage Dynamics</i>. Eric Luther, Tall Grass Liquor Store Manager, is also invited to accept the award in person in Chicago on June 19 at the Beverage Alcohol Retailers Conference.</p> <p>Trophies will be presented to all winners in attendance, and the conference will announce the retailers ranked in the top 20, as well as their Retailer of the Year.</p> <p>With being selected as a winner the conference costs are covered with a free promotional code. The conference is from June 17th through 19th. The added costs of attending this out-of-state conference are mileage or car rental, meals and lodging - - estimated to be under \$1,500.</p> <p>Sessions at the conference include but are not limited to: social media best practices; store security; legal & regulatory update; THC beverages; industry data presentations; business planning; E-commerce and third-party delivery services. 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 \$1,500
Alternative/ Variations:	No alternative actions recommended.
Recommendations:	Approve the out of state travel request