

# PENNSYLVANIA LIQUOR CONTROL BOARD

## MEETING MINUTES

WEDNESDAY, OCTOBER 28, 2015

NORTHWEST OFFICE BUILDING, CONFERENCE ROOM 117, HARRISBURG, PA

Tim Holden, Chairman	<a href="#">Office of Chief Counsel</a>	<a href="#">Bureau of Retail Operations</a>
Joseph E. "Skip" Brion, Board Member	<a href="#">Bureau of Licensing</a>	<a href="#">Bureau of Product Selection/Marketing</a>
Michael Negra, Board Member	<a href="#">Bureau of Human Resources</a>	<a href="#">Financial Report</a>
John Metzger, Executive Director	<a href="#">Bureau of Purchasing and Contracting</a>	<a href="#">Other Issues</a>
John Stark, Board Secretary		

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### PUBLIC MEETING – 11:00 A.M

**CALL TO ORDER** ..... *Chairman Holden*

Pledge of Allegiance to the Flag

**OLD BUSINESS**.....*Secretary Stark*

A. Motion to approve the previous Board Meeting Minutes of the October 14, 2015 meeting.

**Motion Made:** Board Member Negra

**Seconded:** Board Member Brion

**Board Decision:** Unanimously approved (3-0 vote) previous Board Minutes.

### **PUBLIC COMMENT ON AGENDA ITEMS**

There was no comment on the printed agenda items.

### **NEW BUSINESS**

*From the Office of Chief Counsel* ..... *Rodrigo Diaz, Executive Deputy Chief Counsel*

(1) **RICHLAND TOWNSHIP**  
Case No. 15-NE-15

Municipal Application for  
Exemption from Liquor Code  
Statute Regarding Amplified Sound

Note: Board Minutes are not officially approved until all required signatures are affixed.

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Noise Exemption until October 28, 2016.

(2) **Transferor: BOP Restaurant, Inc.**  
223-225 Commercial Avenue  
Aspinwall, Pennsylvania 15215-3024  
Restaurant Liquor License No. R-17338  
LID 65194

Application for Conversion of  
Suspension to Fine

**Transferee: Ordinary Joes, LLC**  
223-225 Commercial Avenue  
Aspinwall, Pennsylvania 15215-3024  
Restaurant Liquor License No. R-17338  
LID 72130

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Conversion of Suspension to a Fine of \$1,000.00.

*From the Bureau of Licensing ..... Jerry Waters, Director of Regulatory Affairs  
Tisha Albert, Director, Bureau of Licensing*

(1) **Ben Franklin’s Beer Barn, LLC**  
**t/a Ben Franklin’s Beer Barn**  
E-5185 (LID No. 72116)  
4270 US 422  
Slippery Rock Township  
New Castle, Lawrence County

“Intermunicipal” Double  
Transfer & Requests for Interior  
Connections with Another  
Business & to Conduct Another  
Business on the Licensed  
Premises – Eating Place Malt  
Beverage

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Transfer & Requests for Interior Connections with Another Business and to Conduct Another Business on the Licensed Premises.

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- (2) **Gerald C. Forest & Kathleen F. Forest**  
**t/a Buckingham Valley Vineyards**  
LK-6 (LID No. 8854)  
1521 Route 413, Box 371  
Buckingham Township  
Buckingham, Bucks County
- Request to Sell Other Items  
on the Licensed Premises –  
Limited Winery

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Request to Sell Additional Items on the Licensed Premises.

- (3) **Giant Food Stores, LLC**  
E-4912 (LID No. 72258)  
550 East Lancaster Avenue  
Radnor Township  
Wayne, Delaware County
- “Intermunicipal” Double  
Transfer & Requests for Interior  
Connections with Other  
Businesses & to Conduct Other  
Businesses on the Licensed  
Premises – Eating Place Malt  
Beverage

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Member Brion noted that the other business involved is a Starbucks. Chairman Holden noted that there are no fuel pumps located at the proposed licensed premises. Unanimously agreed (3-0 vote) to Approve Transfer & Requests for Interior Connections with Another Business and to Conduct Another Business on the Licensed Premises Subject to a Conditional Licensing Agreement.

- (4) **Giant Food Stores, LLC**  
R-13699 (LID No. 72237)  
4357 West Swamp Road  
Plumstead Township  
Doylestown, Bucks County
- “Intermunicipal” Double  
Transfer & Requests for Interior  
Connections with Another  
Business & to Conduct Another  
Business on the Licensed  
Premises – Restaurant

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Chairman Holden noted that there are no fuel pumps located at the proposed licensed premises. Unanimously agreed (3-0 vote) to Approve Transfer & Requests for Interior Connections with Another Business and to Conduct Another Business on the Licensed Premises.

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- (5) **Giant Food Stores, LLC** “Intermunicipal” Double  
R-19974 (LID No. 72242) Transfer & Requests for Interior  
6542 Logan Square Connections with Another  
Solebury Township Business & to Conduct Another  
New Hope, Bucks County Business on the Licensed  
Premises – Restaurant

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Transfer & Requests for Interior Connections with Another Business and to Conduct Another Business on the Licensed Premises.

- (6) **Jai Jagat Mata, Inc.** Person-to-Person Transfer –  
**t/a Holiday Beverage Center** Distributor  
D-1595 (LID No. 71143) Case No. 15-9103  
8601 Torresdale Avenue  
Philadelphia, Philadelphia County

**Motion Made:** Board Member Negra  
**Seconded:**

**Board Decision:** Hold by Member Negra for a Conditional Licensing Agreement.

- (7) **Sir Ambe Beverages, LLC** Double Transfer & Request for  
R-14996 (LID No. 71940) Interior Connections with Another  
135 West Patterson Street Business – Restaurant  
Lansford, Carbon County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Chairman Holden noted that there are fuel pumps located 39, 54, 41, and 72 feet from the proposed licensed premises. Agreed (2-1 vote with Chairman Holden casting a negative vote) to Approve Transfer & Request for Interior Connections with Another Business.

- (8) **Verge Management, LLC** “Intermunicipal” Double  
**t/a Montage Beerworks** Transfer & Request for Interior  
R-14852 (LID No. 72095) Connections with Another  
3 Montage Mountain Road Business – Restaurant  
Moosic, Lackawanna County

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**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Chairman Holden noted that there are fuel pumps located 58, 65, and 36 feet from the proposed licensed premises. Agreed (2-1 vote with Chairman Holden casting a negative vote) to Approve Transfer & Request for Interior Connections with Another Business.

- (9) **Weis Markets, Inc.** Double Transfer & Requests for Interior Connections with Another Business & to Conduct Another Business on the Licensed Premises – Restaurant  
R-3588 (LID No. 71368) Case No. 15-9124  
1500 North Cedar Crest Boulevard  
South Whitehall Township  
Allentown, Lehigh County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Transfer & Requests for Interior Connections with Another Business and to Conduct Another Business on the Licensed Premises.

- (10) **Weis Markets, Inc.** Double Transfer & Requests for Interior Connections with Another Business & to Conduct Another Business on the Licensed Premises – Restaurant  
R-11721 (LID No. 72085)  
1424 Baltimore Street  
Penn Township  
Hanover, York County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Transfer & Requests for Interior Connections with Another Business and to Conduct Another Business on the Licensed Premises.

- (11) **Weis Markets, Inc.** “Intermunicipal” Double Transfer & Requests for Interior Connections with Another Business & to Conduct Another Business on the Licensed Premises – Restaurant  
R-16409 (LID No. 72170)  
2600 Willow Street Pike, Suite 5  
West Lampeter Township  
Willow Street, Lancaster County

Note: Board Minutes are not officially approved until all required signatures are affixed.

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Transfer & Requests for Interior Connections with Another Business and to Conduct Another Business on the Licensed Premises.

- (12) **Barking Shark, Inc.** Renewal – District 5  
**t/a Barking Shark**  
R-6594 (LID No. 61882) Case No. 15-9102  
616 North Avenue  
Millvale  
Pittsburgh, Allegheny County

**Motion Made:** Board Member Negra  
**Seconded:**

**Board Decision:** Hold by Member Negra for a Conditional Licensing Agreement.

- (13) **Big D Restaurants, LLC** Renewal – District 5  
R-7831 (LID No. 63180) Case No. 15-9110  
7246 Kelly Street  
Pittsburgh, Allegheny County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Existing Conditional Licensing Agreement.

- (14) **Carley's Neighborhood Bar & Grill, LLC** Renewal – District 1  
H-210 (LID No. 61322) Case No. 15-9021  
464 Hollywell Avenue  
Chambersburg, Franklin County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal.

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- (15) **Downtown Reading Hofbrau, LLC** Conditional Licensing Agreement  
R-8399 (LID No. 57678) Case No. 15-9070 Renewal – District 3  
48-50 South 6<sup>th</sup> Street  
Reading, Berks County

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with New Conditional Licensing Agreement.

- (16) **H. Lopez Corporation** Renewal – District 10  
R-4972 (LID No. 66195) Case No. 15-9028  
458 East Wyoming Avenue  
Philadelphia, Philadelphia County **HOLD – 5/13/15 SESSION**

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Chairman Holden asked if anyone was present for the Licensee, but there was no response. Unanimously agreed (3-0 vote) to Refuse Renewal.

- (17) **M & J Restaurants, LLC** Renewal – District 5  
R-12286 (LID No. 66431) Case No. 15-9095  
750 East Warrington Avenue  
Pittsburgh, Allegheny County

**Motion Made:** Board Member Negra  
**Seconded:**

**Board Decision:** Hold by Member Negra for a Conditional Licensing Agreement.

- (18) **MDW Enterprises, L.L.C.** Renewal – District 3  
**t/a Kutztown Tavern-Avalanche Brewing Co.**  
R-10458 (LID No. 40339) Case No. 15-9067 **HOLD – 10/14/15 SESSION**  
270-278 West Main Street  
Kutztown, Berks County

Note: Board Minutes are not officially approved until all required signatures are affixed.

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Existing Conditional Licensing Agreement.

**(19) Rumba Restaurants, LLC** Conditional Licensing Agreement  
R-16028 (LID No. 69863) Case No. 15-9072 Renewal – District 3  
528 East Lancaster Avenue  
Cumru Township  
Shillington, Berks County **HOLD – 8/19/15 SESSION**

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Conditional Licensing Agreement.

**(20) SDS Ventures, LLC** Conditional Licensing Agreement  
R-1154 (LID No. 64602) Case No. 15-9020 Renewal – District 6  
1808 Main Street  
Aliquippa, Beaver County **HOLD – 9/2/15 SESSION**

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Conditional Licensing Agreement.

*From the Bureau of Human Resources ..... Jason Lutcavage, Director of Administration  
Jennifer Haas, Director, Bureau of Human Resources*

Personnel Actions

- (1) Sherita Ammons – Removal Action**
- (2) Matthew Brown – Removal Action**
- (3) Christopher Canty – Removal Action**
- (4) Shannon Frey – Removal Action**
- (5) Collin Hennessy – Affirm Removal**
- (6) Danielle Higinbotham – Affirm Removal**
- (7) Natasha Hunter – Removal Action**



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**(8) Frederick Phillips – Affirm Removal**

**(9) Ashley Ripple – Affirm Removal**

**(10) Robert Smith – Removal Action**

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve all Personnel Actions.

*From the Bureau of Purchasing and Contracting .....Oren Bachman, Chief Financial Officer  
Melinda John, Director, Bureau of Purchasing & Contracting*

- (1) Marketing Media Buys** – DGS Statewide Contract – VENDOR: Harmelin Media – TERM: Three (3) months – Media buys for the Call the Shots campaign for the Bureau of Alcohol Education – \$490,500 estimated cost.
- (2) Waste & Corrugated Cardboard Removal** – Invitation for Bid – VENDOR: Modern Recycling Services – TERM: One (1) year with four (4) one (1)-year renewal options to be exercised at the PLCB’s discretion – Provide hand pick-up service to remove waste & corrugated cardboard from approximately one hundred sixty-five (165) Fine Wine & Good Spirits stores in Philadelphia, Bucks, Chester, Delaware and Montgomery counties – \$455,347.00 estimated cost.

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Member Brion asked Dale Horst, Director of Marketing/Merchandising, for clarification regarding the scope of work performed by Harmelin Media. Mr. Horst explained that Harmelin Media is a media provider for the Commonwealth under a statewide contract and that while the PLCB also uses Harmelin Media’s services relative to marketing the products it sells, the proposed expenditure in this instance relates to a Bureau of Alcohol Education marketing campaign.

Unanimously agreed (3-0 vote) to Approve all Purchasing & Contracting matters.

*From the Bureau of Retail Operations .....Charlie Mooney, Director of Retail Operations*

- 1. #1005 – 110 Bon Aire Plaza, Butler Amendment**
- 2. #1119 – 1735 Lyter Drive, Johnstown Amendment**

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3. **#2309 – 4117 Edgemont Avenue, Brookhaven Amendment**
4. **#2514 – 2501 West 12<sup>th</sup> Street, Erie Amendment**
5. **#4645 – 200 West Ridge Pike, Limerick Amendment**
6. **#9715 – 927-29 North Second Street, Harrisburg Parking Agreement (12 spaces)**
7. **#4004 – 300 Laird Street, Wilkes-Barre Relocation / Consolidation (#4015 and #8458)**

**Motion Made:** Board Member Negra  
**Seconded:** Board Member Brion

**Board Decision:** Chairman Holden asked if there were any questions regarding these matters, but no questions were raised. Unanimously agreed (3-0 vote) to Approve all Retail Operations Actions.

*From the Bureau of Product Selection/Marketing .....Dale Horst, Director of Marketing/Merchandising  
 Joseph Puhalla, Director of Product Selection*

**1. Regular Cost and Retail Increase December 2015**

<u>CODE</u>	<u>BRAND NAME AND SIZE</u>	<u>PRESENT COST</u>	<u>RETAIL</u>	<u>PROPOSED COST</u>	<u>RETAIL</u>
<b><u>HEAVEN HILL DISTILLERIES INC</u></b>					
8520	Evan Williams Black Label Bourbon 1.75 L, 6 Units Per Case Velocity Code: A Cost Per Unit:	\$ 89.16 \$14.86	\$ 24.99	\$ 92.76 \$15.46	\$ 25.99

EFFECTIVE DATES: The proposed cost will become effective November 29, 2015 and the proposed retail prices will become effective November 30, 2015.

RECOMMENDED ACTION: We recommend the Board to approve this Action.

**2. Regular Cost and Retail Increases November 2015**

<u>CODE</u>	<u>BRAND NAME AND SIZE</u>	<u>PRESENT COST</u>	<u>RETAIL</u>	<u>PROPOSED COST</u>	<u>RETAIL</u>
<b><u>HEAVEN HILL DISTILLERIES INC</u></b>					
7543	Evan Williams Black Label Bourbon				

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	750 mL, 12 Units Per Case	\$ 88.32	\$ 12.99	\$ 91.80	\$ 13.49
	Velocity Code: B Cost Per Unit:	\$7.36		\$7.65	
8360	Evan Williams 1783 Bourbon				
	750 mL, 12 Units Per Case	\$ 128.04	\$ 17.99	\$ 135.12	\$ 18.99
	Velocity Code: C Cost Per Unit:	\$10.67		\$11.26	
8361	Evan Williams Bourbon Bottled In Bond				
	750 mL, 12 Units Per Case	\$ 104.76	\$ 14.99	\$ 111.72	\$ 15.99
	Velocity Code: C Cost Per Unit:	\$8.73		\$9.31	

EFFECTIVE DATES: The proposed cost will become effective November 1, 2015 and the proposed retail prices will become effective November 2, 2015.

RECOMMENDED ACTION: We recommend the Board to approve this Action.

### 3. Regular Holiday Monthly Special Price Reductions December 2015

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>REGULAR RETAIL</u>	<u>SPECIAL RETAIL</u>	<u>CUSTOMER SAVINGS</u>
Crystal Head Vodka With Shaker 750 mL	9357	\$49.99	\$42.99	\$7.00
Bacardi 8 Rum With Glasses 750 mL	3945	\$24.99	\$19.99	\$5.00
Cointreau Rickey Collectible Glass 750 mL	3718	\$35.99	\$30.99	\$5.00
Dewar's 12 Year Scotch Whiskey With Glasses 750 mL	3606	\$36.99	\$31.99	\$5.00
Gentleman Jack Whiskey With Shaker 1.75 L	3891	\$59.99	\$54.99	\$5.00
Jack Daniel's Single Barrel Whiskey With 2 Glasses 750 mL	3050	\$47.99	\$42.99	\$5.00
Hpnotiq Gift Set With Glasses 750 mL	9835	\$21.99	\$17.99	\$4.00
99 Peppermint 750 mL	8149	\$14.99	\$11.99	\$3.00
Bird Dog Bourbon With 4-50 mL 750 mL	9725	\$17.99	\$14.99	\$3.00
Big Dog Peach With 4-50 mL 750 mL	8197	\$17.99	\$14.99	\$3.00
Gentleman Jack Whiskey With 2 Glasses 750 mL	3811	\$31.99	\$28.99	\$3.00
Licor 43 Liqueur Gift Pack 750 mL	9733	\$21.99	\$18.99	\$3.00
Luksusowa With Glasses 750 mL	4234	\$14.99	\$11.99	\$3.00
Villa Massa Limoncello Gift With Glasses 750 mL	3911	\$23.99	\$20.99	\$3.00
Dom Benedictine B and B Liqueur With Glass 750 mL	3750	\$34.99	\$32.99	\$2.00
Di Saronno Amaretto Liqueur Wears Cavalli With Glasses 750 mL	9788	\$25.99	\$23.99	\$2.00
Tuaca Liqueur with Hot Apple Pie 750 mL	3053	\$19.99	\$17.99	\$2.00

EFFECTIVE DATES: November 30, 2015 through January 3, 2016

RECOMMENDED ACTION: We recommend the Board approve these items for special price reductions.

### 4. Regular Holiday Monthly Special Price Reductions January 2016

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>REGULAR RETAIL</u>	<u>SPECIAL RETAIL</u>	<u>CUSTOMER SAVINGS</u>
Blackheart With Shot Glasses 750 mL	9837	\$14.99	\$11.99	\$3.00
Evan Williams Honey With 3-50 mL and Shot Glass 750 mL	9354	\$14.99	\$11.99	\$3.00

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EFFECTIVE DATES January 4, 2016 through January 31, 2016

RECOMMENDED ACTION: We recommend the Board approve these items for special price reductions.

### 5. Regular Holiday Monthly Special Price Reductions November 2015

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>REGULAR RETAIL</u>	<u>SPECIAL RETAIL</u>	<u>CUSTOMER SAVINGS</u>
Stolichnaya Vodka With Ginger Beer 1.75 L	8053	\$36.99	\$29.99	\$7.00
Chambord Liqueur Gift Set With 2 Glasses 750 mL	3959	\$29.99	\$24.99	\$5.00
Woodford Reserve Bourbon With Glass 750 mL	3055	\$34.99	\$31.99	\$3.00
Jack Daniel's Whiskey Grill Out With Glasses 750 mL	5464	\$23.99	\$21.99	\$2.00
Jack Daniel's Whiskey With Glass 750 mL	9854	\$23.99	\$21.99	\$2.00
Jack Daniel's Tennessee Honey Whiskey with Glass 750 mL	5470	\$23.99	\$21.99	\$2.00
St Germain Elderflower Liqueur With Mini Carafe 200 mL	9870	\$17.99	\$16.99	\$1.00

EFFECTIVE DATES: October 29, 2015 through November 29, 2015

RECOMMENDED ACTION: We recommend the Board approve these items for special price reductions.

### 6. Regular Monthly Special Price Reductions January 2016 Revisions

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>REGULAR RETAIL</u>	<u>SPECIAL RETAIL</u>	<u>CUSTOMER SAVINGS</u>
Lunazul Primero Anejo Tequila 750 mL	9430	\$28.99	\$20.99	\$8.00
Glenfiddich Scotch 14 Year 750 mL	9625	\$54.99	\$49.99	\$5.00
Koaval Bourbon Single Barrel Organic 750 mL	9459	\$54.99	\$49.99	\$5.00
Ocean Vodka Organic 750 mL	9461	\$33.99	\$29.99	\$4.00
The Original Popcorn Sutton Small Batch Whiskey 750 mL	9462	\$28.99	\$24.99	\$4.00
Anna de Codorniu Brut Cava 750 mL	9447	\$14.99	\$11.99	\$3.00
Evan Williams Peach Kentucky Bourbon 750 mL	9429	\$14.99	\$11.99	\$3.00
Bulldog Gin 750 mL	9519	\$24.99	\$21.99	\$3.00
Gravel Bar Alluvial Red Blend Columbia Valley 750 mL	9448	\$19.99	\$16.99	\$3.00
Gravel Bar Chardonnay Columbia Valley 750 mL	9450	\$17.99	\$14.99	\$3.00
Joseph Carr Chardonnay Sonoma Coast 750 mL	9451	\$19.99	\$16.99	\$3.00
Ole Smoky Peach Flavored Moonshine 750 mL	9528	\$21.99	\$18.99	\$3.00
SKYY Infusions Vodka Costal Cranberry 750 mL	9534	\$15.99	\$12.99	\$3.00
Villa Pozzi Cabernet Sauvignon 750 mL	3195	\$12.99	\$9.99	\$3.00
Admiral Nelson's Black Patch Rum 750 mL	9427	\$12.99	\$10.99	\$2.00
Kris Pinot Grigio 750 mL	3480	\$14.99	\$12.99	\$2.00
Noah Spirits Three Bitches Wheat Pennsylvania Vodka 750 mL	34573	\$18.99	\$16.99	\$2.00
Pitu Cachaca 750 mL	30985	\$15.99	\$13.99	\$2.00
Ruta 22 Malbec Mendoza 750 mL	9463	\$12.99	\$10.99	\$2.00
Tilia Malbec Mendoza 750 mL	7922	\$12.99	\$10.99	\$2.00
The Great American Wine Company Cabernet Sauvignon 750 mL	9420	\$12.99	\$10.99	\$2.00
Wild Turkey American Honey Sting 750 mL	8076	\$19.99	\$17.99	\$2.00

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MYX Fusions Sangria Classico 4-187 mL	9523	\$10.99	\$9.99	\$1.00
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EFFECTIVE DATES: January 4, 2016 through January 31, 2016

RECOMMENDED ACTION: We recommend the Board approve these items for special price reductions.

**7. Regular Monthly Special Price Reduction November 2015 Revision**

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>REGULAR RETAIL</u>	<u>SPECIAL RETAIL</u>	<u>CUSTOMER SAVINGS</u>
New Amsterdam Mango Flavored Vodka 70 Proof 1.75 L	9480	\$23.99	\$20.99	\$3.00

EFFECTIVE DATES: October 26, 2015 through November 29, 2015

RECOMMENDED ACTION: We recommend the Board approve these items for special price reductions.

**8. Regular Recommended Delist Retail Reductions**

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>PRESENT RETAIL</u>	<u>PROPOSED RETAIL EFFECTIVE 02/01/2016</u>	<u>PROPOSED RETAIL EFFECTIVE 03/28/2016</u>
Arbor Mist Lime Margarita Frozen Wine Cocktail 296 mL	6355	\$2.99	\$2.49	\$1.99
Arbor Mist Pina Colada Frozen Wine Cocktail 296 mL	6356	\$2.99	\$2.49	\$1.99
Arbor Mist Strawberry Daiquiri Frozen Wine Cocktail 296 mL	6367	\$2.99	\$2.49	\$1.99
Francis Coppola Diamond Petite Sirah 750mL	3339	\$15.99	\$12.99	\$10.99

EFFECTIVE DATES: The transference to closeout will become effective November 30, 2015

RECOMMENDED ACTION: We recommend the Board approve these items for retail price reductions.

**9. Regular Recommended Holiday Retail Price Reductions**

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>PRESENT RETAIL</u>	<u>PROPOSED RETAIL EFFECTIVE 11/30/2015</u>	<u>PROPOSED RETAIL EFFECTIVE 1/4/2016</u>
Chocovine Pumpkin Spice 750 mL	9353	\$11.99	\$9.99	\$7.99
Fulton’s Harvest Pumpkin Pie Cream Liqueur 750 mL	4201	\$9.99	\$7.99	\$6.99
Hiram Walker Carmel Apple Liqueur 750mL	4271	\$9.99	\$7.99	\$6.99
Hiram Walker Pumpkin Spice 750 mL	6319	\$9.99	\$7.99	\$6.99
Kahlua Pumpkin Spice Coffee Liqueur 750 mL	7366	\$22.99	\$18.99	\$15.99
Old New England Pumpkin Spice Egg Nog 750 mL	7367	\$7.99	\$6.99	\$5.99
Old Smoky Tennessee Moonshine Pumpkin Pie 750 mL	9346	\$19.99	\$15.99	\$12.99
Pennsylvania Dutch Pumpkin Cream 750 mL	4190	\$8.99	\$7.99	\$6.99

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Pinnacle Caramel Apple Flavored Vodka 750 mL	7378	\$14.99	\$11.99	\$9.99
Pinnacle Pumpkin Pie Flavored Vodka 750 mL	5593	\$14.99	\$11.99	\$9.99
SPUD Pumpkin Spice Flavored Vodka 750 mL	9381	\$14.99	\$11.99	\$9.99
Vampire Cabernet Sauvignon 750 mL	7267	\$12.99	\$10.99	\$8.99
Vampire Merlot 750 mL	4850	\$12.99	\$10.99	\$8.99
Vampire Pinot Grigio 750 mL	3019	\$12.99	\$10.99	\$8.99
Vampire Pinot Noir 750 mL	3020	\$12.99	\$10.99	\$8.99
Werewolf Cabernet Sauvignon 750 mL	8188	\$9.99	\$7.99	\$6.99
Werewolf Chardonnay 750 mL	9345	\$9.99	\$7.99	\$6.99
Werewolf Merlot 750 mL	8191	\$9.99	\$7.99	\$6.99
Werewolf Pinot Noir 750 mL	8193	\$9.99	\$7.99	\$6.99

EFFECTIVE DATES: The transference to closeout will become effective November 30, 2015

RECOMMENDED ACTION: We recommend the Board approve these items for retail price reductions.

### 10. Luxury One Time Buy Cost and Retail Decrease

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>PRESENT</u>			<u>PROPOSED</u>		
		<u>CASE COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>	<u>CASE COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>Weygandt Metxler Importing</u>							
Nicolas Maillart Champagne Premier Cru Brut Platine NV 750 mL	47082	\$347.04	\$28.92	\$46.99	\$292.32	\$24.36	\$39.99

RECOMMENDED ACTION: We recommend the Board approve these items for cost and price decrease.

### 11. Luxury One Time Buys

<u>BRAND NAME AND SIZE</u>	<u>CASE COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>BNP Distributing</u>			
Chateau Cap de Faugeres 2010 750 mL	\$161.04	\$13.42	\$22.49
<u>Capital Wine &amp; Spirits</u>			
Mer Soleil Chardonnay Reserve 2013 750 mL	\$219.72	\$18.31	\$29.99
Silver Oak Cabernet Sauvignon Napa Valley 2010 Magnum 1.5 L	\$836.46	\$139.41	\$199.99
Silver Oak Cabernet Sauvignon Napa Valley 2010 3 L	\$367.68	\$367.68	\$499.99
<u>David Bowler Wine</u>			
Domaine de la Pepiere Muscadet Sevre et Maine Sur Lie 2014 750 mL	\$111.36	\$9.25	\$15.99
Terres Dorees Beaujolais Nouveau 2015 750 mL	\$113.04	\$9.42	\$16.99

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**Deschere's Wines & Spirits**

Balancing Act Chardonnay Washington 2014 750 mL	\$95.76	\$7.98	\$13.99
Chateau de Marmorieres Marquis de Raymond 2013 750 mL	\$126.29	\$10.52	\$17.99

**Fruit of the Vines Inc.**

Chateau Goudichaud Graves de Vayres 2010 750 mL	\$101.04	\$8.42	\$14.99
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**Majestic Wine & Spirits USA**

Chateau Rauzan Gassies Margaux 2010 750 mL	\$258.41	\$21.53	\$34.99
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**Skurnik Wines**

Heritiers du Comte Lafon Macon-Villages Chardonnay 2014 750 mL	\$161.04	\$13.42	\$22.99
Heritiers du Comte Lafon Vire-Clesse Chardonnay 2014 750 mL	\$269.04	\$22.42	\$36.99

**Southern Wine & Spirits**

M. Chapoutier Grange de Mirabel Viognier 2015 750 mL	\$142.25	\$11.85	\$19.99
Pascal Jolivet Sancerre 2013 1.5 L	\$184.62	\$30.77	\$49.99
The Prisoner Red Napa Valley 2014 3 L	\$215.13	\$215.13	\$299.99
The Prisoner Red Napa Valley 2014 750 mL	\$334.89	\$27.90	\$44.99
The Prisoner Red Napa Valley 2014 Magnum 1.5 L	\$380.88	\$63.48	\$99.99

**T. Elenteny Imports**

Domaine Celine et Frederic Gueguen Petit Chablis 2014 750 mL	\$119.09	\$9.92	\$16.99
Domaine Daniel Dugois Arbois Trousseau 2012 750 mL	\$157.73	\$13.14	\$21.99
Domaine Petroni Corse 2014 750 mL	\$88.11	\$7.34	\$12.99
Chateau La Grolet Cotes de Bourg 2012 750 mL	\$119.04	\$9.92	\$16.99
Domaine des Pothiers Cote Roannaise Reference 2014 750 mL	\$111.36	\$9.28	\$15.99
Le Sot de l'Ange Touraine Azay-le-Rideau Blanc Sec Symbole 2014 750 mL	\$165.48	\$13.79	\$22.99

**USA Wine West**

My Essential Rose 2015 750 mL	\$101.04	\$8.42	\$14.99
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**Vintage Imports Inc.**

Domaine Champy Chablis 2012 750 mL	\$142.25	\$11.85	\$19.99
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**Winebow Inc.**

Chateau Graille Lacoste Graves Blanc 2014 750 mL	\$134.52	\$11.21	\$18.99
Domaine Champalou Vouvray Sec 2014 750 mL	\$142.32	\$11.86	\$19.99
Domaine Dupeuble Beaujolais 2014 750 mL	\$95.76	\$7.98	\$13.99
Domaine Savary Chablis 2014 750 mL	\$173.28	\$14.44	\$23.99
Domaine Tempier Bandol Rouge 2013 750 mL	\$397.92	\$33.16	\$52.99
Lapierre Marcel Morgon 2014 750 mL	\$219.72	\$18.31	\$29.99

RECOMMENDED ACTION: We recommend the Board approve these items for one time buy.

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**12. Luxury Vintage Change**

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>PREVIOUS VINTAGE</u>	<u>NEW VINTAGE</u>
<b><u>Old Bridge Cellars</u></b>			
Kilikanoon Killerman's Run Cabernet Sauvignon Australia 750 mL	72582	2012	2013

RECOMMENDED ACTION: We recommend the Board approve these items for vintage changes.

**13. E Commerce Cost Adjustment No Retail Change**

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>PRESENT</u>			<u>PROPOSED</u>		
		<u>CASE COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>	<u>CASE COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<b><u>Luxco Inc</u></b>							
Yellow Stone Kentucky Straight Bourbon Whiskey 750 mL	34683	\$201.75	\$62.75	\$104.99	\$201.75	\$67.25	\$104.99

EFFECTIVE DATES: October 29, 2015

RECOMMENDED ACTION: We recommend the Board approve these items for cost increase.

**14. E Commerce Exclusive Items**

<u>BRAND NAME AND SIZE</u>	<u>CASE COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<b><u>Capital Wine &amp; Spirits</u></b>			
Di Saronno Riserva Liqueur 750 mL	\$249.09	\$249.09	\$349.99
Balvenie Single Malt Scotch 25 Year Old Single Barrel 750 mL	\$1334.49	\$444.83	\$599.99
Balvenie Single Malt Scotch Tun 1509 750 mL	\$762.39	\$254.13	\$349.99
Glenfiddich Single Malt Scotch 26 Year Old 750 mL	\$1105.65	\$368.55	\$499.99
Glenfiddich Single Malt Scotch Rare Cask 1978 750 mL	\$2446.00	\$2446.00	\$3499.99
<b><u>Majestic Wine &amp; Spirits</u></b>			
The Pogues Irish Whiskey 750 mL	\$149.10	\$24.85	\$39.99
<b><u>Speakeasy Spirits Distillery</u></b>			
Pennington's Vanilla Rye 750 ml	\$72.00	\$12.00	\$19.99
Picker's Blood Orange Vodka 750 mL	\$105.00	\$8.75	\$14.99
Picker's Blueberry Vodka 750 mL	\$105.00	\$8.75	\$14.99
Whisper Creek Mocha Cream 750 mL	\$72.00	\$12.00	\$19.99
Whisper Creek Original Cream 750 mL	\$72.00	\$12.00	\$19.99



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**Southern Wine & Spirits**

Manatawny Still Works Small Batch Whiskey Batch #6 750 mL	\$149.10	\$24.85	\$39.99
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**Wegandt Metzler Importing**

Domaine de Ferrand Chateauneuf du Pape 2012 750 mL	\$438.32	\$36.61	\$58.99
Domaine Servin Chablis Premier Cru Les Forets 2013 750 mL	\$199.20	\$16.60	\$27.99

RECOMMENDED ACTION: We recommend the Board approve these items.

**15. E Commerce Monthly Special Price Reductions December 2015**

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>REGULAR RETAIL</u>	<u>SPECIAL RETAIL</u>	<u>CUSTOMER SAVINGS</u>
Berry’s Own Selection Rum Fiji 9 Year Old 750 mL	36936	\$89.99	\$83.99	\$6.00
Berry’s Own Selection Rum Guadalupe 12 Year Old 750 mL	36853	\$129.99	\$123.99	\$6.00
Boulard Auguste Calvados XO 750 mL	34399	\$199.99	\$179.99	\$20.00
Boulard Calvados Extra 750 mL	34401	\$399.99	\$374.99	\$25.00
Boulard Calvados XO 750 mL	30587	\$83.99	\$78.99	\$5.00
Gran Duque d’Alba Oro Brandy 750 mL	31463	\$149.99	\$124.99	\$25.00
Gran Duque d’Alba Brandy XO 750 mL	31462	\$99.99	\$89.99	\$10.00
Los Amantes Mezcal Joven 750 mL	3605	\$49.99	\$39.99	\$10.00
Penny Blue Single Estate Mauritian Rum XO 750 mL	36768	\$79.99	\$73.99	\$6.00
Westland American Single Malt Whiskey 750 mL	36742	\$89.99	\$83.99	\$6.00

EFFECTIVE DATES: December 1-31, 2015

RECOMMENDED ACTION: We recommend the Board approve these items for price reductions.

**Motion Made:** Board Member Negra

**Seconded:** Board Member Brion

**Board Decision:** Unanimously agreed (3-0 vote) to Approve all Bureau of Product Selection/Marketing Actions.

**FINANCIAL REPORT** ..... *Anna Maria Kiehl, Comptroller Operations, Office of Budget*

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<b>Commonwealth of Pennsylvania</b>		
<b>Pennsylvania Liquor Control Board</b>		
<b>State Stores Fund</b>		
<b>Comparative Statement of Net Position</b>		
<b>(Unaudited)</b>		
	<b>June 30, 2015</b>	<b>June 30, 2014</b>
<b>Assets:</b>		
Current Assets:		
Cash	\$ 20,209,922	\$ 30,962,295
Investments-Short Term	241,702,180	210,266,352
Accounts and Claims Receivable (Net)	1,333,108	1,076,297
Inventory - Merchandise (Net)	230,093,160	206,547,618
Inventory - Operating Supplies	201,448	239,272
Prepaid Expenses	3,766,222	3,299,358
<b>Total Current Assets</b>	<b>497,306,040</b>	<b>452,391,192</b>
Fixed Assets:		
Land	322,973	322,973
Buildings	19,557,620	19,557,620
Leasehold Improvements	757,962	2,478,307
Machinery and Equipment	44,477,826	38,200,697
Computer Software - Internally Generated	29,639,452	52,924,520
<b>Total Fixed Assets</b>	<b>94,755,833</b>	<b>113,484,118</b>
Less: Accumulated Depreciation/Amortization	57,727,927	78,427,700
<b>Net Fixed Assets</b>	<b>37,027,906</b>	<b>35,056,418</b>
<b>Total Assets</b>	<b>\$ 534,333,946</b>	<b>\$ 487,447,610</b>
Total Deferred Outflows - Pension (Note 8)***	31,038,537	-
<b>Liabilities and Net Position</b>		
<b>Liabilities:</b>		
Current Liabilities:		
Trade Accounts Payable	\$ 253,125,319	\$ 259,333,270
Other Accounts Payable	12,338,533	9,985,418
Accrued Payroll-Related Expenses	44,221,759	42,287,324
Workers' Compensation Liability (Note 5)	7,816,604	4,596,804
Due to Other Funds	2,128,444	4,458,138
<b>Total Current Liabilities</b>	<b>319,630,659</b>	<b>320,660,954</b>
Noncurrent Liabilities:		
Other Accounts Payable - OPEB (Note 4)	76,652,554	63,629,717
Workers' Compensation Liability (Note 5)	42,109,251	25,967,904
Net Pension Liability (Note 8)***	362,685,050	-
<b>Total Noncurrent Liabilities</b>	<b>481,446,855</b>	<b>89,597,621</b>
<b>Total Liabilities</b>	<b>801,077,514</b>	<b>410,258,575</b>
Total Deferred Inflows - Pension (Note 8)***	3,002,223	-
<b>Net Position:</b>		
Invested in Capital Assets, net of related debt	37,027,906	35,056,418
Unrestricted***	(275,735,160)	42,132,617
<b>Total Net Position</b>	<b>\$ (238,707,254)</b>	<b>\$ 77,189,035</b>

\*\*\*Effective July 1, 2014, the PLCB implemented the Governmental Accounting Standards Board (GASB) Statement No. 68, Accounting and Financial Reporting for Pensions. This standard established new standards for measuring and recognizing liabilities, deferred outflows of resources, deferred inflows of resources, and expense related to pensions. The State Stores Fund Net Position changed by a total of \$(317,822,168) as a result of implementing GASB 68.

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Commonwealth of Pennsylvania				
Pennsylvania Liquor Control Board				
State Stores Fund				
Comparative Statements of Revenues, Expenses, and Changes in Net Position				
For The Month Ending June 30, 2015 and June 30, 2014				
(Unaudited)				
		June		June
		2014-15		2013-14
Sales Net of Taxes		\$ 145,672,000		\$ 139,378,199
Cost of Goods Sold		100,447,044		96,289,013
<b>Gross Revenue from Sales</b>		<b>45,224,956</b>		<b>43,089,186</b>
Operating Expenses:				
Purchasing, Storage & Transportation	2,153,319		890,684	
Stores' Operations & Supervision	56,683,299		23,181,645	
Central Administrative Support	10,100,776		5,498,170	
Comptroller Operations	317,964		374,403	
Commonwealth-Provided				
Services (Note 2)	1,099,120		1,830,155	
Total		70,354,478		31,775,058
<b>Operating Income</b>		<b>(25,129,522)</b>		<b>11,314,128</b>
Nonoperating Revenues (Expenses):				
Enforcement Fines	135,712		152,217	
Interest Income	40,344		26,570	
License Fees	989,676		1,034,878	
Miscellaneous Income	1,019,177		(30,514)	
Administrative Law Judge	(213,091)		(202,955)	
Legal	(364,144)		(323,693)	
Licensing & Investigations	(2,876,450)		(757,877)	
Total		(1,268,776)		(101,373)
<b>Income Before Operating Transfers</b>		<b>(26,398,298)</b>		<b>11,212,755</b>
Operating Transfers Out:				
PSP Enforcement (Note 3)		2,038,565		2,075,473
<b>Income After Enforcement/Before Other Transfers</b>		<b>(28,436,863)</b>		<b>9,137,282</b>
Other Operating Transfers Out:				
Drug and Alcohol Programs (Note 3)	1,671,957		2,473,651	
Total		1,671,957		2,473,651
<b>Change in Net Position</b>		<b>(30,108,820)</b>		<b>6,663,630</b>
Total Net Position - Beginning		(208,598,434)		70,525,405
Total Net Position - Ending		<b>\$ (238,707,254)</b>		<b>\$ 77,189,035</b>
Liquor tax	25,778,712		25,099,860	
State Sales Tax	10,030,681		9,759,587	
Local Tax	652,912		629,757	
<b>Taxes remitted to Dept.of Revenue PTD</b>		<b>\$ 36,462,305</b>		<b>\$ 35,489,204</b>

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<b>Commonwealth of Pennsylvania</b>				
<b>Pennsylvania Liquor Control Board</b>				
<b>State Stores Fund</b>				
<b>Comparative Statements of Revenues, Expenses, and Changes in Net Position</b>				
<b>For The Twelve Months Ending June 30, 2015 and June 30, 2014</b>				
<b>(Unaudited)</b>				
		<b>2014-15</b>		<b>2013-14</b>
Sales Net of Taxes		\$ 1,862,269,904		\$ 1,786,501,686
Cost of Goods Sold		1,281,139,778		1,230,666,757
<b>Gross Revenue from Sales</b>		<b>581,130,126</b>		<b>555,834,929</b>
Operating Expenses:				
Purchasing, Storage & Transportation	18,432,810		16,227,858	
Stores' Operations & Supervision	365,489,234		311,381,039	
Central Administrative Support	69,683,255		62,668,851	
Comptroller Operations	4,713,987		4,864,094	
Commonwealth-Provided				
Services (Note 2)	11,290,527		12,733,971	
Total		469,609,813		407,875,813
<b>Operating Income</b>		<b>111,520,313</b>		<b>147,959,116</b>
Nonoperating Revenues (Expenses):				
Enforcement Fines	1,975,832		1,766,657	
Interest Income	429,542		419,817	
License Fees	12,315,087		12,050,182	
Miscellaneous Income	3,694,696		3,048,474	
Administrative Law Judge	(2,543,018)		(2,314,564)	
Legal	(3,570,359)		(3,246,800)	
Licensing & Investigations	(14,497,769)		(11,041,736)	
Total		(2,195,989)		682,030
<b>Income Before Operating Transfers</b>		<b>109,324,324</b>		<b>148,641,144</b>
Operating Transfers Out:				
PSP Enforcement (Note 3)		25,726,488		24,958,572
<b>Income After Enforcement/Before Other Transfers</b>		<b>83,597,836</b>		<b>123,682,573</b>
Other Operating Transfers Out:				
General Fund Appropriations (Note 3)	80,000,000		80,000,000	
Drug and Alcohol Programs (Note 3)	1,671,957		2,473,651	
Total		<b>81,671,957</b>		82,473,651
<b>Change in Net Position</b>		<b>1,925,879</b>		<b>41,208,921</b>
Total Net Position - Beginning, 2014-15 Restated (Note 9)		(240,633,133)		35,980,113
Total Net Position - Ending		<b>\$ (238,707,254)</b>		<b>\$ 77,189,035</b>
Liquor tax	334,413,695		320,911,580	
State Sales Tax	130,193,126		124,880,357	
Local Tax	8,493,412		8,269,803	
<b>Taxes remitted to Dept. of Revenue YTD</b>		<b>\$ 473,100,233</b>		<b>\$ 454,061,740</b>

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<b>Commonwealth of Pennsylvania</b>				
<b>Pennsylvania Liquor Control Board</b>				
<b>State Stores Fund</b>				
<b>Adjusted Statement of Income</b>				
<b><i>EXCLUDING Pension, OPEB, and Workers' Compensation</i></b>				
<b><i>Accounting Valuation Expenses from Net Income</i></b>				
<b>For The Twelve Months Ending June 30, 2015 and June 30, 2014</b>				
<b>(Unaudited)</b>				
	<b>FY 2014-15</b>	<b>FY 2013-14</b>	<b>FY 14 vs FY 13</b>	
	<b>Actual</b>	<b>Actual</b>	<b>Variance</b>	
			<b>\$</b>	<b>%</b>
Sales Net of Taxes	\$ 1,862,269,904	\$ 1,786,501,686	\$ 75,768,218	4.2%
Less Cost of Sales	1,281,139,778	1,230,666,757	50,473,021	4.1%
<b>Gross Income from Sales</b>	<b>581,130,126</b>	<b>555,834,929</b>	<b>25,295,197</b>	<b>4.6%</b>
<b>Gross Margin</b>	<b>31.2%</b>	<b>31.1%</b>		
<u>Less Operating Expenses:</u>				
Purchase, Storage & Transportation	18,432,810	16,227,858	2,204,952	13.6%
Stores' Operation and Supervision	365,489,234	311,381,039	54,108,195	17.4%
Central Administrative Support	69,683,255	62,668,851	7,014,404	11.2%
Comptroller Operations	4,713,987	4,864,094	(150,107)	-3.1%
Commonwealth -Provided Services	11,290,527	12,733,971	(1,443,444)	-11.3%
Total Operating Expenses	469,609,813	407,875,813	61,734,000	15.1%
<b>Gross Operating Income</b>	<b>111,520,313</b>	<b>147,959,116</b>	<b>(36,438,803)</b>	<b>-24.6%</b>
<b>Operating Margin</b>	<b>6.0%</b>	<b>8.3%</b>		
<u>Less Nonoperating Revenues (Expenses):</u>				
Enforcement Fines	1,975,832	1,766,657	209,175	11.8%
Interest Income	429,542	419,817	9,725	2.3%
License Fees	12,315,087	12,050,182	264,905	2.2%
Miscellaneous Income	3,694,696	3,048,474	646,222	21.2%
Administrative Law Judge	(2,543,018)	(2,314,564)	(228,454)	9.9%
Legal	(3,570,359)	(3,246,800)	(323,559)	10.0%
Licensing & Investigations	(14,497,769)	(11,041,736)	(3,456,033)	31.3%
Total Nonoperating Revenues (Expenses)	(2,195,989)	682,029	(2,878,019)	-422.0%
<b>Income Before Operating Transfers</b>	<b>109,324,324</b>	<b>148,641,144</b>	<b>(39,316,822)</b>	<b>-26.5%</b>
<u>Operating Transfers Out:</u>				
PSP Enforcement:	25,726,488	24,958,572	767,916	3.1%
<b>Net Income</b>	<b>\$ 83,597,836</b>	<b>\$ 123,682,573</b>	<b>\$ (40,084,738)</b>	<b>-32.4%</b>
<b>Net Margin</b>	<b>4.5%</b>	<b>6.9%</b>		
Accounting Valuation Expenses	49,210,551	5,897,175	43,313,376	734.5%
	21			
<b>Adjusted Net Income</b>	<b>\$ 132,808,387</b>	<b>\$ 129,579,748</b>	<b>\$ 3,228,639</b>	<b>2.5%</b>

**OTHER ISSUES**

**1. External Affairs.....Elizabeth Brassell, Director of External Affairs**

**BOARD ACTION:**

In December 2014, the U.S. Department of Transportation and the National Highway Traffic Safety Administration introduced the SaferRide app in conjunction with its annual “Drive Sober or Get Pulled Over” campaign. The app, which is available for download on Android and Apple devices, allows people who have been drinking to get a safe ride home. Once the app is downloaded, a user can use it to call a taxi or a friend, identifying their location so they can be picked up.

Bureau of Alcohol Education’s proposed promotional plan is intended to increase awareness of the app through broad-reaching tactics that will reach customers when alcohol consumption is top-of-mind: at licensed locations, in Fine Wine & Good Spirits stores, and on PLCB websites, as well as when they are receiving anti-drunk driving messaging. External Affairs would work with the Bureau of Alcohol Education to develop promotional materials and circulated appropriately.

Following an initial awareness push in the holiday timeframe of November 2015 through early January 2016, the digital assets could be used throughout the year (St. Patrick’s Day, graduation season, following holidays) to reinforce awareness of SaferRide throughout the year.

Total cost is not expected to exceed \$27,000 and would come from Bureau of Alcohol Education’s advertising budget.

Does the Board approve of External Affairs and Alcohol Education pursuing the SaferRide app promotional plan?

**Motion Made:** Board Member Negra

**Seconded:** Board Member Brion

**Board Decision:** Member Negra commented that he believes this is a great plan and that he appreciates the efforts of the Office of External Affairs and Bureau of Alcohol Education relative to this plan.

Unanimously agreed (3-0 vote) to pursue the plan and the related expenditures.

**2. Employee Recognition:**

The Board and the Executive Director will honor Liquor Store Manager Carl Defelice and Director of Retail Operations Charlie Mooney for 35 years of service.

The Board recognized Director of Retail Operations, Charlie Mooney, and Liquor Store Manager, Carl Defelice, for their 35 years of service. Mr. Defelice was not present to accept his recognition.

**CITIZEN COMMENT/BUSINESS FROM THE FLOOR**

None

Note: Board Minutes are not officially approved until all required signatures are affixed.

**NEXT BOARD MEETING**

**The next meeting of the PLCB will be a formal meeting on Wednesday, November 18, 2015 beginning at 11:00 A.M. Prior to the public meeting, there will be an Executive Session to discuss matters of personnel and to engage in non-deliberative informational discussions, some of which are regarding actions and matters which have been approved at previous public meetings.**

**ADJOURNMENT**

On a motion by Board Member Negra, seconded by Board Member Brion, the meeting was adjourned.

The foregoing actions are hereby officially approved.

\_\_\_\_\_

Chairman

\_\_\_\_\_

Member

\_\_\_\_\_

Member

ATTEST:

\_\_\_\_\_

Secretary