MINUTES OF THE REGULAR MEETING OF THE TOWN OF LAKE LURE ABC BOARD

Monday, June 22, 2026
3:30 P.M.

This Meeting was held at the Town Hall at The Landings

Present:

Mr. Richard Sayles, Chair
Ms. Esther Lusk, Board Member
Mr. Trace Boswell, Board Member
Mr. Peter O'Leary, Board Member
Patricia Crain, Store Manager
Rhonda Cook, Accountant

Absent:

Mr. Bob Cassano, Vice Chair
Commission Scott Doster

I. Call to Order

Board chair Richard Sayles called the meeting to order at 3:30 p.m.

II. Agenda Adopted

Peter O'Leary made a motion to approve the agenda as presented. Esther Lusk seconded the motion and all were in favor.

III. Conflict of Interest Statements

There were no conflict of interest.

IV. Public Comment

There were no public comments made.

VI. Approval of the May 20, 2026, Regular ABC Board Meeting Minutes

Trace Boswell made a motion to approve the minutes from April 20, 2026. Bob Cassano seconded the motion. All members voted in approval.

VI. New Business

A. Discuss ABC Store Operations

Patricia explained that the store is preparing for inventory the weekend of June 29-30 because the audit count is scheduled for June 30. Normally they would do the warehouse on Saturday and close for a couple hours on Monday to finish, but this time with store hours starting at noon, they're doing half the work on Sunday and finishing Monday morning. Patricia starts radiation on June 29, so they need to complete everything that weekend. Kim will assist, and they may have additional staff to avoid errors since the count must be perfect. David is organizing the warehouse to speed up the process. They've already done pre-inventory checks and Patricia has completed the mini bottles count. All discrepancies must be fixed before the auditor arrives on June 30.

Foot traffic and mixed beverage sales have been up the last couple weeks, with Mondays and Fridays being especially busy. The state called to inform them they're the #1 performing ABC store in the state, with sales up 45% compared to the year before. While the previous year's comparison isn't entirely fair (they didn't have the park or lake then), it was exciting to receive recognition from the state.

Maker's Mark barrel pick for July, with the barrel arriving in November for the holiday season. They can either travel to Kentucky for a tasting or have Maker's Mark representatives come locally. Patricia provided budget numbers: approximately $650 for five rooms for one night in Kentucky plus around $100 in gas mileage for a round trip. The board discussed the options. Noted that traveling to Kentucky probably isn't in the budget, but reminded everyone that a new fiscal year is coming up and could include it in the budget. However, since it's close and July is their busy season, they leaned toward having Maker's Mark come to them.

Two new coolers are: one, Jack Daniels and one Jose—because they have many mixed cocktails and mini-items. They need to remove the old cooler. It costs $700 to fix last time, and they can buy a new one cheaper. Patricia asked whether they should haul it away, put it in storage, or do something else. One board member suggested putting it on Buy Nothing or selling it. If they could sell it on a marketplace and asked if they're allowed to do that. Patricia agreed to check with the commission about whether they can sell or dispose of the cooler. Board members suggested trying to sell it first.

Patricia highlighted the ready-to-drink cocktails category, which includes half gallons of margaritas, cosmos, and half pints. For May, this category represented

5.17% of sales with 202 cases or bottles sold, making it the fifth highest-grossing item in the store. Patricia expressed concern that if these products shift to grocery stores, the store will lose significant sales and secondary sales (when customers come in to buy cocktails and also purchase other items). However, she noted that getting ready-to-drink cocktails into grocery stores is taking longer than expected because they must be sold at lower proof, requiring distilleries to repackage them and establish contracts with grocery store distributors. A board member asked how many dollars per month this represents. Patricia noted it was $271.55 for mixer sales in May from 202 bottles (5.7%). Patricia mentioned that when they get the new Carolina Data system, they'll have better breakdowns of this category.
Patricia emailed everyone about the inspection results, which were concerning but reflect the recovery phase post-hurricane. The report is in draft form and highlights compliance issues including signature stamps and documentation. It was explained that every three years the commission does an inspection. It's different from the annual third-party audit (which is done by Terry Jean and sent to the commission). The commission's inspection is a spot check to ensure audits are on par and the store is following protocol. No other updates available at this time.

B. Discussion of Social Media Communications Standards

The Board discussed a recent social media incident involving a comment that was inadvertently posted from the ABC Board's Facebook account rather than a personal account. Patricia explained that the comment was made unintentionally due to Facebook's administrative page settings, which can automatically switch users into posting as the organization when managing page activity. The comment was not offensive in nature and was intended as a personal response.
Board members reviewed the circumstances surrounding the incident and noted that confusion can occur when administrators navigate between personal and organizational accounts. Patricia further explained that she primarily accesses the ABC page for official posting purposes and rarely interacts with comments or page activity outside of those duties.
The Board emphasized the importance of exercising caution when using social media, particularly when managing organizational accounts. Members acknowledged that similar situations can occur with other pages and organizations and stressed the need to verify which account is active before commenting or responding.
The discussion also included a review of North Carolina ABC Commission guidelines regarding social media use. It was noted that ABC store social media content should remain focused on approved topics, including store announcements, holiday schedules, closures, technology outages, tastings, allocation releases, and other authorized promotional activities. Patricia confirmed that social media responses are generally limited to factual information and operational matters when necessary.
Board members agreed that maintaining a professional and factual presence on social media is important and recognized that public comments made by individuals associated with the ABC Board may be subject to additional public scrutiny. The

Board encouraged continued caution and adherence to established social media guidelines when communicating online.

C. Discussion of Carolina Data Services Timeline

Confirmation that they ordered the new Carolina Data system. Patricia said they mailed out the check, and as soon as the vendor gets it, they'll call to schedule installation. Patricia hopes it's after the audit, but if not, they'll be quick learners.

D. Review Financial Report

Rhonda noted they emailed everything out, thinking they weren't going to make the last meeting, so they didn't print copies today.

May Financial Summary:

Loss for May: $7,877
Cost is up according to inventory
Liquor purchases: $89,759 (not counting mixed drinks)
Total cost of liquor for May 2026: $79,987
Total cost of liquor for May 2025: $44,746
This is a significant increase and explained that they purchased a lot to get ready for July 4th weekend. It was noted they had a lot of inventory sitting in the back that Patricia worked hard to helped get rid of, so now they're having to order more. The accountant explained the inventory adjustment process: they enter all invoices into inventory, Patricia sends her sales and end-of-month inventory figures, and they adjust accounts payable processing to delay May invoices payment to July 1 to manage cash flow. Patricia's ordering process is based on the last 30 days of sales, and when July pops up, they need inventory ready.

E. Consideration and Approval of the Budget

Rhonda Cook presented the proposed budget, incorporating the revisions and recommendations discussed during the previous month's meeting. The Board reviewed the proposed budget and considered the updated figures and adjustments. Discussion focused on ensuring the budget accurately reflected anticipated revenues, operational expenses, and financial priorities for the upcoming fiscal year.

Esther Lusk made a motion to approve the budget as amended with the recommended $1000.00 for travel. Trace Boswell seconded the motion and all were favor.

VI. Adjournment

With no further business, Peter O' Leary made a motion to adjourn the meeting. Esther Lusk seconded the motion and all voted in favor.

Attest:

Kimberly Martin, Town Clerk

Richard Sayles, Board Chair