



ADMINISTRATIVE
MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, February 28, 2012
Lansing District Office

Present: Teri L. Quimby, Commissioner
Donald B. Weatherspoon, Commissioner
Steve Robinson, Director of Finance Division
Andy Neumann, Director of Administrative Services Division
Julie Wendt, Director of Executive Services Division
Sharon Martin, Director of Licensing Division
Tom Hagan, Director of Enforcement Division
Tim Kovacik, Deputy Director of Executive Services Division
Pam Hamilton, Deputy Director of Finance Division
Gerald Whalen, 1st Assistant Attorney General
Jason Geissler, Assistant Attorney General
Lissa Watson, Supervisor of Licensing Division
Andrea Miller, LARA Communications
Anita Fawcett, Executive Services Division

Absent: Andrew J. Deloney, Chairman

The meeting was called to order by Commissioner Quimby at 11:08 a.m., noting a quorum was present.

- I. **Moved by Commissioner Quimby, supported by Commissioner Weatherspoon, that the minutes of the Commission meetings of December 7, 2011, February 13, 2012, and February 14, 2012, be approved as written and presented, motion carried by unanimous vote.**

- II. Mr. Robinson presented the E-Quote reports for product listings in four categories and requested approval of the following:
 - A. That the products listed below be granted exceptions to the standard pack size, inasmuch as the items are packaged nationally or meet other exceptions as indicated and be approved for listing in the approved products list effective April 1, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	50ml Canadian Club Dock 57	60 Bottles
Grand Touring Vodka, L.L.C. (General Wine & Liquor Co.)	750ml Grand Touring Coconut Vodka	6 Bottles
	750ml Grand Touring Vodka	6 Bottles
	750ml Grand Touring Watermelon Vodka	6 Bottles
MHW, Ltd. (NWS Michigan, Inc.)	750ml Fragoli Strawberry Liqueur	6 Bottles
Park Street Imports LLC (General Wine & Liquor Co.)	750ml Atlantico Platino Rum	6 Bottles
	750ml Atlantico Private Cask Rum	6 Bottles
	750ml Atlantico Reserva Rum	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Plymouth Sloe Gin	6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	1000ml Three Olives Supercola Vodka	6 Bottles
Remy Cointreau USA, Inc. (NWS Michigan, Inc.)	50ml Mt Gay Eclipse (Barb) Rum	60 Bottles
White Rock Distilleries, Inc. (NWS Michigan, Inc.)	375ml Pinnacle Atomic Hots PL	12 Bottles
	375ml Pinnacle Cherry PL	12 Bottles
	375ml Pinnacle Chocolate Whipped PL	12 Bottles
	375ml Pinnacle Grape PL	12 Bottles
	375ml Pinnacle Gummy PL	12 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective April 1, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACKSIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	375ml Canadian Club Dock 57	24 Bottles
	750ml Skinnygirl Cucumber Vodka	12 Bottles
	750ml Skinnygirl Island Coconut	12 Bottles
	750ml Skinnygirl Tangerine Vodka	12 Bottles
Journeyman Distillery, LLC (General Wine & Liquor Co.)	750ml Journeyman Road's End Rum	12 Bottles
MHW, Ltd. (NWS Michigan, Inc.)	750ml Russian Standard Gold Vodka	12 Bottles
Monsieur Henri Wine Company (NWS Michigan, Inc.)	1000ml Margaritaville Triple Sec	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	375ml Malibu Black PL	24 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	1750ml Three Olives Supercola Vodka	6 Bottles

Royal Wine Corporation (General Wine & Liquor Co.)	750ml Tomintoul – 10 yr Scotch	12 Bottles
	750ml Tomintoul – 16 yr Scotch	12 Bottles
White Rock Distilleries, Inc. (NWS Michigan, Inc.)	750ml Pinnacle Atomic Hots PL	12 Bottles
	750ml Pinnacle Pineapple Vodka	12 Bottles
	1000ml Pinnacle Pineapple Vodka	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective April 1, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Cruzan Aged Rum w/Bucket	6 Bottles
	750ml Cruzan Coconut Rum w/Bucket	6 Bottles
	750ml Sauza Horn Plata w/Sht & Beer GlS	6 Bottles
	750ml Sauza Horn Rep w/Sht & Beer GlS	6 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	1750ml Evan Wms Blk w/50ml Cinn Rsv	6 Bottles
	750ml Evan Wms Honey w/Sht GlS Ice Mold	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	375ml Absolut w/50ml Abso,Apeach,Ras	24 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Capt Morgan Spc w/50ml Blk Spc	12 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective April 1, 2012:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Grand Touring Vodka, L.L.C. (General Wine & Liquor Co.)	750ml Grand Touring Vodka	12 Bottles
	1000ml Grand Touring Vodka	12 Bottles
William Grant & Sons, Inc. (General Wine & Liquor Co.)	750ml Stolichnaya Blakberi Vodka	12 Bottles
Journeyman Distillery, LLC (Small Distiller)	375ml Journeyman Ltd Edition 2 Pk	24 Bottles
	750ml Journeyman Michigan Whiskey	6 Bottles
	750ml Journeyman Road's End Rum	6 Bottles

Moved by Commissioner Quimby, supported by Commissioner Weatherspoon, that the above actions be taken in accordance with the E-Quote reports dated February 27, 2012, motion carried by unanimous vote.

III. Mr. Robinson presented licensee requests for special price reductions on spirit products in accordance with the provisions of the Commission's Order of February 15,

2006 regarding special price reductions on spirit products. He advised there are twenty one different licensees requesting price reductions; that 334 price reductions should be approved; and that 8 price reductions should be denied for the reasons stated in the attached reports.

Moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that the 334 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor reports, motion carried by unanimous vote.

Moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that the 8 special price reductions be denied for the reasons stated in the attached Notification of Denial for Price Reduction reports, motion carried by unanimous vote.

- IV. Mrs. Martin requested approval of two bulletins. She advised that Bulletin No. 2012-04 concerns the payment of license fees while the license is held in escrow and that Bulletin No. 2012-05 relates to the change in procedure, beginning April 1, 2012, which requires applicants to obtain and submit approvals from local units of government and local law enforcement agencies as part of the licensing application process. Commissioner Quimby read the bulletins for the benefit of those present at the meeting.

Moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that Bulletin No. 2012-04, Escrow Fees, be approved as written and presented, motion carried by unanimous vote.

Moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that Bulletin No. 2012-05, Local Approvals for Licensing Applications, be approved as written and presented, motion carried by unanimous vote.

- V. Old Business

Ms. Wendt advised that HB 5084 which creates the new Hotel Beer and Wine license will be brought before the Regulatory Reform Committee February 29, 2012 for consideration.

- VI. New Business

There was no New Business.

VII. Public Comments

Commissioner Weatherspoon advised that Mr. Robinson and Ms. Hamilton are working on an analysis for spirit discounts and the NSF checks issue, and requested an update on the progress analyses. Ms. Hamilton advised that more research is needed before the reports can be finalized.

Chairman Deloney entered the meeting at 11:23 a.m.

Attorney Michael Brown had questions regarding the escrow rules bulletin and the renewal fees. He asked if the license was extended for good cause, what document would be available for paying the renewal fees prior to May 1. Mrs. Martin advised that the good cause requests for extension will be considered prior to May 1 and an escrow renewal form would be sent in those instances that an extension is granted by the Commission.

Mrs. Martin announced that the new automated telephone system for the Licensing Division will be introduced on March 1, 2012. Chairman Deloney stated it is anticipated the new system will make it easier to direct the incoming calls to the proper people to answer the customers' questions.

With no further business, moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that the business meeting be adjourned at 11:29 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman