



Senator Roger Reinert
100 Rev. Dr. Martin Luther King Jr. Blvd.
State Office Building, Room 149
St. Paul, MN 55155

March 12, 2011

Senator Reinert,

I operate two locations in the twin cities and I've been a member of the MLBA since I started in the business. While I value the MLBA and much of the work it does, I often have opposing views. While the MLBA likes to promote the image of a united front, many of its members like me favor the Sunday Sales legislation (among other things including the Surly proposal- but I won't get into that here). We recognize that Sunday represents an important shopping day especially in our industry with Sunday football and family get togethers where a bottle of wine or a 12 pack of beer really set a festive tone.

The funny thing is, we faced this same issue a few years ago when Minneapolis voted to move from our 8PM weekday closing to 10PM. At the time, the MLBA and some retailers were quite vocal with the same arguments. Fears of spreading a fixed amount of sales over a longer day, fears of increased labor costs, etc. Now, after the fact, some of us are open until 10PM and others close earlier. For me, the measure added 20% more revenue almost immediately and was a huge benefit to our operation. In my second store, weekday sales between 8 and 10pm represent 50% of the business on those days. This is clearly a tax generation tool for the state and a huge benefit for the retailers that choose to embrace it. The vocal few that oppose this legislation can't see the forest for the trees and I'd like to thank you again for your vision on this matter.

Best,

Louis Dachis
Proprietor



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