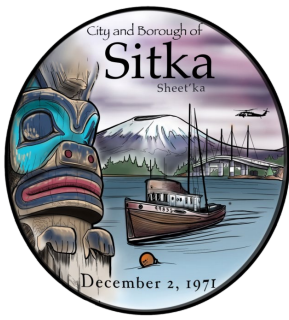


Should this item be pulled from the Consent Agenda the following motion is suggested:

POSSIBLE MOTION


I MOVE TO approve a package store sampling endorsement application for Triple C Ventures, Inc. dba Watson Point Liquors at 1867 Halibut Point Road and forward to the Alcoholic Beverage Control Board without objection.



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Mayor Eisenbeisz and Assembly Members
Thru: John Leach, Municipal Administrator 
From: Sara Peterson, Municipal Clerk
Date: April 15, 2024
Subject: Package Store Sampling Endorsement – Watson Point Liquor

Our office has received notification of the following liquor license package store sampling endorsement (PSSE) application:

Primary Lic #: 202
PSSE Lic #: 15425
DBA: Watson Point Liquors
License Type: Package Store Sampling Endorsement
Licensee Name: Triple C Ventures, Inc.
Licensee Address: 1867 Halibut Point Road

Under AS 04.09.490, a PSSE authorizes the holder of a package store license (restrictions apply) to offer for consumption on the licensed premises at no charge a small sample of an alcoholic beverage from its inventory during the package store's stated hours of business. An endorsement does not stand alone, it needs a primary license.

A memo was circulated to the various departments who may have a reason to protest this request. No departmental objections were received.

Recommendation:

Approve a package store sampling endorsement application for Triple C Ventures, Inc. dba Watson Point Liquors at 1867 Halibut Point Road and forward to the Alcoholic Beverage Control Board without objection.

Encl: AMCO Correspondence
AS 4.09.490

Sara Peterson

From: AMCO Local Government Only (CED sponsored) <amco.localgovernmentonly@alaska.gov>
Sent: Monday, April 8, 2024 4:19 PM
To: Sara Peterson; Jessica Earnshaw
Subject: RE: Package Store Sampling Endorsement #15425 dba Watson Pt. Liquors

Hi Jess,

As discussed, a couple of things happened on 1 January that changed some of the ways we have to do business. First is that our online licensing system went into effect; second is that licensees can now apply for endorsements for either a new activity, or in some cases, expand their licensed premises. #15425 is the “Endorsement Number” for the Package Store Sampling Endorsement that Watson Point Liquors has applied for. Our new system assigns a 5-digit number to new license or endorsement applications. #202 is the original License Number for Watson Point Liquors and should match all previous correspondence on this licensee.

Please let me know if I can be of any further assistance.

Regards,
Gabe

Gabriel Gonzales
Local Government Specialist
DCCED - Alcohol and Marijuana Control Office
550 W. 7th Avenue, Suite 1600
Anchorage, AK 99501
(907) 334-2195
gabriel.gonzales@alaska.gov

From: AMCO Local Government Only (CED sponsored)
Sent: Tuesday, April 2, 2024 1:34 PM
To: Sara Peterson <sara.peterson@cityofsitka.org>; Jessica Earnshaw <jessica.earnshaw@cityofsitka.org>
Cc: AMCO Local Government Only (CED sponsored) <amco.localgovernmentonly@alaska.gov>
Subject: Package Store Sampling Endorsement #15425 dba Watson Pt. Liquors

Good afternoon,

As you are aware, State alcohol laws went through a rewrite and the new Title 4 became effective 1/1/2024. Attached is an application for a Package Store Sampling Endorsement (PSSE) which is a new activity under Title 4 (AS 04.09.490).

A PSSE authorizes the holder of a package store license to offer for consumption on the licensed premises at no charge a small sample of an alcoholic beverage from its inventory during the package store's stated hours of business, but not between the hours of midnight and 8:00 a.m. (restrictions apply, please refer to the statute).

This is an application that is subject to the 60-day protest period under AS 04.11.480. This is your official notice of a complete endorsement application.

Allow me to point out a few things to make it easier for you:

- You may ignore the Application ID at the top of the document, which is not the license number. The license number for this endorsement is **15425 dba Watson Point Liquors**, as labeled in the file name
- Primary License Information: an endorsement does not stand alone, it needs a primary license. The primary license number is **202**, located at **1867 Halibut Point Rd, Sitka, AK**

Gabriel Gonzales

Local Government Specialist

DCCED - Alcohol and Marijuana Control Office

550 W. 7th Avenue, Suite 1600

Anchorage, AK 99501

(907) 334-2195

gabriel.gonzales@alaska.gov

Sec. 04.09.490. Package store sampling endorsement.

(a) A package store sampling endorsement authorizes the holder of a package store license to offer for consumption on the licensed premises at no charge a small sample of an alcoholic beverage from its inventory during the package store's stated hours of business, but not between the hours of midnight and 8:00 a.m.

(b) The biennial fee for a package store sampling endorsement is \$200.

(c) Only the license holder or an agent or employee of the license holder may serve a sample.

(d) The holder of a package store sampling endorsement may serve a total volume of samples to a person on a licensed premises each day that does not exceed

(1) 12 ounces of beer or mead or cider, if the mead or cider contains less than 8.5 percent alcohol by volume;

(2) six ounces of wine, sake, or mead or cider, if the mead or cider contains 8.5 percent or more alcohol by volume;

(3) 1.5 ounces of distilled spirits; or

(4) the alcoholic equivalent of (1), (2), or (3) of this subsection.

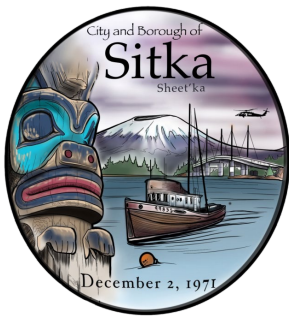
(e) The holder of a package store sampling endorsement may not publicly advertise, including through printed news, radio, or television, sampling activities conducted under the endorsement. However, the holder of a package store sampling endorsement may notify existing customers of sampling activities, including by electronic means.

(f) A person who offers a sample of an alcoholic beverage for consumption on the licensed premises of a package store without an endorsement under this section commits the offense of unendorsed package store sampling.

(g) Unendorsed package store sampling is a violation and is punishable by a fine of \$500.

(h) The holder of a package store sampling endorsement who fails to comply with the requirements of (a) and (c) – (e) of this section commits the offense of failure to comply with the terms of a package store sampling endorsement.

(i) Failure to comply with the terms of a package store sampling endorsement is a violation.



CITY AND BOROUGH OF SITKA

A COAST GUARD CITY

MEMORANDUM

To: Utility Billing Clerk – Carolyn
Collections - Carolyn
Municipal Billings – Brooke
Sales Tax/Property Tax – Justin
Fire Department
Police Department
Building Official(s)
Planning Department

From: Sara Peterson, Municipal Clerk

Date: April 9, 2024

Subject: Package Store Sampling Endorsement – Watson Point Liquors

The Municipal Clerk's Office has been notified by the Alcohol and Marijuana Control Office of the following liquor license packaging store sampling endorsement (PSSE) application:

Primary Lic #: 202
PSSE Lic #: 15425
DBA: Watson Point Liquors
License Type: Package Store Sampling Endorsement
Licensee: 1867 Halibut Point Road

Under AS 04.09.490, a PSSE authorizes the holder of a package store license (restrictions apply) to offer for consumption on the licensed premises at no charge a small sample of an alcoholic beverage from its inventory during the package store's stated hours of business. To reiterate, an endorsement does not stand alone, it needs a primary license.

Please review and notify me if there is a reason to protest or not by **noon on April 16**. This request is scheduled to go before the Assembly on April 23.

Thank you.