

# Notice of Violation

(3AAC 304.525)

This form, all information provided and responses are public documents per Alaska Public Records ACT AS 40.25

Date: 3/21/19

Licensee: Red Pants, Inc.

DBA: The Refinery Lounge

License #/Type: #780 / Beverage Dispensary

Address: 6th & Old Richardson Highway, North Pole, AK

AMCO Case #: AM19-0478

This is a notice to you as licensee that an alleged violation has occurred. If the Alcoholic Beverage Control Board decides to act against your license, under the provisions of AS 44.62.330 - AS 44.62.630 (Administrative Procedures Act) you will receive an Accusation and Notice of your right to an Administrative Hearing.

**Note:** This is not an accusation or a criminal complaint.

On 03/20/2019 I noticed a sign posted on the outside of The Refinery Lounge advertising "OH LOOK AT THE TIME, IT'S FIREBALL FRIDAY," and "FIREBALL SHOTS \$5.00 EACH." The sign had no information to indicate Fireball shots are available all day, every day in a calendar week at the \$5.00 price.

Information I found states "Fireball Friday" is part of a National Campaign by Sazerac, the company that owns Fireball Whisky, to promote Fireball Cinnamon Whisky as a key driver of sales for on-premises accounts on Fridays. Information from Sazerac states "Fireball Friday - the only holiday that happens 52x a year!"

Your attention is drawn to AS 04.16.015(a)(3)& (5) & (b):

AS 04.16.015. Pricing and marketing of alcoholic beverages.

(a) On premises where alcoholic beverages are sold by the drink, a licensee or a licensee's agent or employee may not (3) sell, offer to sell, or deliver alcoholic beverages to a person or group of persons at a price less than the price regularly charged for the beverages during the same calendar week, except at private functions not open to the general public; (5) sell, offer to sell, or deliver alcoholic beverages to a person or group of persons on any one day at prices less than those charged the general public on that day, except at private functions not open to the general public;

(b) A licensee or a licensee's agent or employee may not advertise or promote in any way, either on or off the premises, a practice prohibited under (a) of this section.

You are directed to respond in writing to this Notice of Violation within 10 days of receipt to explain what action you have taken to prevent a re-occurrence of this violation. FAILURE TO RESPOND TO THIS NOTICE OF VIOLATION WITHIN 10 DAYS WILL RESULT IN YOUR APPREARANCE, EITHER IN PERSON OR TELEPHONICALLY, BEFORE THE ABC BOARD AT THEIR NEXT REGULARLY SCHEDULED BOARD MEETING.

**\*Please send your response to the address below and include your alcohol license number in your response.**

3 AAC 304.525 (B) provides that upon receipt of a Notice of Violation, a licensee may request to appear before the Director and be heard regarding the Notice of Violation. The request must be made within ten days after receipt of the Notice and the Director must grant an appearance within ten days after receipt of a request. A Licensee shall respond, either orally or in writing, to the Notice.

**Alcohol & Marijuana Control Office**

**ATTN: Enforcement**

**550 W. 7<sup>th</sup> Ave, Suite 1600**

**Anchorage, Alaska 99501**

**[amco.enforcement@alaska.gov](mailto:amco.enforcement@alaska.gov)**

Issuing Investigator: M. Chiesa

SIGNATURE: 

Delivered VIA: Mail

Received by:

SIGNATURE:

Date:







# National Fireball Friday Program – Details & Social Media Copy Recommendations

## Program Details:

- **Program Idea:** Fireball Friday - the only holiday that happens 52x a year!
- **Program Objective:** Fireball will OWN Friday - we will build this occasion through trial, promotions, consumer offers, digital partnerships, and engagement to further build fan loyalty and conversion. We want to give bartenders and accounts a fun occasion to celebrate and promote this high-energy bar holiday.
- For more program details contact your distributor or email [bbowling@sazerac.com](mailto:bbowling@sazerac.com)

## Copy Recommendations:

- Oh, look at the time!
  - Stock up and get ready to rock!
  - It's #FireballFriday. Are you stocked up on the Dragon?
  - It's officially Friday when the Fireball shows up!
  - The only holiday that happens 52 times a year!
  - It's time to slay dragons.
  - No good story starts with "I'll have a water."
  - WTF! Where's the Fireball?!
  - You say Thursday. I say Fireball Friday Eve.
- 

## Hashtags:

- #FireballFriday
- #IgniteTheNite
- Special Packags
  - #PartyBucket
  - #Firebox
- Halloween
  - #IgniteFrightNite

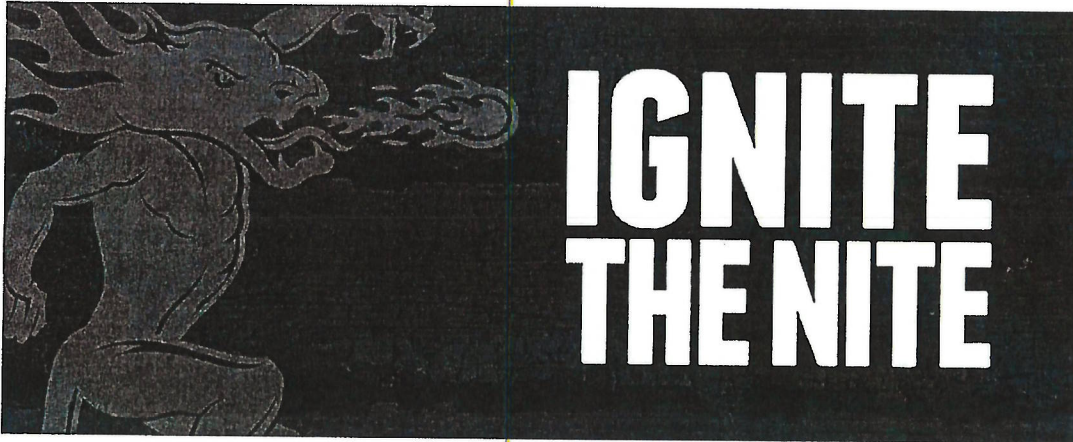
AMCO Received 6/3/2021

*Tastes Like Heaven,*  
**BURNS LIKE HELL**

WHISKY WITH NATURAL CINNAMON FLAVOR, 33% ALC/VOL, PRODUCED BY SAZERAC CO, FRANKFORT, KY. IGNITE THE NITE RESPONSIBLY

## Fireball Fridays Heat up Weekend Sales

7/30/2018



We've all heard the hashtags for #SundayFunday and #MeatlessMonday, or #TBT for "Throwback Thursday." Now there's a new addition to our modern vernacular: "Fireball Fridays," courtesy of our friends at Sazerac. Starting August 1 and continuing through October 31, Sazerac is promoting Fireball Cinnamon Whisky as a key driver of sales for on-premise accounts through new "Fireball Friday" POS items, promotional kits, special offers for consumers and an aggressive digital marketing campaign across multiple channels.

### Holiday Season

Unlike New Year's Eve or the night before Thanksgiving, or other big on-premise sales nights that only come once a year, Friday is a holiday we can celebrate 52 times a year. With the Fireball Fridays push, Sazerac aims to strengthen Friday sales by bringing the holiday spirit to on-premise accounts each and every week. Just like any other holiday, the spirit starts with decorations. To that end, accounts will have access to customizable posters, table tents and other printed materials to engage with consumers on-site.

Promotional kits will also include consumer shirts, reusable blinking red glasses, coasters, keychains and pop-sockets for phones. Staff can also pick up a special "Fireball Friday" countdown clock, branded bartender shirts and bottle openers, tabletop USB chargers (to power all the digital consumer engagement) and more. When consumers step into an account committed to Fireball Fridays, they will know it's not just Friday, it's a holiday.



## Digital Fire

Sazerac is heavily promoting Fireball Fridays through social media, with paid, targeted content on Facebook and Instagram to help stoke consumer interest and awareness in the push. In addition, Sazerac has partnered with several apps to create special offers and content to help drive the campaign all week long. In addition to paid media, Sazerac is working with key influencers on social media to amplify the Fireball Friday message while working behind the scenes with Google AdWords on search engine management to help drive consumers to the Fireball Friday message.

Snapchat users can scan a custom "snapcode," printed on all Fireball Friday posters, to interact with the brand and unlock an exclusive Fireball Friday filter. The filter is a fun way to encourage consumers to share the Fireball brand and message organically through their own networks. Sazerac has also built a custom fire-themed playlist on Spotify and sponsored 30 minutes of commercial-free listening for consumers getting ready to head out to the bar. And, of course, Fireball has a partnership with the original hotness app, Tinder. Users are invited to take part in a sweepstakes game to "match with the dragon" for a chance at digital prizes via a spin-the-wheel game within the app. Consumers who are not on Tinder can also take part in the sweepstakes by texting "Fireball Friday" to 811-811 for a chance to win digital gift cards from vendors such as Lyft, Pandora, AMC Theatre and more. The game runs all week long, with special bonus prizes available only on Fridays.

## Keep the Fires Burning

Friday is a great day for on-premise sales, but Sazerac recognizes there is still room for growth, and by committing to this program, accounts can take a shot at turning Fridays into a financial powerhouse. Talk to your Breakthru Sales Consultant to place your Fireball order and find out how you can leverage this program into a weekly win for your business.

READ NEXT ARTICLE    (/NEWS/BECOMING-SOCIAL-WITH-LEAH-CAPLANIS) SEE ALL GROUP  
NEWS (/NEWS)

**ABOUT (/ABOUT)**    **LOCATIONS (/LOCATIONS)**    **PORTFOLIO (/PORTFOLIO)**

**ACCOUNT SERVICES (/ACCOUNT-SERVICES)**    **CAREERS (/CAREERS)**

**CONTACT US (/CONTACT-US)**

**PARTNER PORTAL (/PARTNER-PORTAL)**

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Red Pants, Inc.  
DBA: The Refinery Lounge  
6<sup>th</sup> & Old Richardson Highway  
North Pole, AK 99705

May 30, 2019

AMCO  
Attn: Enforcement  
550 W. 7<sup>th</sup> Ave, Suite 1600  
Anchorage, AK 99501

Re: AMCO Case # AM19-0478  
License #780, Beverage Dispensary

To: AMCO Enforcement

This letter is in regards to AMCO Case # AM19-0478. Red Pants, Inc. received a Notice of Violation on May 20, 2019 regarding signage that was placed on the premises by one of our vendors, K&L Distributors. The signage implied that "Fireball Friday shots are \$5.00", however, Fireball shots are \$5.00 all day, every day in a calendar week at that price.

The following actions have occurred since the Notice of Violation

- Signage noted in the violation has been removed
- All staff and management have been notified that no signage, advertising or other promotions are to be posted without prior review and authorization
- All staff and management have been trained on AS 04.16.015, Pricing and marketing of alcoholic beverages

Please note that this is the only Notice of Violation Red Pants, Inc. has received since operation began in 2007. Every effort will be made to ensure violations of this nature will not occur in the future.

Regards,  
  
Georgiann Kannenberg, President and

Cc: Paul Kannenberg, Vice-President



Alaska Alcoholic Beverage Control Board

# Master Checklist: Renewal Liquor License Application

Doing Business As:	<del>The Refinery Lounge</del> North Pole	License Number:	780
License Type:	Beverage Dispensary	Alehouse	
Examiner:	Kristina S.	Transaction #:	100012455

Document	Received	Completed	Notes
AB-17: Renewal Application	12/16	6-3-2021	Temp License 21-22
App and License Fees	12/16	6-3-2021	Issued 1-4-21

Supplemental Document	Received	Completed	Notes
Tourism/Rec Site Statement			
AB-25: Supplier Cert (WS)			
AB-29: Waiver of Operation	on file	on file	Approved AB-29 for 2020 on file
AB-30: Minimum Operation			
AB-33: Restaurant Affidavit			NOTES*
COI / COC / 5 Star			Transfer effectuated 1/4/2021
FP Cards & Fees / AB-08a			new dba
Late Fee			"North Pole Alehouse"

Names on FP Cards:	
--------------------	--

	Yes	No
Selling alcohol in response to written order (package stores)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mailing address and contact information different than in database (if yes, update database)?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
In "Good Standing" with CBPL (skip this and next question for sole proprietor)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Officers and stockholders match CBPL and database (if "No", determine if transfer necessary)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

LGB 1 Response: City of North Pole LGB 2 Response: Fairbanks North Star Borough

☐ Waive
 ☐ Protest
 ☐ Lapsed
 ☐ Waive
 ☐ Protest
 ☐ Lapsed

NOV





Alaska Alcoholic Beverage Control Board

## Form AB-17: 2021/2022 License Renewal Application

- This form and any required supplemental forms must be completed, signed by the licensee, and postmarked no later than 12/31/2020 per AS 04.11.270, 3 AAC 304.160, with all required fees paid in full, or a non-refundable \$500.00 late fee applies.
- Any complete application for renewal or any fees for renewal that have not been postmarked by 02/28/2021 will be expired per AS 04.11.540, 3 AAC 304.160(e).
- All fields of this application must be deemed complete by AMCO staff and must be accompanied by the required fees and all documents required, or the application will be returned without being processed, per AS 04.11.270, 3 AAC 304.105
- Receipt and/or processing of renewal payments by AMCO staff neither indicates nor guarantees in any way that an application will be deemed complete, renewed, or that it will be scheduled for the next ABC Board meeting.

### Establishment Contact Information

Licensee (Owner):	The North Pole Pub, LLC	License #:	780
License Type:	Beverage Dispensary		
Doing Business As:	North Pole Alehouse		
Premises Address:	2643 Old Richardson Hwy		
Local Governing Body:	City of North Pole		
Community Council:			

If your mailing address has changed, write the NEW address below:

Mailing Address:	828 8th Ave			
City:	Fairbanks	State:	Alaska	ZIP: 99701

### Section 1 – Licensee Contact Information

**Contact Licensee:** The individual listed below must be listed in Section 2 or 3 as an Official/Owner/Shareholder of your entity and must be listed on CBPL with the same name and title.

This person will be the designated point of contact regarding this license, unless the Optional contact is completed.

Contact Licensee:	Arlette Eagle Lavelle	Contact Phone:	907-378-2233
Contact Email:	arlette.lavelle@gmail.com		

**Optional:** If you wish for AMCO staff to communicate with anyone other than the Contact Licensee about your license, list them below:

Name of Contact:		Contact Phone:	
Contact Email:			

Name of Contact:		Contact Phone:	
Contact Email:			

Name of Contact:		Contact Phone:	
Contact Email:			





## Form AB-17: 2021/2022 License Renewal Application

## Section 2 – Entity or Community Ownership Information

**Sole Proprietors should skip this Section.**

Use the link from Corporations, Business and Professional Licensing (CBPL) below to assist you in finding the Entity #.

<https://www.commerce.alaska.gov/cbp/main/search/entities>

Alaska CBPL Entity #:	10107462
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**READ BEFORE PROCEEDING:** Any new or changes to Shareholders (10% or more), Managers, Corporate Officers, Board of Directors, Partners, Controlling Interest or Ownership of the business license must be reported to the ABC Board within 10 days of the change and must be accompanied by a full set of fingerprints on FBI-approved card stock, AB-08a's, payment of \$48.25 for each new officer with a date-stamped copy of the CBPL change per AS 04.11.045, 50 & 55, or a Notice of Violation will be issued to your establishment and your application will be returned.

The only exception to this is a Corporation who can meet the requirements set forth in AS 04.11.050(c).

**DO NOT LIST OFFICERS OR TITLES THAT ARE NOT REQUIRED FOR YOUR ENTITY TYPE.**

- Corporations of any type including non-profit must list ONLY the following:
  - All shareholders who own 10% or more stock in the corporation
  - Each President, Vice-President, Secretary, and Managing Officer regardless of percentage owned
- Limited Liability Corporations, of any type must list ONLY the following:
  - All Members with an ownership interest of 10% or more
  - All Managers (of the LLC, not the DBA) regardless of percentage owned
- Partnerships of any type, including Limited Partnerships must list ONLY the following:
  - Each Partner with an interest of 10% or more
  - All General Partners regardless of percentage owned

**Important Note:** All entries below must match our records, or your application will be returned per AS 04.11.270, 3 AAC 304.105. You must list full legal names, all required titles, phone number, percentage of shares owned (if applicable) and a full mailing address for each official of your entity whose information we require. If more space is needed: attach additional completed copies of this page. Additional information not on this page will be rejected.

Name of Official:	Arlette Eagle Lavelle				
Title(s):	Member	Phone:	907.378.2233	% Owned:	25
Mailing Address:	828 8th Ave				
City:	Fairbanks	State:	Alaska	ZIP:	99701

Name of Official:	Michael VanSickle				
Title(s):	Member	Phone:	907.347.4484	% Owned:	25
Mailing Address:	2235 Flight Street				
City:	North Pole	State:	Alaska	ZIP:	99705

Name of Official:	Xi Lin				
Title(s):	Member	Phone:	907.388.7000	% Owned:	25
Mailing Address:	431 Santa Claus Lane				
City:	North Pole	State:	Alaska	ZIP:	99705





## Form AB-17: 2021/2022 License Renewal Application

## Section 2 – Entity or Community Ownership Information

**Sole Proprietors should skip this Section.**

Use the link from Corporations, Business and Professional Licensing (CBPL) below to assist you in finding the Entity #.

<https://www.commerce.alaska.gov/cbp/main/search/entities>

Alaska CBPL Entity #:	
-----------------------	--

**READ BEFORE PROCEEDING:** Any new or changes to Shareholders (10% or more), Managers, Corporate Officers, Board of Directors, Partners, Controlling Interest or Ownership of the business license must be reported to the ABC Board within 10 days of the change and must be accompanied by a full set of fingerprints on FBI-approved card stock, AB-08a's, payment of \$48.25 for each new officer with a date-stamped copy of the CBPL change per AS 04.11.045, 50 & 55, or a Notice of Violation will be issued to your establishment and your application will be returned.

The only exception to this is a Corporation who can meet the requirements set forth in AS 04.11.050(c).

**DO NOT LIST OFFICERS OR TITLES THAT ARE NOT REQUIRED FOR YOUR ENTITY TYPE.**

- Corporations of any type including non-profit must list ONLY the following:
  - All shareholders who own 10% or more stock in the corporation
  - Each President, Vice-President, Secretary, and Managing Officer regardless of percentage owned
- Limited Liability Corporations, of any type must list ONLY the following:
  - All Members with an ownership interest of 10% or more
  - All Managers (of the LLC, not the DBA) regardless of percentage owned
- Partnerships of any type, including Limited Partnerships must list ONLY the following:
  - Each Partner with an interest of 10% or more
  - All General Partners regardless of percentage owned

**Important Note:** All entries below must match our records, or your application will be returned per AS 04.11.270, 3 AAC 304.105. You must list full legal names, all required titles, phone number, percentage of shares owned (if applicable) and a full mailing address for each official of your entity whose information we require. **If more space is needed: attach additional completed copies of this page. Additional information not on this page will be rejected.**

Name of Official:	Lane Keator			
Title(s):	Member	Phone:	(907) 707-6575	% Owned: 25
Mailing Address:	959 West Chena Hills Drive			
City:	Fairbanks	State:	Alaska	ZIP: 99709

Name of Official:				
Title(s):		Phone:		% Owned:
Mailing Address:				
City:		State:		ZIP:

Name of Official:				
Title(s):		Phone:		% Owned:
Mailing Address:				
City:		State:		ZIP:





## Form AB-17: 2021/2022 License Renewal Application

## Section 3 – Sole Proprietor Ownership Information

**Corporations, LLC's and Partnerships of ALL kinds should skip this section.**

**READ BEFORE PROCEEDING:** Any new or changes to the ownership of the business license must be reported to the ABC Board within 10 days of the change and must be accompanied by a full set of fingerprints on FBI approved cardstock, AB-08a's, payment of \$48.25 for each new owner or officer and a date stamped copy of the CBPL change per AS 04.11.045, or a Notice of Violation will be issued to your establishment and your application will be returned.

**Important Note:** All entries below must match our records, or your application will be returned per AS 04.11.270, 3 AAC 304.105. You must list full legal names, phone number, and mailing address for each owner or partner whose information we require.

If more space is needed, attach additional copies of this page. Additional owners not listed on this page will be rejected.

This individual is an: ☐ Applicant ☐ Affiliate

Name:				Contact Phone:	
Mailing Address:					
City:		State:		ZIP:	
Email:					

This individual is an: ☐ Applicant ☐ Affiliate

Name:				Contact Phone:	
Mailing Address:					
City:		State:		ZIP:	
Email:					

## Section 4 – License Operation

**Check ONE BOX for EACH CALENDAR YEAR** that best describes how this liquor license was operated:

- |   | 2019                                | 2020                                |
|---|-------------------------------------|-------------------------------------|
| 1. The license was regularly operated continuously throughout each year. (Year-round)   | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| 2. The license was only operated during a specific season each year. (Seasonal)<br><i>If your operation dates have changed, list them below:</i><br>_____ to _____  | <input type="checkbox"/>            | <input type="checkbox"/>            |
| 3. The license was only operated to meet the minimum requirement of 240 total hours each calendar year.<br><i>A complete AB-30: Proof of Minimum Operation Checklist, and all documentation must be provided with this form.</i>  | <input type="checkbox"/>            | <input type="checkbox"/>            |
| 4. The license was not operated at all or was not operated for at least the minimum requirement of 240 total hours each year, during one or both calendar years. <i>A complete Form AB-29: Waiver of Operation Application and corresponding fees must be submitted with this application for each calendar year during which the license was not operated.</i> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |

**If you have not met the minimum number of hours of operation in 2020, you are not required to pay the fees, however a complete AB-29 is required with Section 2 marked "OTHER" and COVID is listed as the reason.**

## Section 5 – Violations and Convictions

Have **ANY** Notices of Violation been issued for this license **OR** has **ANY** person or entity in this application been convicted of a violation of Title 04, 3AAC 304 or a local ordinance adopted under AS 04.21.010 in 2019 or 2020?

Yes ☒ No ☐

**If you checked YES, you MUST attach a list of all Notices of Violation and/or Convictions per AS 04.11.270(a)(2)**

**If you are unsure if you have received any Notices of Violation, contact the office before submitting this form.**





Alaska Alcoholic Beverage Control Board

Form AB-17: 2021/2022 License Renewal Application

Section 6 - Certifications

As an applicant for a liquor license renewal, I declare under penalty of perjury that I have read and am familiar with AS 04 and 3 AAC 304, and that this application, including all accompanying schedules and statements, are true, correct, and complete.

- I agree to provide all information required by the Alcoholic Beverage Control Board or requested by AMCO staff in support of this application and understand that failure to do so by any deadline given to me by AMCO staff will result in this application being returned and potentially expired if I do not comply with statutory or regulatory requirements.
- I certify that all current licensees (as defined in AS 04.11.260) and affiliates have been listed on this application, and that in accordance with AS 04.11.450, no one other than the licensee(s) has a direct or indirect financial interest in the licensed business.
- I certify that this entity is in good standing with Corporations, Business and Professional Licensing (CBPL) and that all entity officials and stakeholders are current and accurately listed, and I have provided AMCO with all required changes of Shareholders (10% or more), Managers, Corporate Officers/Board of Directors, Partners, Controlling Interest or Ownership of the business license, and have provided all required documents for any new or changes in officers.
- I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check identification of patrons have completed an alcohol server education course approved by the ABC Board and keep current, valid copies of their course completion cards on the licensed premises during all working hours, if applicable for this license type as set forth in AS 04.21.025 and 3 AAC 304.465.
- I certify that I have not altered the functional floor plan or reduced or expanded the area of the licensed premises, and I have not changed the business name from what is currently approved and on file with the Alcoholic Beverage Control Board.

I certify on behalf of myself or of the organized entity that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued.

*Arlette Eagle-Lavelle*  
Signature of licensee

*Arlette Eagle-Lavelle*  
Printed name of licensee

*Adriana F. Welch*  
Signature of Notary Public

Notary Public in and for the State of: Alaska

My commission expires: 04/20/2022

Subscribed and sworn to before me this 1st day of June, 2021.



Restaurant/Eating Place applications must include a completed AB-33: Restaurant Receipts Affidavit  
Recreational Site applications must include a completed Recreational Site Statement  
Tourism applications must include a completed Tourism Statement  
Wholesale applications must include a completed AB-25: Supplier Certification

All renewal and supplemental forms are available online

Any application that is not complete or does not include ALL required completed forms and fees will not be processed and will be returned per AS 04.11.270, 3 AAC 304.105.

FOR OFFICE USE ONLY

License Fee:	\$	Application Fee:	\$ 300.00	Misc. Fee:	\$
Total Fees Due:					\$

Department of Commerce, Community, and Economic Development

CORPORATIONS, BUSINESS & PROFESSIONAL LICENSING

State of Alaska / Commerce / Corporations, Business, and Professional Licensing / Search & Database Download / Corporations / Entity Details

ENTITY DETAILS

Name(s)

Type	Name
Legal Name	The North Pole Pub, LLC

Entity Type: Limited Liability Company

Entity #: 10107462

Status: Good Standing

AK Formed Date: 6/6/2019

Duration/Expiration: Perpetual

Home State: ALASKA

Next Biennial Report Due: 1/2/2023

Entity Mailing Address: 431 SANTA CLAUS LANE, NORTH POLE, AK 99705

Entity Physical Address: 2643 OLD RICHARDSON HWY, NORTH POLE, AK 99705

Registered Agent

Agent Name: Lane Keator

Registered Mailing Address: 959 WEST CHENA HILLS DRIVE, FAIRBANKS, AK 99709

Registered Physical Address: 959 WEST CHENA HILLS DRIVE, FAIRBANKS, AK 99709

Officials

☐ Show Former

AK Entity #	Name	Titles	Owned
	Arlette Eagle Lavelle	Member	25.00
	Lane Keator	Member	25.00
	Michael VanSickle	Member	25.00



AK Entity #	Name	Titles	Owned
	Xi Lin	Member	25.00

## Filed Documents

Date Filed	Type	Filing	Certificate
6/06/2019	Creation Filing	<a href="#">Click to View</a>	<a href="#">Click to View</a>
10/11/2019	Initial Report	<a href="#">Click to View</a>	
4/25/2021	Biennial Report	<a href="#">Click to View</a>	

Department of Commerce, Community, and Economic Development

DIVISION OF CORPORATIONS, BUSINESS & PROFESSIONAL LICENSING

State of Alaska / Commerce / Corporations, Business, and Professional Licensing / Search & Database Download / Business License / License #2088639

LICENSE DETAILS

License #: 2088639

Print Business License

Business Name: The North Pole Pub, LLC DBA North Pole Alehouse

Status: Active

Issue Date: 06/11/2019

Expiration Date: 12/31/2023

Mailing Address: 3211 Wyatt Road  
North Pole, AK 99705

Physical Address: 2643 Old Richardson Highway  
North Pole, AK 99705

Owners

The North Pole Pub, LLC

Activities

Line of Business	NAICS	Professional License #
72 - Accommodation and Food Services	722410 - DRINKING PLACES (ALCOHOLIC BEVERAGES)	

Endorsements

No Endorsements Found

License Lapse(s)

If this business license lapsed within the last four years the lapsed periods will appear below. Lapsed periods are the unlicensed period between an expiration date and renewal date.

Start Date

End Date



Start Date	End Date
1/1/2020	1/14/2021

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**From:** [Alcohol Licensing, CED ABC \(CED sponsored\)](#)  
**To:** [arlettelavelle@gmail.com](mailto:arlettelavelle@gmail.com)  
**Cc:** [Alcohol Licensing, CED ABC \(CED sponsored\)](#)  
**Subject:** #780 dba North Pole Alehouse 3/21/2019 NOV under old licensee Red Pants Inc  
**Date:** Wednesday, May 26, 2021 1:16:26 PM  
**Attachments:** [780-The Refinery Lounge, NOV AM190478\(3\).pdf](#)

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Good afternoon,

Thank you for speaking with me this afternoon. As we discussed I am attaching the 3/21/2019 NOV issued to the old licensee Red Pants Inc as well as their response. Please review the information and send it back to me when you are ready to submit the renewal application.

The deadline to make the agenda for the next board meeting is 6/4/2021 at noon. The next board meeting is scheduled for 6/22/2021.

Thank you again,

Kristina Serezhenkov  
Licensing Examiner  
Alcohol and Marijuana Control Office  
550 West 7<sup>th</sup> Avenue, Suite 1600  
Anchorage, Alaska 99501

907-269-0359



**From:** [Alcohol Licensing, CED ABC \(CED sponsored\)](#)  
**To:** ["arlettelavelle@gmail.com"](#); ["pkannenb@gmail.com"](#); ["ggkannenberg@gmail.com"](#)  
**Cc:** [Alcohol Licensing, CED ABC \(CED sponsored\)](#)  
**Subject:** #780 dba North Pole Alehouse Incomplete Renewal  
**Date:** Monday, May 24, 2021 3:43:00 PM  
**Attachments:** [#780 dba North Pole Alehouse Incomplete Renewal Application.pdf](#)  
[Blank Renewal Application.pdf](#)

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Good afternoon,

I have reviewed the renewal application submitted 12/16/2020. At this time, the application is considered incomplete. Please review the following for instructions on how to complete your application.

Special Notes: The renewal application was submitted prior to the effecuation of the transfer from Red Pants Inc to North Pole Pub LLC. We request that the new owners fill out and notarize the 4 page Renewal Application with their information. A blank renewal application is attached. There is no additional fee required.

When filling out the renewal application with the information of the new ownership please ensure that you do not make the following errors found in the intial application (attached for your reference).

#### AB-17 Establishment Contact Info:

- Correct the premises address. Our records show the premises address is 2643 Old Richardson Highway.
- Leave the Community Council line blank as there is no community council in your area.

#### AB-17 Section 5- Violations and Convictions:

- Answer this question as 'Yes' and provide a list on which you include the Notice of Violation received by this license on 3/21/2019 as indicated by

our records. If you do not have this notice and its response readily available please email our office a request to provide you with a copy.

Please make the necessary corrections on the attached documents and return to this email no later than close of business June 3, 2021. Completed documents (with the exception of fingerprint cards or payments) may be scanned and emailed, and questions or concerns may be sent to [alcohol.licensing@alaska.gov](mailto:alcohol.licensing@alaska.gov).

Thank you for your immediate diligence toward completing your application.

Kristina Serezhenkov  
Licensing Examiner  
Alcohol and Marijuana Control Office  
550 West 7<sup>th</sup> Avenue, Suite 1600  
Anchorage, Alaska 99501

907-269-0359