From: Marijuana Licensing (CED sponsored)
To: Green Elephant; Marijuana Licensing (CED sponsored)
Cc: Oates, Sarah D (CED)
Subject: RE: License #10844 supplemental document Green Elephant
Date: Wednesday, January 04, 2017 1:56:55 PM

Jennifer,

Thanks so much for your quick reply. We will consider this settled for now. You may or may not know that the board has opened a regulation project to define advertisement and address the role of logos in signage and ads. There is a good chance this murky area will be clearer later and maybe you will be able to do some things in the future that are a bit edgy right now.

I am glad that the board will be able to address your application at its next meeting.

Cindy

Cynthia Franklin, Director
Alcohol & Marijuana Control Office
907-269-0351

From: Green Elephant [mailto:greenelephantalaska@gmail.com]
Sent: Wednesday, January 04, 2017 1:03 PM
To: Marijuana Licensing (CED sponsored)
Cc: Oates, Sarah D (CED)
Subject: Re: License #10844 supplemental document Green Elephant

Hi Cynthia,

As I mentioned previously, we do not want this issue to hold up or negatively impact a decision on our license. It's not integral to our operation. I do want to be clear that I was not asserting that we should be able to put our logo on a sign not attached to the building. It was an inquiry — the AMCO staff have been fantastic about helping us find simple answers to sometimes complicated or uncertain scenarios. I trust your prediction and am not interested in furthering the issue.

Happy New Year,

Best, Jennifer

On Wed, Jan 4, 2017 at 12:09 PM, Marijuana Licensing (CED sponsored) <marijuana.licensing@alaska.gov> wrote:

Dear Jennifer,

The examining team passed your signage question along to me because it is the last piece to getting your application complete and I do not agree with your conclusion that you can place your logo on a sign that is not attached to the building. The regulations are clear that only retail signage is permitted and it must be attached to the building. I do not believe any of the creative alternatives

you suggest below relieve you from your duty as a licensee to strictly comply with the regulations, and I believe that allowing alternatives such as this will essentially gut the regulation and open the door to all kinds of signage.

Because we disagree on this, you have a couple of choices. You can abandon the concept of having signage on the sign away from the building. The other option is for me to take this to the board with your application, explain the situation, put all of the email correspondence in the packet, and propose that they vote on whether you having your store logo on a sign in front of your building but not attached to your building is a violation of the regulation and whether they will permit it or not. It is likely that the director will recommend against it, since it will open a Pandora's box of other licensees finding ways to get around the intent and wordage of the regulations.

Let me know which option you choose, and the examination team will determine your application complete and let me know whether to write a memo to the board on the signage question.

Thanks,

Cynthia Franklin, Director
Alcohol & Marijuana Control Office
907-269-0351

From: Green Elephant [mailto:greenelephantalaska@gmail.com]
Sent: Tuesday, January 03, 2017 12:19 PM
To: Marijuana Licensing (CED sponsored)
Subject: Re: License #10844 supplemental document Green Elephant

Good afternoon, Jane,

Thanks for the reminder. Time sure flies. The business license has been renewed for two more years.

Per our conversation on the phone this morning, here's our additional statement regarding the sign:

The sign post is already installed and holds a sign advertising the business that was previously in our building. We've covered it with a white board in the meantime, but it should not be permanent. Any changes to the sign will also require approval from the City and Borough of Juneau Community Development Department.

While state regulation says that we may do a number of things regarding the posting of signs, it also does not say that we can't make use of the existing sign post on our property. Since the regulation appears to apply to signs with the business name on them, are we instead allowed to only put our logo on the sign? Our logo is still being designed, but it will be in compliance with applicable and laws and regulations.

Another aspect to consider: part of our retail store will include non-cannabis products. If not allowed to use the standing sign for our cannabis retail, is there anything preventing us from creating another business within the retail space and displaying that on the sign? "Green Elephant Accessories," for example.

Obviously we do not want this issue to hold up or negatively impact a decision on our license. While we do believe our use of this sign would not violate law or regulation in letter or spirit, we are amenable to the board's opinion on this matter.

Happy New Year,

Best, Jennifer

On Tue, Jan 3, 2017 at 8:43 AM, Marijuana Licensing (CED sponsored) <marijuana.licensing@alaska.gov> wrote:
Good morning, Jennifer;

Couple more corrections for this applications are needed:

- MJ-01, page 12: the sign at the two-legged sign post is not allowed.

- Please renew your business license
https://www.commerce.alaska.gov/cbp/Main/BLDetail.aspx?id=1036860

Thank you
Jane
AMCO Staff
State of Alaska-DCCED
Alcohol and Marijuana Control Office (AMCO)
550 W 7th Avenue Ste. 1600
Anchorage, AK 99501
907-269-0350

From: Green Elephant [mailto:greenelephantalaska@gmail.com]
Sent: Monday, December 26, 2016 11:39 AM
To: Marijuana Licensing (CED sponsored)
Subject: License #10844 supplemental document Green Elephant

Good morning,

Please include the attached "10844 101 Mill St first floor restricted access-waste storage map" with our application for a retail license.

Best, Jennifer