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Eaglecrest beer and wine sales in flux after license denial from Alcohol Beverage Control Board



By Adelyn Baxter, KTOO | October 16, 2018 | Business , Juneau , Outdoors , State Government



The main lodge of Eaglecrest Ski Area on Douglas Island is at the base of the ski slopes rising in the background. (Photo by Adelyn Baxter/KTOO)

The state Alcohol Beverage Control Board has denied an application to begin selling beer

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The board voted unanimously Monday to deny the application.

Williams said Tuesday she was surprised by the decision and had already invested a significant amount of time and money into the business plan. She said she had been speaking daily with state regulators.

“If they were going to be this quick to deny the license, you know, why wouldn’t they have stopped the application process at its inception?” Williams said.

In a [memo to board members](#) Monday, Alcohol and Marijuana Control Office Director Erika McConnell said the application did not appear to meet the requirements of a recreational site license.

Among the reasons McConnell listed, she wrote that skiing and snowboarding “do not share the attributes of the examples listed in state statute.”

The Juneau Assembly [approved the plan](#) to start selling beer and wine at the ski mountain last year. The idea has been part of Eaglecrest’s master plan since 2012. At its meeting Monday, the Assembly waived its right to object to the specific license.

Eaglecrest General Manager Dave Scanlan said they will continue working with Williams. He’s staying optimistic about possible paths forward.

“What the timing’s going to be like? Not too sure, but we’re going to be moving full steam ahead on finishing up our renovation so our space is ready should we get approvals to operate,” Scanlan said.

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But she said she's open to looking at all options, especially if Eaglecrest's plan to become a year-round destination pans out.

"If it was going to be an operation that runs 95 days out of the year, I think that a seasonal, recreational site license was the best way to go," she said. "But looking at the big picture, maybe a beer and wine license is a good investment."

Although it seems likely the bar will not be operating this winter, Williams said she still hopes to create something the community will use and enjoy.



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