

DISTRICT OF COLUMBIA
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ALCOHOLIC BEVERAGE CONTROL BOARD
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MEETING

IN THE MATTER OF:

Pub Crawl
Date of Event: February 15, 2014
Applicant: Snow Day
Presidential Bar Crawl
Neighborhood: Dupont Circle
Size: 2,000
Fact Finding
Hearing
(Status)

Wednesday
February 5, 2014

The Alcoholic Beverage Control Board met in Alcoholic Beverage Control Hearing Room, Reeves Building, 2000 14th Street N.W., Washington, D.C., Chairperson Ruthanne Miller presiding.

PRESENT:
RUTHANNE MILLER, Chairperson
NICK ALBERTI, Member
DONALD BROOKS, Member
HECTOR RODRIGUEZ, Member
MICHAEL SILVERSTEIN, Member
JAMES SHORT, Member
HERMAN JONES, Member

ALSO PRESENT:

Kofi Apraku, ABRA Investigator

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(11:26 a.m.)

CHAIRPERSON MILLER: Okay, that brings us to our fact finding hearings. Is someone here for Snow Day Presidential Bar Crawl?

MS. KIRK: Yes, ma'am, I am.

CHAIRPERSON MILLER: Oh good. Come on forward.

MS. KIRK: Is there a sign-n sheet?

CHAIRPERSON MILLER: Have a seat. It doesn't really matter, but I guess, over here, to my right.

MS. KIRK: Okay.

CHAIRPERSON MILLER: Thanks.

(Off the record comments)

CHAIRPERSON MILLER: Good morning.

MS. KIRK: Good morning.

CHAIRPERSON MILLER: Thank you for your patience here. Sometimes cases take a little bit longer than we expect. So would

1 you identify yourselves for the record? Oh,
2 and we have our investigator here, as well.

3 MS. KIRK: Yes, ma'am, my name is
4 Cheryl Kirk. I'm here on behalf of Kevin
5 Kirk. He was unable to make it due to being
6 caught at the cancellations of flights through
7 the snow.

8 CHAIRPERSON MILLER: Oh. Okay.
9 And do you want to introduce yourself?

10 MR. APRAKU: I am Investigator
11 Kofi Apraku, I'm with the Alcoholic Beverage
12 Regulation Administration.

13 CHAIRPERSON MILLER: Okay, so this
14 involves a pub crawl in Dupont Circle. Have
15 you done pub crawls before?

16 MS. KIRK: Yes, ma'am. We
17 successfully had one. We were in front of the
18 Board back in, I believe, either October or
19 November of 2013, and we had a pub crawl on
20 the 21st of December in the same area.

21 CHAIRPERSON MILLER: Dupont?

22 MS. KIRK: Which went very

1 successfully. And so we're now proceeding to
2 request for another pub crawl, which is for
3 presidential weekend, the 15th of February.

4 We're expecting about 2000 to
5 participate. The one of the 21st we capped at
6 5,000. We basically had the pub crawl from,
7 the time was from 1:00 p.m. to 8:00 p.m.

8 We stopped all banding, you know,
9 arm bands, at 5 o'clock and both registration
10 sites we turned away over 200 people that came
11 late.

12 CHAIRPERSON MILLER: Wow.

13 MS. KIRK: So we were very clear
14 about stopping at 5:00 p.m., as we had, you
15 know, promised we would, per the permits and
16 so forth.

17 And so I would think the word is
18 out that if you're not there by basically five
19 till 5:00 p.m. in line and we cut it off,
20 you're not going, and you've paid your money,
21 you're not going to be walking in.

22 CHAIRPERSON MILLER: So it goes

1 until 8:00 p.m., but you stop the registration
2 at 5:00 p.m.?

3 MS. KIRK: Yes.

4 CHAIRPERSON MILLER: Okay. This
5 is your third pub crawl in how much time?

6 MS. KIRK: Third, well actually,
7 it'll be the fourth --

8 CHAIRPERSON MILLER: Fourth?

9 MS. KIRK: -- pub crawl.

10 CHAIRPERSON MILLER: Okay.

11 MS. KIRK: So we had one in 2013,
12 one in 2012 and one in 2011.

13 CHAIRPERSON MILLER: Okay. And
14 you haven't any problems?

15 MS. KIRK: We've had no problems
16 at all. Actually, when I think about people
17 standing in line for up to 20 minutes to check
18 in, no issues, no complaints. I was actually
19 very, very pleased.

20 CHAIRPERSON MILLER: Okay, that's

21 --

22 MS. KIRK: We had that same

1 mentality across all the pub crawls. So we've
2 had no issues whatsoever. And we have
3 notified the local police district, special
4 operations, and have had their confirmation
5 that they are in agreement with no concerns.

6 CHAIRPERSON MILLER: Fantastic.
7 Okay. And are these the same establishments
8 participating?

9 MS. KIRK: Yes they are.

10 CHAIRPERSON MILLER: Okay. All
11 right, Mr. Apraku, do you want to add
12 anything? We you familiar with the previous
13 pub crawls?

14 MR. APRAKU: I was not. I guess
15 this one operated under a different name,
16 correct? Is this the first time you're doing
17 the Snow Day?

18 MS. KIRK: No, sir. This is --

19 MR. APRAKU: This is not the first
20 time, okay.

21 MS. KIRK: This is, but we're
22 doing the same Snow Day Presidential.

1 MR. APRAKU: Okay.

2 MS. KIRK: Only because it's on
3 President's weekend.

4 MR. APRAKU: I wasn't familiar
5 with the bar crawls before, but I did check up
6 on all the establishments involved and all of
7 them are okay to participate in the bar crawl.

8 CHAIRPERSON MILLER: Great. Okay.
9 I know I didn't get to the real security
10 questions, but Mr. Alberti, do you have some
11 questions?

12 MEMBER ALBERTI: Yes, quickly.

13 CHAIRPERSON MILLER: Okay.

14 MEMBER ALBERTI: Just sort of, how
15 much are the tickets and what do you get for
16 your entry fee?

17 MS. KIRK: So basically, the
18 tickets anywhere between \$10 and \$15,
19 depending on the time frame you're purchasing
20 your tickets.

21 You're receiving a mug, so we
22 provide a mug. You get your wrist band and

1 basically you're receiving your drinks at a
2 reduced price.

3 So if you're normally paying, you
4 know, \$7 to \$8 a beer, then you would be
5 paying \$2 to \$2.50 beer. This is not an all
6 you can drink.

7 We have, with all of the
8 establishments, there are very clear
9 guidelines with the bartenders that if they do
10 find that they have somebody, you know, or
11 people that are over indulging that they will
12 stop serving them.

13 MEMBER ALBERTI: So they're going
14 to be walking from bar to bar with the mug,
15 right?

16 MS. KIRK: Yes, sir.

17 MEMBER ALBERTI: And they're
18 expected to get their drinks in that mug?

19 MS. KIRK: Yes, sir.

20 MEMBER ALBERTI: What's the mug
21 look like?

22 MS. KIRK: It's actually, it's the

1 clear mug. And then actually when it does
2 have any type of liquid in it, it actually
3 changes color.

4 So that way the local police can
5 see if there's anything in it, from that
6 perspective. So we've made sure that we, you
7 know, worked with the guidelines and concerns
8 that anybody may have.

9 The other point is that if
10 anybody's coming outside of the establishment
11 that they actually have a bucket at each one
12 that they basically turn the mug over to make
13 sure that it is empty when they leave the
14 establishment.

15 MEMBER ALBERTI: And do you have a
16 central contact number for these licenses to
17 contact the organizers if they need to for
18 anything?

19 MS. KIRK: Oh, absolutely.
20 Absolutely. And so my number, in fact, it
21 should be on the application. It's actually
22 either Kevin's or myself.

1 So there's two numbers to reach
2 and we will both be onsite, so that way if
3 there's any concerns we can move to a
4 different establishment, if we need to, to
5 handle any issues. Do I need to give you
6 another phone number?

7 CHAIRPERSON MILLER: No, I --

8 MEMBER ALBERTI: No ***11:33:19.

9 MS. KIRK: Okay.

10 MEMBER ALBERTI: So will you, as
11 organizers, have people that are with your
12 organization at the two sign-in sections?

13 MS. KIRK: Oh, absolutely. We
14 staff it with ten to 15 people per
15 registration site. And then we also, what we
16 do is time, as time basically decreases and
17 the lines slow, we actually move those people
18 out to the other establishments to confirm
19 with the management that if there are no
20 issues.

21 MEMBER ALBERTI: Okay. Thank you.

22 MS. KIRK: Thank you.

1 CHAIRPERSON MILLER: Mr.
2 Silverstein.

3 MEMBER SILVERSTEIN: This goes
4 half a block from me, Front Page is half a
5 block from my house. And your previous events
6 have had no problems at all, staff my lawn,
7 otherwise, good luck. No problems at all.

8 MS. KIRK: Thank you.

9 CHAIRPERSON MILLER: I just want
10 to ask a couple of follow-up questions. And
11 I really haven't focused on your security
12 plans because I see that they're written up in
13 the application and they've been operation for
14 the last few times, so that's why I'm not, you
15 know, questioning too much on that. But I did
16 want to follow-up on Mr. Alberti's question
17 about your contact numbers.

18 MS. KIRK: Yes.

19 CHAIRPERSON MILLER: Do you
20 provide them for participants and the
21 establishments, in the event that there's an
22 emergency or ***11:34:38.

1 MS. KIRK: Actually no, they have,
2 the participants have our phone numbers, the
3 establishments have our phone numbers and so
4 do the police.

5 CHAIRPERSON MILLER: So how --

6 MS. KIRK: All the security
7 personnel.

8 CHAIRPERSON MILLER: How do the
9 participants have your phone numbers, do they
10 get a flyer, or where do they get it?

11 MS. KIRK: So the other piece that
12 they would receive is they have a map.

13 CHAIRPERSON MILLER: They get a
14 map, good.

15 MS. KIRK: They get the map and
16 obviously on the other side is the responsible
17 rules for drinking.

18 CHAIRPERSON MILLER: Good, okay.

19 MS. KIRK: We also team with Uber,
20 so from the perspective of them having a taxi
21 opportunity they actually, Uber gives them a
22 \$50 certificate if they're signing up for, you

1 know, the first time. If they're a returning
2 customer they get 50 percent off of where ever
3 they're going to be able to get home.

4 So we're trying to make sure that
5 there's all safety features associated with
6 that. So from the standpoint of having any
7 concerns with contacting us, we're basically
8 picking up the phone.

9 Now if I've got people that are
10 talking about getting tickets and so forth
11 then I'm just going to basically going to send
12 them to the ticket website.

13 But if it's associated, which we
14 did have some people calling, actually,
15 calling the bars because they were all
16 concerned that they couldn't get any further
17 tickets.

18 We had actually stopped the ticket
19 sales on December 21st, of 2013, because they
20 had, they were just overflowing. And so we
21 actually, even with on one of the sites we
22 actually put them so high that people would

1 not purchase them, because we want to make
2 sure that we're keeping this within the
3 controls and the confines.

4 CHAIRPERSON MILLER: And how much
5 is a ticket?

6 MS. KIRK: A ticket right now is
7 at \$15.

8 CHAIRPERSON MILLER: Okay. And
9 I'm sorry, what did you say your number, I see
10 a number on the application --

11 MS. KIRK: Two thousand.

12 CHAIRPERSON MILLER: Three
13 thousand?

14 MS. KIRK: Two thousand.

15 CHAIRPERSON MILLER: Two thousand,
16 okay. So you definitely cut it off, all
17 right. And where do you advertise?

18 MS. KIRK: Advertised on Facebook,
19 is predominately the social network of choice.

20 (Off the record comments)

21 MS. KIRK: And then we've got the
22 website, it's snowdaydc.com.

1 CHAIRPERSON MILLER: Okay.

2 MEMBER ALBERTI: Okay.

3 CHAIRPERSON MILLER: Any other
4 questions? Okay. All right then, I would
5 move that we approve this application for a
6 pub crawl, is that a second?

7 MEMBER SILVERSTEIN: Second.

8 CHAIRPERSON MILLER: Mr.
9 Silverstein seconded the motion. All those in
10 favor say aye.

11 (Chorus of ayes)

12 CHAIRPERSON MILLER: All those
13 opposed? All those abstaining? Motion passes
14 7-0-0. Okay, we'll just sign-off on this and
15 that'll be it.

16 MS. KIRK: Thank you, everyone.

17 CHAIRPERSON MILLER: Thank you.

18 (Off the record comments)

19 (Whereupon, at 11:37 a.m., the
20 fact finding hearing was adjourned.)

21

22

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