

DISTRICT OF COLUMBIA
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ALCOHOLIC BEVERAGE CONTROL BOARD
+ + + + +
MEETING

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IN THE MATTER OF: :

Temporary License Application :

Date of Event: June 1, 2013 : Fact-

Applicant: Janelle Pierson, : Finding

on Behalf of Washington Area : Hearing

Bicycle Association :

Neighborhood: The Yards Park, :

10 Water Street, SE :

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May 8, 2013

The Alcoholic Beverage Control Board met in the Alcoholic Beverage Control Hearing Room, Reeves Building, 2000 14th Street, N.W., Suite 400S, Washington, D.C. 20009, Chairperson Ruthanne Miller, presiding.

PRESENT:

- RUTHANNE MILLER, Chairperson
- NICK ALBERTI, Member
- DONALD BROOKS, Member
- HERMAN JONES, Member
- MIKE SILVERSTEIN, Member

ALSO PRESENT:

- BRIAN MOLLOY, ABRA Investigator

1 P-R-O-C-E-E-D-I-N-G-S

2 (10:15 a.m.)

3 CHAIRPERSON MILLER: Okay. Our
4 next Fact-Finding Hearing is a temporary
5 license application by Janelle Pierson on
6 behalf of Washington Area Bicycle Association.

7 MS. PIERSON: May I approach the
8 Board with our site map and what we have here?

9 MEMBER ALBERTI: Ms. Walker will
10 get it from you.

11 CHAIRPERSON MILLER: So when you
12 are ready, if you would introduce yourselves
13 for the record?

14 MS. PIERSON: Yes, I'm Janelle
15 Pierson. I'm outreach coordinator for the
16 Washington Area Bicyclist Association and co-
17 coordinating the Tour de Fat Bicycle Festival.

18 CHAIRPERSON MILLER: Great.

19 MR. GRUBER: And I am Paul Gruber.
20 I'm the operations manager for the Tour de
21 Fat. I work with the New Belgian Brewing
22 Company.

1 CHAIRPERSON MILLER: Okay.

2 INVESTIGATOR MOLLOY: Investigator
3 Brian Molloy, ABRA.

4 CHAIRPERSON MILLER: All Right.

5 So similar to the previous Fact-Finding
6 Hearing, could you start off with just a brief
7 overview of your event?

8 MR. GRUBER: Yes, ma'am.

9 CHAIRPERSON MILLER: Okay.

10 MR. GRUBER: We are a National
11 Touring Festival. We go to 12 cities. We
12 partner with local bicycle nonprofits in all
13 the cities that we go to to help them raise
14 money and awareness for their missions.

15 This will be our second year in
16 D.C., our second year in Yards Park and the
17 fourth overall year for our festival.

18 CHAIRPERSON MILLER: Okay. How
19 many people do you expect to get?

20 MR. GRUBER: We are --

21 CHAIRPERSON MILLER: Or how many--

22 MR. GRUBER: -- hoping for 3,500

1 people this year.

2 CHAIRPERSON MILLER: Okay. How
3 many did you get last years? Do you know?

4 MR. GRUBER: About 2,500.

5 CHAIRPERSON MILLER: Were there
6 any problems last year?

7 MR. GRUBER: No, ma'am.

8 CHAIRPERSON MILLER: Okay. Are
9 you doing things the same way this year as
10 last year or are you doing some things
11 differently?

12 MR. GRUBER: Everything is the
13 same for the most part. Our venue layout has
14 changed slightly this year. We are using more
15 of the east lawn at Yards Park. Last year
16 that was mostly marking for us. This year it
17 is going to be event space and then with the
18 long steps. So the only logistical change
19 would be the venue layout.

20 CHAIRPERSON MILLER: Okay. And so
21 how does the drinking mix with the bicycling?

22 MS. PIERSON: Well, this event --

1 CHAIRPERSON MILLER: Yes.

2 MS. PIERSON: -- is an all age
3 show. It is family-friendly. We are using
4 this to encourage bicycling for your
5 lifestyle, so it starts out with a bicycle
6 parade at 11:00 a.m. And really the parade is
7 for bicyclists age 3 to 85 in the city.

8 CHAIRPERSON MILLER: Okay.

9 MS. PIERSON: Folks come in, check
10 their bicycle at the bicycle valet.
11 Immediately they are in a line to be IDed and
12 wristbanded. And then throughout the day,
13 encouraged to enjoy the festival. There is
14 art and music going on throughout the day,
15 performances by acts and then drinking.

16 CHAIRPERSON MILLER: Okay. So
17 they are not actually biking or are they
18 biking just in the parade?

19 MS. PIERSON: They are biking in
20 the parade and then bicycles remain off-site
21 or rather on-site in the bike valet throughout
22 the duration of the event.

1 CHAIRPERSON MILLER: Okay.

2 MR. GRUBER: We go have one area
3 we call the bike pit where we have some art
4 bicycles that people are encouraged to go ride
5 and play on, but we build this as more of a
6 bike festival with beer, than a beer festival
7 with bikes. So that the beer is sort of
8 pushed to the background and is there to help
9 raise money, but it's not as the central
10 tenant of the event.

11 CHAIRPERSON MILLER: And is the
12 money raised for the biking association or is
13 it raised for something else?

14 MS. PIERSON: Correct. We collect
15 donations before the parade and then all of
16 the net proceeds from the beer are donated to
17 four local nonprofits: The Washington Area
18 Bicyclist Association, Black Women Bike D.C.,
19 The Fairfax Advocate for Better Bicycling, The
20 Mid-Atlantic Off-Road Enthusiasts and Phoenix
21 Bikes, a local bike co-op.

22 CHAIRPERSON MILLER: And are you

1 having other drinks like soft drinks?

2 MR. GRUBER: Our food vendors --
3 we are partnering with five food trucks this
4 year. They will be offering non-alcoholic
5 beverages.

6 CHAIRPERSON MILLER: Okay.

7 MR. GRUBER: And then we provide
8 free water to all attendees.

9 CHAIRPERSON MILLER: Okay. Great.

10 MS. PIERSON: There are water
11 stations and then the volunteers who are
12 running the water stations walk around
13 throughout the event handing out water.

14 CHAIRPERSON MILLER: And what's
15 your wristband system?

16 MR. GRUBER: The wrist -- so we
17 have similar to the previous group, we have
18 TIPS trained volunteers at the wristband
19 station and so it's a free event. Everybody
20 is welcome, all ages. You go to the tent, the
21 wristband tent to prove ID and your wristband
22 is only for alcohol. And then you go to a

1 separate tent with your wristband to purchase
2 wooden nickels that are then used at a third
3 location to turn in the wooden nickels for a
4 beer.

5 So at any one of those locations,
6 you can be stopped and asked again to prove ID
7 if there is a question.

8 CHAIRPERSON MILLER: Is the
9 proceedings only from the beer for -- as a
10 donation or is it from the whole festival?

11 MS. PIERSON: From parade
12 registration, we are asking people to donate,
13 a suggested donation of \$5 to \$10 from beer
14 and then there is on-site merchandise sale.

15 CHAIRPERSON MILLER: Okay.

16 MS. PIERSON: As well as all of
17 the local nonprofits have a presence and they
18 are encouraged to talk about our organization
19 to encourage membership and donations and that
20 is all divided up between the nonprofits.

21 CHAIRPERSON MILLER: Okay. And
22 what is -- I mean, do you have some security?

1 MR. GRUBER: We do. I'm sorry, I
2 forget the name of the company.

3 MS. PIERSON: The Watkins Security
4 Agency.

5 MR. GRUBER: And we are bringing
6 in 30 to 35 of those T-shirt security and then
7 they will be at the exits and entrances
8 keeping people, you know, with beverages
9 inside the venue and then also roaming the
10 grounds just keeping a general eye on the
11 proceedings.

12 CHAIRPERSON MILLER: Okay. And
13 did you coordinate with MPD and others?

14 MR. GRUBER: I have been working
15 with DCRA on the whole permitting process, so
16 we have been -- we were not required to do
17 off-duty, but we have been coordinating with
18 them and EMS and fire and I'm actually heading
19 to DCRA after this to finish up the permit
20 there.

21 CHAIRPERSON MILLER: Okay. I
22 didn't understand about MPD. Are you

1 coordinating with them or no?

2 MR. GRUBER: It was not on my list
3 of contacts through DCRA with Laverne Stewart,
4 because it is Yards Park, but we are certainly
5 happy to coordinate with them. And we have
6 been working with BID on, you know, what their
7 security is while down there.

8 CHAIRPERSON MILLER: Okay. So
9 somebody told you it's not required to
10 coordinate with MPD because you are working
11 with the Yards BID? Is that what you said?

12 MR. GRUBER: Yes.

13 CHAIRPERSON MILLER: And they have
14 security teams?

15 MR. GRUBER: Yes. I have been
16 working with Laverne Stewart at the DCRA --

17 CHAIRPERSON MILLER: Okay.

18 MR. GRUBER: -- as a special event
19 coordinator and on the list of contacts they
20 had, MPD was not included in that list of
21 sign-offs.

22 CHAIRPERSON MILLER: Okay. Other

1 Board Members have questions?

2 MEMBER ALBERTI: Yes.

3 CHAIRPERSON MILLER: Yes, Mr.

4 Alberti?

5 MEMBER ALBERTI: Just a few
6 questions. So the parade starts at 11:00?

7 MR. GRUBER: Correct.

8 MEMBER ALBERTI: And will you be
9 serving alcoholic beverages before that?

10 MR. GRUBER: No, sir.

11 MS. PIERSON: No.

12 MEMBER ALBERTI: When will you
13 start to serve alcoholic beverages?

14 MR. GRUBER: Noon.

15 MEMBER ALBERTI: Okay.

16 MR. GRUBER: And then last call at
17 4:30.

18 MEMBER ALBERTI: Okay. So
19 everybody goes out on the ride, comes back and
20 then the festivities and the fun starts?

21 MR. GRUBER: Yes, correct.

22 MEMBER ALBERTI: Okay. Are you

1 serving, I'll say, unique cups for the beer,
2 that that could be distinguished from any
3 other beverage?

4 MR. GRUBER: Yes, sir. We have
5 compostable horn cups that are branded toward
6 Fat and that's what the beer will be served
7 in.

8 MEMBER ALBERTI: Okay. So -- all
9 right. So if you see anyone with alcoholic
10 beverages in anything else --

11 MR. GRUBER: Yes.

12 MEMBER ALBERTI: -- they will be
13 looking for that. All right. And the last
14 question. What's the Lips of Faith?

15 MR. GRUBER: Lips of Faith is --
16 so within the New Belgian portfolio of beer,
17 we have Fat Tire and Friends which is our --
18 the most often that you see. Then we have our
19 Explorer series and then Lips of Faith is our
20 most esoteric beers where our brewmasters get
21 to sort of play with crazy ingredients.

22 MEMBER ALBERTI: Okay.

1 MR. GRUBER: And so that's a
2 lounge where we are doing that.

3 MEMBER ALBERTI: Thank you. I was
4 just curious. Thank you.

5 MR. GRUBER: No worries. I love
6 to tell that story.

7 CHAIRPERSON MILLER: Other Board
8 questions? Mr. Molloy, do you have some
9 questions?

10 INVESTIGATOR MOLLOY: I do. Thank
11 you.

12 CHAIRPERSON MILLER: Okay.

13 INVESTIGATOR MOLLOY: So
14 initially, you will be checking IDs at the
15 main entrance on the map down here?

16 MR. GRUBER: No, the ID check will
17 be at the tokens/wristband tent.

18 INVESTIGATOR MOLLOY: Okay.

19 MR. GRUBER: So everybody will
20 have to go to that area to get checked and
21 IDed before they can go to the beer station.

22 INVESTIGATOR MOLLOY: All Right.

1 And at the -- so at that location, you get
2 your ID checked. You get your wristband and
3 then you purchase the wooden nickels?

4 MR. GRUBER: Correct. They are on
5 opposite sides of the tent, so you would come
6 up to one side, get your wristband. Yes, so
7 it's --

8 INVESTIGATOR MOLLOY: Two separate
9 lines?

10 MR. GRUBER: Yes, it's two. Yep,
11 exactly.

12 INVESTIGATOR MOLLOY: And then
13 down here, that's the only place where
14 alcoholic beverages can be purchased?

15 MR. GRUBER: Correct.

16 INVESTIGATOR MOLLOY: All Right.
17 What instructions do the vendors there have?
18 Like is it one beer per person?

19 MR. GRUBER: Yes, yes.

20 INVESTIGATOR MOLLOY: No one can
21 order two?

22 MR. GRUBER: Yes, one. Yes, one

1 nickel, one beer, one wristband.

2 INVESTIGATOR MOLLOY: Okay.

3 MR. GRUBER: The only exception to
4 that, and this varies case-by-case, if you see
5 somebody come up there and his wife is holding
6 the 2 year-old in her arms 10 feet away and
7 you can see that wristband on the wife, that
8 would be the only exception to that rule.
9 Just we try to accommodate the families if we
10 can.

11 INVESTIGATOR MOLLOY: Okay.

12 MR. GRUBER: If that -- if there
13 is a question to that, we, you know, make them
14 do the switch.

15 INVESTIGATOR MOLLOY: Okay. Yes,
16 so, basically, in that exception it's just
17 barely --

18 MR. GRUBER: As long as you can
19 see both wristbands --

20 INVESTIGATOR MOLLOY: Yes.

21 MR. GRUBER: -- and so it's one
22 beer.

1 INVESTIGATOR MOLLOY: Yes. All
2 Right.

3 MS. PIERSON: Can I clarify this?
4 I believe the alcohol will also be served in
5 multiple locations.

6 MR. GRUBER: Oh, yes, sorry. And
7 the Lips of Faith will be the same way. The
8 Lips of Faith Lounge will have a limited
9 number of kegs in there. One keg for four
10 different brands pouring at different
11 intervals throughout the day. And it's --
12 those are actually a 10 ounce pour and it's
13 the same program in there.

14 One wooden nickel, one wristband,
15 one beer.

16 INVESTIGATOR MOLLOY: All Right.
17 And the same style of cups will be used
18 across --

19 MR. GRUBER: Yes, yes. Just
20 different sizes, same style of cup.

21 INVESTIGATOR MOLLOY: Right.

22 MR. GRUBER: Same style of cup,

1 different size.

2 INVESTIGATOR MOLLOY: All Right.
3 So Watkins Security, who you will be using,
4 will they be wearing uniforms?

5 MR. GRUBER: They will be wearing
6 uniforms. I believe they are like the bright
7 yellow shirt with the security tag on it.

8 INVESTIGATOR MOLLOY: Okay. Then
9 besides the main entrance, where are the other
10 entrances and exits?

11 MR. GRUBER: That's next to the
12 main stage.

13 INVESTIGATOR MOLLOY: Oh, main
14 stage.

15 MR. GRUBER: So you can see all
16 the -- all of the arrows represent the
17 emergency exits and then the main entrance is
18 on 4th Street there.

19 INVESTIGATOR MOLLOY: Gotcha.

20 MR. GRUBER: And people will be
21 able to come. I don't think we are going to
22 have hard closures on those, on those exits

1 along the boardwalk, but we will have four
2 security at each of those to help monitor
3 those ins and outs there.

4 We want people to be able to go
5 and enjoy the rest of the park, but not take
6 the beer with them.

7 INVESTIGATOR MOLLOY: Okay. And
8 then has Watkins made assurances to you about
9 their ID training?

10 MR. GRUBER: I believe they have
11 done TIPS training, but we are not relying on
12 them on checking any IDs. We bring in all of
13 our own TIPS trained.

14 INVESTIGATOR MOLLOY: Okay. So
15 Watkins will only be --

16 MR. GRUBER: Yes, they will only
17 be --

18 INVESTIGATOR MOLLOY: -- security?

19 MR. GRUBER: -- yes. They will be
20 perimeter security.

21 INVESTIGATOR MOLLOY: All Right.

22 MR. GRUBER: And then helping

1 inside as well. I have a staff member that is
2 a TIPS trainer and he trains all of the WABA
3 volunteers.

4 INVESTIGATOR MOLLOY: Okay. I
5 believe that's all my questions.

6 CHAIRPERSON MILLER: Okay. Any
7 other Board questions? Do you all have any
8 questions?

9 MR. GRUBER: No, ma'am.

10 CHAIRPERSON MILLER: Okay. Well,
11 it looks good and you did it last year and
12 there were no problems. So I'm going to move
13 that we approve this application for the event
14 on June 1, 2013 on behalf of Washington Area
15 Bicycle Association, a temporary license
16 application.

17 Do I have a second?

18 MEMBER BROOKS: Second.

19 CHAIRPERSON MILLER: Mr. Brooks
20 has seconded the motion. All those in favor
21 say aye.

22 ALL: Aye.

1 CHAIRPERSON MILLER: All those
2 opposed? All those abstaining? Then the
3 motion passes 4-0-0.

4 MS. PIERSON: Thank you very much.

5 CHAIRPERSON MILLER: You're
6 welcome. Thanks for coming down.

7 MR. GRUBER: Thank you.

8 CHAIRPERSON MILLER: Have a great
9 event.

10 MS. PIERSON: Hope you can join
11 us, Saturday, June 1st.

12 MR. GRUBER: It actually really
13 is --

14 CHAIRPERSON MILLER: Yes, you
15 never know.

16 MR. GRUBER: -- really fun. It is
17 a really fun day and it's hard to even explain
18 what it is all about. You have to see it.

19 CHAIRPERSON MILLER: You don't
20 have to bike there to come, right?

21 MR. GRUBER: Yes, no, no. You do
22 not. We want everybody.

1 CHAIRPERSON MILLER: Okay.

2 MR. GRUBER: So but it's a really
3 -- we have giant games and it's all meant to
4 be interactive to get people engaged.

5 CHAIRPERSON MILLER: That's great.

6 Thank you.

7 MEMBER JONES: Are tricycles
8 allowed?

9 MR. GRUBER: Oh, yes.

10 MEMBER ALBERTI: Maybe an adult
11 one, a big one.

12 MEMBER JONES: No, little.

13 (Whereupon, the Fact-Finding
14 Hearing in the above-entitled matter was
15 concluded at 10:28 a.m.)

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