

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

IN THE MATTER OF:

Pub Crawl

Applicant: Toni Fisher Fact Finding

Dates of Event: July 5, 2014 Hearing
through December 27, 2014

Event: GoCity Events

(Merrifield Venture
Partners, LLC)

Neighborhood: Multiple

Licensed Premises

Size of Event: 500-2500

June 4, 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

JAMES SHORT, Member

ALSO PRESENT:

Jason Peru, Investigator, ABRA

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

(11:16 a.m.)

CHAIR MILLER: Okay, the next fact finding hearing on our calendar is for a pub crawl for GoCity Events, Merrifield Venture Partners, LLC. Well, why don't -- You got --

MR. HARRIGAN: Oh, I'm sorry.

CHAIRPERSON MILLER: All right, we won't hold it against you. Okay, so when you get settled, if you could identify yourselves for the record. Yes.

MR. HARRIGAN: My name is Michael Harrigan.

CHAIRPERSON MILLER: Michael, what's your last name?

MR. HARRIGAN: Harrigan, H-A-R-R-I-G-A-N with GoCity Events.

MS. FISHER: I'm Toni Fisher.

CHAIRPERSON MILLER: Okay. Are you also with GoCity Events?

MS. FISHER: GoCity Events.

CHAIRPERSON MILLER: Okay. And --

1 INVESTIGATOR PERU: Investigator
2 Jason Peru with ABRA.

3 CHAIRPERSON MILLER: Okay. So
4 this is for a pub crawl but what seems unusual
5 about it from our experience is that it looks
6 like you want to apply for weekly Saturdays
7 beginning July 5th, 2014, going through
8 December 27th, 2014, is that right?

9 MR. HARRIGAN: Correct. We'll
10 probably start later than that but --

11 CHAIRPERSON MILLER: It'll start
12 later?

13 MR. HARRIGAN: Right.

14 CHAIRPERSON MILLER: Okay. And I
15 have in my notes that you'll have 22
16 establishments participating. Is that
17 correct?

18 MR. HARRIGAN: That would be the
19 maximum that we would have.

20 MS. FISHER: Well I think, yes. I
21 know that we submitted the pub crawl
22 application for our event but I think we see

1 our event as being a little bit different than
2 what a typical pub crawl is currently here in
3 the city.

4 CHAIRPERSON MILLER: Okay. Why
5 don't you describe that, yes.

6 MS. FISHER: Okay, so can I give
7 you a little bit of a description?

8 CHAIRPERSON MILLER: Yes.

9 MS. FISHER: Basically what we're
10 planning to do would be it's more centered
11 around craft beer which is kind of the current
12 trend right now. So what we're trying to do
13 is introduce craft beers to people here in
14 D.C., local residents and tourists as well.

15 So the weekly event is going to be
16 really centered around a little bit of beer
17 education and trying the new craft beers, some
18 of them being from local breweries and also
19 just national breweries, you know, from around
20 our country.

21 So that's the program. So I think
22 it's a little more of a more sophisticated,

1 little bit of a softer type of a crawl and it
2 would be weekly on Saturday afternoons is what
3 we were planning on working between the 2 to
4 8 o'clock window time frame on Saturdays.

5 So that's kind of the premise of
6 the event so I think it falls within being a
7 pub crawl style event but, again, a little
8 different I think.

9 MR. HARRIGAN: More of a tasting.

10 MS. FISHER: More of a, kind of a
11 tasting type of event. So participants, they
12 buy tickets to participate in the event but
13 we're serving smaller portions as far as,
14 like, a serving would be an eight-ounce pour
15 of a craft beer is what we'd be offering at
16 the different establishments.

17 So that's a little bit about, I
18 mean, background on the event and so we'd like
19 for it to take place weekly on Saturdays.

20 CHAIRPERSON MILLER: Well, how
21 many establishments are going to be serving
22 per Saturday for instance?

1 MS. FISHER: I mean we currently
2 have seven confirmed to start the program. I
3 think what we're planning to do is really grow
4 the program throughout the duration of it
5 because we're not sure what kind of attendance
6 we're going to get.

7 We're anticipating anywhere from
8 500 right now to maybe 2,000, maybe 2,500
9 being the up side but I highly doubt we're
10 going to get to that range. So I think the
11 number of bars will grow with the number of
12 participants.

13 CHAIRPERSON MILLER: Okay. Let's
14 just say the first Saturday, okay? You have
15 seven lined up right now.

16 MR. HARRIGAN: Correct.

17 CHAIRPERSON MILLER: Are you going
18 to use all seven for this?

19 MR. HARRIGAN: Correct.

20 MS. FISHER: Yes.

21 MR. HARRIGAN: The idea is to
22 start with seven to ten, probably seven, and

1 if and as needed add other establishments to
2 the route, to the track as needed.

3 And each one would feature three
4 different craft style beers so that someone
5 can get a variation, go and taste various
6 types of craft beers and have a different
7 selection throughout the year. They could go
8 and check out --

9 CHAIRPERSON MILLER: Okay, so are
10 people going to buy tickets to this? How's it
11 going to work?

12 MR. HARRIGAN: Yes, so it's a
13 ticketed event from the standpoint of
14 admission to get the wristband and the
15 souvenir cup and the map that explains where
16 the various bars are and what they'll be
17 serving and there will be food specials as
18 well and so forth. And then from there, they
19 would a la carte buy the craft beers or the
20 food or the alternative beverage.

21 MS. FISHER: It's not an all-
22 inclusive price.

1 CHAIRPERSON MILLER: It's not all
2 inclusive. You get a certain amount of beer
3 and maybe some food? You don't know with it?
4 You haven't decided?

5 MR. HARRIGAN: So the food, there
6 will be food specials available to the
7 patrons.

8 CHAIRPERSON MILLER: Separate from
9 the ticket?

10 MR. HARRIGAN: Correct.
11 Everything will be separate.

12 CHAIRPERSON MILLER: About how
13 much you going to charge? Do you know?

14 MR. HARRIGAN: Yes, we're looking
15 at around a \$6 to \$10/\$11 ticket depending on
16 discount needs, so depending on discount
17 tickets. It would be probably a \$10 ticket
18 but if there's a discount to you it might be
19 \$5.

20 CHAIRPERSON MILLER: Right. And
21 how are you going to sell them?

22 MR. HARRIGAN: They'll be sold via

1 a ticketing, professional ticketing, third-
2 party ticketing service, event party.

3 MS. FISHER: Contracted online.

4 CHAIRPERSON MILLER: You know who
5 they are?

6 MR. HARRIGAN: Eventbrite in all
7 likelihood. That's who we've worked with and
8 that's who we've talked to.

9 CHAIRPERSON MILLER: Who?

10 MR. HARRIGAN: Eventbrite.

11 CHAIRPERSON MILLER: Oh,
12 Eventbrite. Okay.

13 MR. HARRIGAN: They're a national
14 organization. Yes.

15 CHAIRPERSON MILLER: And where are
16 people going to register when they first come?
17 Where are they going to show up?

18 MS. FISHER: We want to balance it
19 out and I think we're pretty good at, we've
20 done these type of crawls in Virginia, at
21 balancing out the crowd. We manage the crowd
22 pretty well.

1 So what we'd like to do is we've
2 set up the registrations in basically opposite
3 ends of the track and that's how we manage the
4 registrations.

5 But what we'd like to do is rotate
6 the registration areas each month so that it's
7 fair to all the bars participating because
8 that's usually, you know, the whole starting.

9 MR. HARRIGAN: People start one
10 place and then they start there and managing
11 of the flow.

12 MS. FISHER: They start at one end
13 and so that we can kind of manage the flow.
14 So at this point, I mean, for the first month,
15 it looks like we would be working with The
16 Front Page and Irish Whiskey. Those will be
17 the two registration points and that's where,
18 you know, we would staff those two areas
19 accordingly.

20 CHAIRPERSON MILLER: Okay, and how
21 are you going to check IDs?

22 MS. FISHER: And each

1 establishment in the contract, in the
2 agreement that we have with them is required
3 to provide staff or security to check IDs at
4 every location so --

5 MR. HARRIGAN: And each time they
6 approach.

7 MS. FISHER: Each time they
8 approach. So ID is checked every single time.

9 CHAIRPERSON MILLER: How about at
10 registration?

11 MR. HARRIGAN: So registration, we
12 can --

13 MS. FISHER: We can do that.

14 MR. HARRIGAN: We can have
15 professional security to ID at the
16 registration. We just don't want to make that
17 the be all and end all so that everybody knows
18 that they need to have their ID on them the
19 whole time and that the bars all know that
20 they can't serve without IDing at each service
21 point.

22 It provides also an additional

1 level of comfort from the standpoint of making
2 sure people don't get over-served and so
3 forth.

4 CHAIRPERSON MILLER: Okay, that's
5 what we pretty much require, that there be
6 that initial and then --

7 MS. FISHER: Okay, and then
8 continue.

9 CHAIRPERSON MILLER: Yes.

10 MR. HARRIGAN: That's fine.

11 MS. FISHER: That makes sense.

12 MR. HARRIGAN: And we work with
13 CSC typically for that.

14 CHAIRPERSON MILLER: Okay. So you
15 know who to contact for that registration
16 check?

17 MR. HARRIGAN: Correct.

18 MS. FISHER: Yes, we have a
19 company that we --

20 MR. HARRIGAN: Work with
21 regularly.

22 MS. FISHER: -- work with quite a

1 bit.

2 CHAIRPERSON MILLER: Who do you
3 work with?

4 MS. FISHER: With CSC.

5 MR. HARRIGAN: Contemporary
6 Services Corporation.

7 MEMBER ALBERTI: We've heard of
8 them before.

9 CHAIRPERSON MILLER: Okay. Is
10 somebody on call all the time between, like,
11 for you, between you and the establishments in
12 case there are any issues?

13 MR. HARRIGAN: Absolutely.
14 Absolutely, everything is coordinated from the
15 standpoint of the event manager on site with
16 cellular communication and direct lines to all
17 bars.

18 MS. FISHER: Yes, we have a member
19 of our team at each registration location.

20 CHAIRPERSON MILLER: Oh, you do?

21 MS. FISHER: Oh, yes.

22 CHAIRPERSON MILLER: Okay. That's

1 good. And do you have information for the
2 participants with respect to, like, emergency
3 contacts or transportation in the event that
4 they're intoxicated or --

5 MR. HARRIGAN: Yes, the map always
6 has, you know, information about taxi numbers,
7 being responsible, responsible behavior, and
8 you must be 21. You know, all those types of
9 things are on the map that you would get.

10 MS. FISHER: We also prior to the
11 event -- Because we collect everyone's email
12 addresses through our ticketing service, we
13 send out an advance reminder, you know, about
14 the event.

15 And in the advance reminder we
16 typically, it's not firm right now but the
17 other ones we've done, we've always worked
18 with Uber and so we promote Uber and they
19 usually give us a promo code. We encourage
20 people to use Uber. We tell them the Metro
21 stops.

22 CHAIRPERSON MILLER: Great. Okay.

1 MS. FISHER: So we do, I think, a
2 pretty good job of that.

3 MR. HARRIGAN: There's multiple
4 layers of that. The ticket itself that they
5 receive and have in hand has that information
6 on it.

7 MS. FISHER: Yes, on it.

8 MR. HARRIGAN: They're usually
9 asked to check a box saying I understand that
10 I must be 21, I must have my ID and all those
11 type things before they can actually purchase
12 the ticket as part of the purchase process and
13 then on the information that they receive upon
14 registration.

15 CHAIRPERSON MILLER: Okay. So
16 you've been doing this in Virginia for a
17 while, is that it?

18 MS. FISHER: We haven't done this
19 program. Not this program. We've done pub
20 crawls.

21 MR. HARRIGAN: Yes. We've done
22 several other types of events. We've done

1 inaugural balls for the last 20 --

2 CHAIRPERSON MILLER: For how long?

3 MR. HARRIGAN: We've done
4 inaugural balls for about 20 years. We've
5 done all types and styles of various events,
6 New Year's Eve galas in different cities.

7 CHAIRPERSON MILLER: How long have
8 you done, like, pub crawls?

9 MR. HARRIGAN: Done several over
10 the decades but recently we've done two in
11 Virginia.

12 MS. FISHER: We've done two this
13 year. Yes, both of them were this year in
14 Virginia.

15 CHAIRPERSON MILLER: Okay. All
16 right, other Board members want to ask any
17 questions? Mr. Brooks.

18 MEMBER ALBERTI: Go ahead, Mr.
19 Brooks.

20 MEMBER BROOKS: Oh, just a couple
21 questions. What part of Virginia?

22 MS. FISHER: Oh, Arlington.

1 MEMBER BROOKS: Arlington.

2 MS. FISHER: Right, we're not --

3 MR. HARRIGAN: Both of them have
4 been 100 percent without incident, both of
5 them.

6 MS. FISHER: We're not that
7 company.

8 (Simultaneous speaking.)

9 MS. FISHER: Yes, we work closely
10 with Captain Gough and Sergeant, yes, Linder
11 and I was with both of them so, yes, it went
12 very smoothly without incident.

13 MEMBER BROOKS: Okay, no problems
14 there. Here have you been in touch, and I
15 might have missed this part of the
16 conversation, with the Metropolitan Police
17 Department?

18 MS. FISHER: I have not at this
19 time but I will be in touch. Pending your
20 approval and us getting, you know, our dates
21 organized, I will communicate with them
22 regularly.

1 And like I did with Arlington, I
2 sent them updates on attendance numbers, how
3 many people were registering at each location
4 --

5 MR. HARRIGAN: Reminders and
6 location.

7 MS. FISHER: Reminder, yes. I
8 actually have become pretty good friends with
9 them, yes.

10 MEMBER BROOKS: Okay. All right.
11 Thank you, Madam Chair.

12 CHAIRPERSON MILLER: Okay, Mr.
13 Alberti.

14 MEMBER ALBERTI: Yes, I'm going to
15 ask question, then make some comments. Are
16 you aware that we have certain I'll say
17 conditions that eliminate establishments from
18 participating? If they have, and I don't know
19 off the top of my head, if they have a
20 violation within so many years they can't
21 participate. Are you aware of that?

22 MS. FISHER: Yes.

1 MR. HARRIGAN: We are and part of
2 our agreement is that they state.

3 MEMBER ALBERTI: Okay, okay. Are
4 you also aware that we have these things
5 called settlement agreements which are sort of
6 agreements with community that may prohibit
7 pub crawls for some establishments?

8 MR. HARRIGAN: No, we're not aware
9 of that.

10 MS. FISHER: No.

11 MEMBER ALBERTI: Well that does
12 exist so you need to talk to your
13 establishments about if their settlement
14 agreement, that's the term settlement
15 agreement or they may know it as voluntary
16 agreement but it's currently called settlement
17 agreement, if that prohibits. Ask them
18 whether they have one that prohibits pub
19 crawls.

20 CHAIRPERSON MILLER: Can I
21 interject just for a minute?

22 MEMBER ALBERTI: Sure.

1 CHAIRPERSON MILLER: I think that
2 Mr. Peru could check on that as well.

3 MEMBER ALBERTI: Yes, and that's
4 who I'm going to involve with the comments.
5 Thank you for that. Thank you.

6 INVESTIGATOR PERU: I have checked
7 all 22 that are involved. The ones that have
8 NSAs, they're clear.

9 MEMBER ALBERTI: Great, great. So
10 that's very good. Thank you. See, we try to
11 be helpful.

12 MR. HARRIGAN: You are very
13 helpful.

14 MEMBER ALBERTI: We are customer
15 friendly. But here's my comment really to my
16 Board members. I think that what I would like
17 to do is hold our approval in abeyance here.

18 I would like to lay out, I'd like
19 us to discuss how we manage this going forward
20 because I think that we're going to need to
21 organize this so that we are told every week
22 who's participating so that we can make sure

1 our investigators know who's participating,
2 that we can check to make sure that
3 establishments aren't falling off your list or
4 so, you know, since this is going on every
5 week, we want to face this.

6 So I think we need to come up as a
7 Board, think of a process to outline and to
8 lay out for the applicants if we approve this
9 of what they would have to do every week or
10 every two weeks or however we manage that. We
11 need to think about that, so that's my
12 suggestion.

13 CHAIRPERSON MILLER: Right. I
14 just want to say to that point also that this
15 is an area that often has pub crawls and so I
16 don't think we'd want more than one pub crawl
17 on a Saturday and what does this mean to the
18 schedule? You know, does it mean that they
19 blocked off all the Saturdays and nobody else
20 can have a pub crawl, you know?

21 MEMBER ALBERTI: That's a very
22 good point so that should be part of our

1 discussion.

2 CHAIRPERSON MILLER: We'll just
3 need to, yes.

4 MEMBER ALBERTI: So I don't know
5 if we can have that --

6 CHAIRPERSON MILLER: No.

7 MEMBER ALBERTI: I think it'd be
8 better if we had it and then reached out and
9 let the applicants know what we're thinking.

10 CHAIRPERSON MILLER: Right, I just
11 wanted to raise that as an issue, especially
12 if you want to talk to that before you leave,
13 yes.

14 MEMBER ALBERTI: Very good. Yes,
15 that's a good point.

16 CHAIRPERSON MILLER: Okay. Any
17 other Board question? Mr. Rodriguez.

18 MS. FISHER: Clarification on what
19 you just had said about multiple pub crawls.
20 You're saying so currently there is a I guess
21 policy where we can't have more than one pub
22 crawl I guess on a given Saturday? Is that --

1 CHAIRPERSON MILLER: We've never
2 approved more than one on a given Saturday and
3 what I'm saying is you're asking for all the
4 Saturdays between July and December and I'm
5 sure that somebody else has in the past asked
6 for one on Halloween, somebody else, you know,
7 so we just have to decide how we're going to
8 --

9 MS. FISHER: How to manage that.

10 CHAIRPERSON MILLER: -- address
11 this, you know, whether we're going to grant
12 you, like, one or a month's worth or two
13 months or, you know, come back again. So,
14 anyway --

15 MR. HARRIGAN: We understand.

16 CHAIRPERSON MILLER: -- it's just
17 an issue that's new to us.

18 MR. HARRIGAN: And we're very
19 professionalized and we do have the ability
20 because it's all ticketed to limit, you know,
21 certain, if it was necessarily to one time to
22 be able to limit the amount on a specific week

1 or whatever it might be. But we want to work
2 with you in whatever way necessary.

3 CHAIRPERSON MILLER: Okay. Other
4 Board questions? Yes, Mr. Rodriguez.

5 MEMBER RODRIGUEZ: Yes, so this is
6 your first pub crawl in Washington, D.C.?

7 MR. HARRIGAN: Correct.

8 MEMBER RODRIGUEZ: Let me ask you,
9 I'm curious as to why you selected this area
10 here.

11 MR. HARRIGAN: We worked with some
12 of the managers and owners in some of these
13 establishments over the years on other types
14 of ventures, whether it be cross-promoting an
15 event or working together on promotion, cross-
16 promoted. We have relationships with them.

17 MEMBER RODRIGUEZ: So you're
18 breaking new ground and you're creating a new
19 model here and that's why this Board needs to
20 take a look at this and review it so that we
21 can do our due diligence as well. We have
22 that responsibility. But, okay, that's all.

1 MR. HARRIGAN: And we understand.
2 Just so you understand a little bit, I mean,
3 the application, we might have spaces but the
4 idea really is to try to educate people about
5 this industry, about the different types of,
6 you know, because it is a burgeoning industry
7 throughout the country, right, the craft beer
8 thing.

9 And we're going to have, you know,
10 representatives to be able to explain to
11 people the process of the brewing in various
12 types of beers and there'll be signage and
13 it's as much as an education type of thing
14 from the standpoint of the programming of the
15 event as it is --

16 MEMBER RODRIGUEZ: Thank you.

17 MR. HARRIGAN: -- a crawl. It's
18 about the craft beer tasting part.

19 MEMBER ALBERTI: Just real quick.

20 CHAIRPERSON MILLER: Okay, yes.

21 Yes, Mr. Alberti.

22 MEMBER ALBERTI: I don't really

1 want to prolong this but one question I had
2 earlier was so I'm a customer. I show up. I
3 buy a ticket. I go to a bar. What am I
4 entitled to?

5 MR. HARRIGAN: Basically you'd be
6 entitled to the, well, upon paying you'll get
7 the tasting, it's an eight-ounce tasting --

8 MEMBER ALBERTI: Tasting cup, or
9 eight ounce?

10 MR. HARRIGAN: -- cup, your
11 wristband and your map.

12 MEMBER ALBERTI: And it's an
13 eight-ounce tasting cup?

14 MR. HARRIGAN: Correct. And with
15 that you'd be able to get, and it really
16 depends on the bars. The cost of the various
17 crafts are more expensive than regular beer --

18 MEMBER ALBERTI: Sure, right.

19 MR. HARRIGAN: -- a \$2 tasting or
20 a \$3 tasting. Probably most of them will be
21 \$2 tasting of the eight-ounce beer or discount
22 on the food or there may be other, because

1 some people are going to want to go but
2 they're not necessarily into the craft beer so
3 another non-craft beer option.

4 MEMBER ALBERTI: But it'll be in
5 the eight-ounce glass?

6 MR. HARRIGAN: Well, the domestic
7 might be in 12-ounce cup.

8 MEMBER ALBERTI: All right. So I
9 understand. So I'm entitled to other
10 discounts, alcohol.

11 MR. HARRIGAN: Yes, correct.

12 MEMBER ALBERTI: Alcoholic
13 beverage discounts as part of my admittance to
14 this program, to this pub crawl?

15 MR. HARRIGAN: Limited but yes.

16 MEMBER ALBERTI: But limited.

17 MR. HARRIGAN: Not like, you
18 can't, it's not a discount --

19 MEMBER ALBERTI: Well, I mean,
20 yes. Right, right. It's limited only by what
21 the establishment wants to offer.

22 MR. HARRIGAN: Well, no. It may

1 be a specific price.

2 MEMBER ALBERTI: But that's up to
3 the establishment, right?

4 MS. FISHER: The brand of craft
5 beer?

6 MEMBER ALBERTI: Yes.

7 MR. HARRIGAN: No, no, no. The
8 craft beer. The domestic may or may not be
9 depending on whether or not, you know --

10 MEMBER ALBERTI: You would
11 stipulate that --

12 MR. HARRIGAN: That the domestic
13 option might be --

14 MEMBER ALBERTI: -- as part of the
15 price of admission?

16 MR. HARRIGAN: Excuse me?

17 MEMBER ALBERTI: I mean, like,
18 what's -- I'm trying to understand. What is
19 being stipulated as the price of admission?

20 MR. HARRIGAN: You mean what they
21 would be entitled to for --

22 MEMBER ALBERTI: Yes.

1 MR. HARRIGAN: So they would be
2 entitled to the various craft beers.

3 MEMBER ALBERTI: And there might
4 be two or three at each establishment.

5 MR. HARRIGAN: At each
6 establishment.

7 MEMBER ALBERTI: And they get
8 eight-ounce tastings for \$2 or \$3?

9 MR. HARRIGAN: Correct. And
10 discount on the food specials at various
11 places or, for instance, a 12-ounce Miller
12 Lite if they prefer to have that for \$3 or for
13 \$2.

14 MEMBER ALBERTI: And that would be
15 specified up front?

16 MR. HARRIGAN: Correct.

17 MEMBER ALBERTI: So I couldn't go
18 to Bar A and get a Bud Light and Bar B go get
19 a Miller Lite?

20 MR. HARRIGAN: Correct. It would
21 be written what you would be entitled to.

22 MEMBER ALBERTI: Okay, great. All

1 right. Trying to understand. Thank you.

2 MR. HARRIGAN: Did I not answer?

3 CHAIRPERSON MILLER: Well, I don't
4 know. With the \$10 ticket, do you get free
5 beer or not? You don't get anything free.

6 MR. HARRIGAN: No, no.

7 CHAIRPERSON MILLER: You just get
8 discounted?

9 MR. HARRIGAN: And, like I said,
10 most people are not -- we fully expect to not
11 be charging people \$10. We fully expect that
12 majority if not all the tickets would be
13 discounted probably 50 percent at least.
14 There would be, like, a \$5 --

15 PARTICIPANT: No, that's just us
16 to --

17 MR. HARRIGAN: Right. Yes but I'm
18 just saying, yes.

19 (Simultaneous speaking.)

20 PARTICIPANT: Then you keep the
21 cup.

22 MR. HARRIGAN: And you do get the

1 cup.

2 CHAIRPERSON MILLER: All right.
3 Any other Board questions? Mr. Peru, do you
4 have some questions, comments?

5 INVESTIGATOR PERU: Yes, I do.

6 CHAIRPERSON MILLER: Suggestions?
7 Yes, okay.

8 INVESTIGATOR PERU: So starting
9 with, it was discussed already, checking IDs
10 upon check-in at registration. So just, you
11 know, ensure the people that are doing that
12 are TIPS certified, trained properly, handle
13 properly, have the proper manuals and books to
14 obtain that. You said you'd be hiring a
15 company to do that.

16 MR. HARRIGAN: Right.

17 INVESTIGATOR PERU: Right. Only
18 thing I did hear are wristbands. What color
19 are the wristbands going to be?

20 MR. HARRIGAN: So we would
21 probably alternate that throughout the program
22 so that people can't go and buy, you know, see

1 we have one and going on and buy wristbands in
2 bulk and then just give them out to people so
3 we buy an alternating wristband.

4 INVESTIGATOR PERU: So just a
5 color. They're not going to be marked or
6 branded?

7 MS. FISHER: No, they're
8 customized.

9 MR. HARRIGAN: Oh, they'll be
10 branded.

11 INVESTIGATOR PERU: They'll be
12 customized.

13 MR. HARRIGAN: They'll be
14 customized as well, yes.

15 INVESTIGATOR PERU: Do you know
16 what they're going to have on it?

17 MR. HARRIGAN: Probably the logo
18 and usually drink responsibly or something.

19 MS. FISHER: Usually says
20 celebrate responsibly, our logo --

21 INVESTIGATOR PERU: Okay, your
22 logo. All right, okay.

1 MS. FISHER: -- is usually on
2 there and usually a Twitter address.

3 MR. HARRIGAN: But even with that,
4 if someone got wise they could go and buy in
5 bulk so that's why you alternate the colors.

6 INVESTIGATOR PERU: Okay. And
7 this souvenir cup that you're giving, what's
8 that going to look like?

9 MR. HARRIGAN: It'd be basically
10 an eight-ounce tasting cup, plastic tasting
11 cups.

12 INVESTIGATOR PERU: Is it --

13 MS. FISHER: Logo?

14 INVESTIGATOR PERU: -- color or
15 clear? Is the logo --

16 MR. HARRIGAN: In all likely clear
17 with a logo on it, yes.

18 INVESTIGATOR PERU: Clear with a
19 logo on it. No?

20 MS. FISHER: The clear is never
21 clear. You know how it's frosted.

22 INVESTIGATOR PERU: Yes, yes.

1 MS. FISHER: So if you're thinking
2 see-through, I don't think it's see-through.

3 INVESTIGATOR PERU: With your logo
4 on it?

5 MS. FISHER: Oh, it'll be logo.

6 MR. HARRIGAN: Correct.

7 INVESTIGATOR PERU: My question is
8 --

9 MR. HARRIGAN: It's not a
10 disposable cup. No, it's a branded souvenir.

11 MEMBER ALBERTI: I think what he's
12 getting at is will you be able to tell there's
13 liquid in it from the outside?

14 INVESTIGATOR PERU: Because my
15 concern is what's preventing people to take
16 the souvenir cup from walking around on the
17 streets in between establishments with alcohol
18 still inside them?

19 MS. FISHER: Well, in our other
20 crawls, the door is managed because ID's
21 checked in and out and there's a trash can and
22 they have to dump anything that's in their cup

1 out. They can't exit.

2 INVESTIGATOR PERU: So rely on
3 establishments to control that, correct?

4 MS. FISHER: They do, yes.

5 INVESTIGATOR PERU: Is that what
6 you're saying?

7 MS. FISHER: Yes.

8 MR. HARRIGAN: And if I'm not
9 mistaken, I mean, I've seen some of the other
10 crawls and they're not clear.

11 CHAIRPERSON MILLER: They're not
12 what?

13 MR. HARRIGAN: They're not clear.
14 They're usually stadium style cups that are
15 plastic, a cup, like, pink or green or
16 whatever color.

17 MEMBER ALBERTI: We've been
18 encouraging people to use I'll say
19 translucent.

20 MR. HARRIGAN: Translucent.

21 MS. FISHER: Yes, it is kind of
22 like a, it's a white but it's like, it's --

1 MR. HARRIGAN: We'll look into the
2 translucent.

3 MEMBER ALBERTI: Yes, just so if
4 you look in the outside you can tell that
5 there's liquid in there.

6 MS. FISHER: Yes. It's kind of,
7 you know what I mean? It's, like, frosted.
8 You might be able to see. We'll find
9 something.

10 MR. HARRIGAN: It benefits us too.

11 MS. FISHER: Yes, yes, yes,
12 absolutely. We'll try to find the most
13 translucent cup we can find.

14 INVESTIGATOR PERU: So moving
15 towards the security since we're on that
16 topic.

17 Reading over your plan that you
18 submitted, you're saying security, each
19 establishment is responsible and you mention
20 security plans in your -- I looked. Only five
21 establishments actually have security plans
22 out of that 22.

1 You know, not every establishment
2 is required to have it. They're not all Board
3 ordered. It depends on the establishment,
4 past histories, if they're a nightclub or
5 whatnot and their license type. So out of the
6 23 submitted, five had security plans.

7 So I guess my question and a
8 concern would be I understand it's pretty much
9 a spread out area but are there going to be
10 additional security? Not so much, you know,
11 in large numbers but enough to where they're
12 going to be able to assist places that don't
13 have security plans and maybe don't have
14 security, you know, a full-time security staff
15 all the time on duty to help in assisting with
16 the control of either ID checking or people
17 bringing alcohol onto the streets?

18 MR. HARRIGAN: Yes.

19 INVESTIGATOR PERU: You know, I
20 mean, you're unique like you said in the case
21 of, and it's because it's long term. It's not
22 a one-day event. I'm kind of, as the time

1 goes on return customers might, you know, come
2 back and figure oh, yes, we can do this.
3 Let's bring our friends. We can do that.

4 I mean, every Saturday, that's the
5 first thing that I noticed, which the Board
6 obviously addressed as well. So that's one of
7 my concerns, is that you guys have some kind
8 of system to where that'd be happening because
9 this is a busy area already on a Saturday.

10 MEMBER ALBERTI: Why don't we get
11 that as a question to you? I mean, how large
12 is your staff going to be each Saturday and
13 what are their functions going to be?

14 MR. HARRIGAN: Right. So it's
15 going to be scaled. Basically we're going to
16 be overly staffed at first. We want to make
17 sure everything is perfectly covered.

18 But essentially if there's 500
19 total participants, then there'd be probably
20 eight to ten of our staff down there for it
21 and then from there for every 100 people
22 that's added we'd be adding probably another

1 staff person to it.

2 MEMBER ALBERTI: And what would
3 their various functions be?

4 MR. HARRIGAN: So basically they'd
5 be all around. So obviously the CSC would be
6 IDing people and monitor.

7 The people registering the people
8 in would be giving the information to people,
9 giving them the cup, putting wristbands on and
10 giving them the maps but also communicating
11 with any of the bars if there's any concerns
12 or issues that need to be communicated in
13 either direction, that they would be the
14 people in line to do that so there'd be --

15 MEMBER ALBERTI: Could people,
16 sort of rovers or floaters be allowed that
17 would be able to, like, hit the streets if
18 they ran into problems or something?

19 MR. HARRIGAN: Right. And there
20 are two registration points. There'll be two
21 ends so those two ends will be covered and
22 many of the bars are within eyeshot of those

1 two registration points but there would be
2 rovers to go between and just make sure
3 everything's running well.

4 MEMBER ALBERTI: Thank you for
5 that question, Mr. Peru. I just wanted to
6 make sure we got an answer to it and I'm sorry
7 to interrupt.

8 INVESTIGATOR PERU: Yes, yes. I
9 understand.

10 MEMBER ALBERTI: Continue please.
11 That was a good question.

12 INVESTIGATOR PERU: So moving
13 forward, they asked you questions about the
14 admission fee. And then we go into the bar
15 and you're saying you're also paying \$2/\$3 for
16 the craft beer that's being provided, correct?
17 You guys are a profit organization I'm
18 assuming. You're getting --

19 MR. HARRIGAN: Correct.

20 INVESTIGATOR PERU: So the beer
21 that --

22 MR. HARRIGAN: Oh, we're not

1 selling the beers.

2 INVESTIGATOR PERU: So the profits
3 from the beers go to the establishment?

4 MR. HARRIGAN: Yes, the
5 establishments are doing all the serving and
6 all the charging for the serving, correct.
7 All that they're getting from us is the cup,
8 the wristband, the map and access to the
9 discounts that the bars will be providing.

10 INVESTIGATOR PERU: So who's
11 providing the alcohol then?

12 MR. HARRIGAN: The bars
13 themselves.

14 INVESTIGATOR PERU: So the bars
15 are going to be ordering these craft beers
16 that you're referring to?

17 MR. HARRIGAN: Correct. And many
18 of them already have craft beers in place.
19 It's just people don't know about them.

20 INVESTIGATOR PERU: Okay, on tap?

21 MR. HARRIGAN: Right.

22 INVESTIGATOR PERU: On tap I'm

1 assuming, correct or no? Correct?

2 MR. HARRIGAN: Yes.

3 MS. FISHER: Most of them.

4 MR. HARRIGAN: Most of them are on
5 tap but there'll be some that might for
6 instance do a mix where they'll take a
7 Guinness or half Guinness and half a craft.
8 It's called half and half and they'll pour,
9 fill the cup with half of the Guinness and
10 half of the craft beer.

11 INVESTIGATOR PERU: Okay, great.
12 Oh, the other thing I just wanted to mention
13 to you guys too in your, you also listed
14 entertainment. Out of the 22 places, 13 have
15 entertainment endorsements. I looked that up.

16 So I'm not sure if you know the
17 regulations in D.C. but, you know, people are
18 required to have entertainment endorsement to
19 provide entertainment so if you guys are
20 adding entertainment element or just I don't
21 know if it's per, is it per bar?

22 MS. FISHER: It's at their

1 discretion.

2 INVESTIGATOR PERU: Okay, so at
3 the bar's discretion?

4 MR. HARRIGAN: Correct.

5 MS. FISHER: Yes, yes.

6 MR. HARRIGAN: And we would
7 promote that. This is as much to help the
8 bars get recognized for what they do already,
9 they have.

10 So if they have pool, then we'd be
11 promoting they have pool there available. If
12 they have college games that they show every
13 week, we'd be promoting it, Penn State for
14 instance.

15 INVESTIGATOR PERU: Okay. And
16 just to add to the entertainment portion of
17 it, almost all the 13 that have endorsements,
18 all but two are all after 6:00 p.m.
19 entertainment can begin.

20 I know you guys' hours are from
21 2:00 to 9:00 you guys were saying. Only two
22 establishments have entertainment that they

1 can start before 2:00. Every place else is
2 after 6:00.

3 MR. HARRIGAN: Okay. Our
4 agreement with them clearly state they need to
5 abide by all their --

6 INVESTIGATOR PERU: I understand
7 but just because --

8 MR. HARRIGAN: But it's good to
9 know that as well.

10 INVESTIGATOR PERU: I wanted to
11 let you guys know that. I think that's it.

12 CHAIRPERSON MILLER: All right.
13 You raised some excellent points. I want to
14 follow up. Why are we talking about an
15 entertainment endorsement? Is there
16 entertainment part of this pub crawl?

17 MR. HARRIGAN: No. Basically the
18 idea is to help gain exposure, not just for
19 the various craft beers but also for the
20 establishments that are participating.

21 So we would, you know, each
22 establishment, whatever their food special

1 might be, it's obviously something that they
2 want people to come back later and have that
3 so we'll promote that for them.

4 But if they do -- For instance,
5 one of the establishments I understand plays
6 Penn State games every Saturday and so we
7 would promote that, you know, if they wanted
8 to watch the Penn State game and that would be
9 available there.

10 If another one, for instance, has
11 pool, has pool tables, we would promote that,
12 you know, this location features pool tables.

13 So from an entertainment
14 standpoint if, in fact, they are allowed and
15 they do have DJ or whatever it might be, we
16 would put that on as being featured at those
17 various locations but only to the degree that
18 that's something they already have established
19 and set up and that we're just exposing the
20 patrons to that.

21 CHAIRPERSON MILLER: Okay.

22 MS. FISHER: Yes. Just we're not

1 asking them to alter anything that they
2 typically already do.

3 CHAIRPERSON MILLER: Right. Okay.

4 MS. FISHER: Okay. We're just
5 giving the opportunity to continue to have
6 entertainment they normally have and if they
7 do we will feature it for them.

8 CHAIRPERSON MILLER: Okay. And
9 what exactly is GoCity Events? What are you
10 --

11 MR. HARRIGAN: We're an event
12 production company.

13 CHAIRPERSON MILLER: You're what?

14 MR. HARRIGAN: Event production
15 company. Like I said, we've produced various
16 events.

17 CHAIRPERSON MILLER: Produce
18 events.

19 MR. HARRIGAN: Excuse me?

20 CHAIRPERSON MILLER: You produce
21 events?

22 MS. FISHER: Yes.

1 CHAIRPERSON MILLER: So not just
2 pub crawls and stuff?

3 MS. FISHER: No, no, no. All
4 kinds.

5 CHAIRPERSON MILLER: You produce
6 all types of events. And is there a profit
7 connection between you and the beer companies?
8 Who's paying? You're getting paid by the
9 participants?

10 MR. HARRIGAN: Correct.

11 CHAIRPERSON MILLER: I mean how
12 are you getting paid?

13 MR. HARRIGAN: So in other words
14 buys tickets to participate. That money we
15 would take and we would obviously provide the
16 cups and the maps and the security and
17 whatever else goes along with it and
18 whatever's left would be profit or loss.

19 CHAIRPERSON MILLER: Okay. But
20 you mentioned that you would have maps with
21 the information on it and you would advertise
22 on the Internet using, I forgot what company.

1 MS. FISHER: Eventbrite.

2 MR. HARRIGAN: Oh, that's ticket
3 sales.

4 CHAIRPERSON MILLER: For the
5 advertisement on the Internet?

6 MS. FISHER: Talking about --

7 MR. HARRIGAN: Selling tickets
8 online?

9 CHAIRPERSON MILLER: Yes. Who is
10 that?

11 MR. HARRIGAN: Okay, yes. That's
12 Eventbrite.

13 CHAIRPERSON MILLER: That's right.

14 MR. HARRIGAN: They're not an
15 advertising company. They're a service.

16 MS. FISHER: They're a ticket
17 service.

18 MR. HARRIGAN: They provide a
19 service.

20 CHAIRPERSON MILLER: Okay, so I
21 just am trying to get, you know, a more
22 tangible hold on this and so I'm wondering if

1 you would be able to submit, you know,
2 examples of your map or your advertisement or
3 is it too --

4 MS. FISHER: Sure. Okay. You
5 would like examples of things we've done in
6 the past or examples --

7 CHAIRPERSON MILLER: If you don't
8 have this one.

9 MR. HARRIGAN: An example of this.

10 CHAIRPERSON MILLER: I mean if you
11 can do this one, that's great but if we could
12 see what it would look like.

13 MR. HARRIGAN: Would look like,
14 right.

15 MEMBER ALBERTI: You're going to
16 be doing this soon so hopefully you've got
17 something.

18 MR. HARRIGAN: Right. Right.

19 (Simultaneous speaking.)

20 MEMBER ALBERTI: We understand
21 it's a draft.

22 CHAIRPERSON MILLER: And then my

1 other question is the CSC. Is that a security
2 company or is that a, what is that?

3 MR. HARRIGAN: The Contemporary
4 Services Company, they do all the RFK Stadium.
5 They do Verizon Center. They do --

6 CHAIRPERSON MILLER: It's security
7 then?

8 MR. HARRIGAN: Yes. They're maybe
9 the biggest in the country, one of the
10 biggest.

11 MEMBER ALBERTI: But I believe
12 they also have I'll say TIPS. They also have
13 alcohol beverage trained personnel is my
14 understanding.

15 MR. HARRIGAN: Yes, that's why we
16 --

17 MEMBER ALBERTI: The people who
18 are trained in ID checking.

19 MR. HARRIGAN: Correct.

20 MEMBER ALBERTI: Right. Okay.

21 MR. HARRIGAN: Yes. That's why we
22 work with them for example.

1 CHAIRPERSON MILLER: I'm not sure
2 if I heard this so I kind of want to pin it
3 down if you can if you said that because not
4 all the establishments have security that you
5 would probably have some CSC of your own that
6 would rove, that would, you know, roam or --

7 MR. HARRIGAN: Right. So we would
8 obviously mandate that any of the
9 establishments that have security have that
10 security in place and then --

11 CHAIRPERSON MILLER: Right. Like
12 you would mandate it?

13 MR. HARRIGAN: Really any --

14 CHAIRPERSON MILLER: Sorry. You
15 wouldn't mandate the establishment?

16 MR. HARRIGAN: Well, to
17 participate.

18 CHAIRPERSON MILLER: They have to
19 have security?

20 MR. HARRIGAN: We would say that
21 they have someone at the door to monitor, yes.
22 And that's part of what our agreement with the

1 establishments would be, is that they need to
2 monitor their establishment, you know.

3 CHAIRPERSON MILLER: Okay. So I
4 don't know, you know, if that's in your papers
5 already or not but that's important, to me
6 anyway here, that every place would have
7 someone at the door to monitor the IDs and the
8 whatever, program.

9 MR. HARRIGAN: Correct.

10 CHAIRPERSON MILLER: So that's,
11 okay.

12 MS. FISHER: It's on here under --

13 CHAIRPERSON MILLER: Are you also
14 saying that you would have a couple of roamers
15 or no? Yes or no or --

16 MR. HARRIGAN: Yes. We are going
17 to have people roaming, correct.

18 MS. FISHER: Part of our staff.

19 MR. HARRIGAN: Whether it's
20 security or not, we'd have to wait and see.
21 If there's only 500 participants and there's
22 two security on staff already and we have, you

1 know, our people roaming and the bars'
2 security, that would probably I would think
3 suffice. But if the numbers were larger, we
4 would add to that.

5 CHAIRPERSON MILLER: Okay. I mean
6 so if you haven't written that down already,
7 that should be written down as part of your
8 plan. And then I think what some people have
9 done in the past is say, okay, if it gets to
10 another number, we'll add such and such number
11 of security. If it gets to over 1,000, we'll
12 add this number and that -- Okay. All right.

13 INVESTIGATOR PERU: Madam Chair?

14 CHAIRPERSON MILLER: Yes.

15 INVESTIGATOR PERU: I just had
16 one. I know it was mentioned earlier on but
17 it would be extremely helpful for us when
18 we're working because if this is approved for
19 every Saturday to know the Thursday or Friday
20 before the establishments that are being
21 involved, if they could somehow submit a list
22 weekly so we can recheck and confirm that

1 everything is fine and we'll be able to go and
2 monitor and to know what's going on because
3 they have 22 places. They're not sure exactly
4 who's going to be involved.

5 If the list may change over the
6 next six months, I don't know if that's
7 something we could require or not but it'd be
8 helpful for us to have knowledge of that.

9 MS. FISHER: So we submit that to
10 you?

11 INVESTIGATOR PERU: Well, to ABRA,
12 yes.

13 MR. HARRIGAN: Yes, we would love
14 to have if there's, like, just a list of
15 things that you would want us to do. I mean,
16 we're very particular.

17 INVESTIGATOR PERU: Well, I'm
18 referring to primarily the establishments and
19 if it's approved, that we know what
20 establishments are participating that we could
21 --

22 MS. FISHER: Absolutely.

1 MR. HARRIGAN: Yes, that's what
2 I'm saying. If there's like a list, let us
3 know, send the information of what bars
4 participating on, you know, the Thursday
5 before, the Wednesday before, whatever it
6 might be and send it to this email -- Whatever
7 you want us to do, as long as we know what we
8 need to be doing, we are very, very detail
9 oriented. We will do that.

10 CHAIRPERSON MILLER: You have a
11 question?

12 MEMBER RODRIGUEZ: Yes. On the
13 entertainment, now, you're saying that each
14 establishment that's participating, they
15 provide their own security, right? Then
16 you're going to have roaming security between
17 the establishments, right?

18 MR. HARRIGAN: Correct.

19 MEMBER RODRIGUEZ: So if an
20 establishment -- Let's say everybody heads for
21 this one establishment. Maybe they have great
22 entertainment or something like that. How are

1 you going to ensure that there's additional
2 security there? How you going to monitor
3 this?

4 MR. HARRIGAN: We communicate with
5 the bars. We'll have a communication line set
6 up and if we need to be sending security over
7 there, we'll send security over.

8 MEMBER RODRIGUEZ: So if there's a
9 groundswell at this particular club, and I
10 know the area pretty well, not that good but
11 I know it, so you would monitor.

12 Let's say if this particular club
13 has, wow, you know, something hot going on
14 there in the entertainment and so you would be
15 able to provide security to that particular
16 club?

17 MR. HARRIGAN: Yes, and to follow
18 up on that, I mean, these are not clubs.
19 They're more bar/restaurants and the
20 entertainment that they have, if anything for
21 the most part is pool tables or TVs showing
22 football games.

1 People going out and seeing bands
2 or DJs typically a late night, midnight type
3 thing, 11:00/12:00 midnight.

4 This is kind of something between,
5 you know, lunch and dinner to help get these
6 establishments -- This is time they picked to
7 help them get, you know, some traffic at an
8 otherwise typically slow period.

9 And we don't have any intention of
10 going out and getting large-scale
11 entertainment, nor do the establishments,
12 getting big-name entertainment that would draw
13 a large number.

14 It's really going to be more about
15 people going and tasting the various craft
16 beers and moving from establishment to
17 establishment, you know, checking out the
18 different venues and the beer.

19 So that said, yes, we'll have the
20 communication line set up and we will have --

21 MEMBER RODRIGUEZ: Yes. We like
22 to see that shown on your plan because we'll

1 try to work with you, you know, not be an
2 impediment but since this is your first time
3 --

4 MR. HARRIGAN: Correct.

5 MEMBER RODRIGUEZ: -- we want to
6 make sure that it's done right and that you
7 don't have any problems with that. But we're
8 very concerned about, you know, the security
9 aspect.

10 Now, the entertainment, you've
11 applied for -- Is there an entertainment
12 request?

13 CHAIRPERSON MILLER: No, I think
14 they said, because I asked about this as well,
15 I think they were talking about entertainment
16 endorsements.

17 But what they were really, what
18 they are referring to is where an
19 establishment has entertainment and they
20 already have an entertainment endorsement, and
21 you can correct me if I'm wrong, that they
22 would promote that place, like that evening

1 they're having this at that bar. But they
2 would have already had, that establishment
3 would already have had the entertainment
4 endorsement.

5 MS. FISHER: Right. Another thing

6 --

7 MEMBER RODRIGUEZ: Thank you.

8 CHAIRPERSON MILLER: All right, so
9 I think we can maybe wrap this up. To be
10 specific with you I think, you know, it's a
11 new concept and you're here for the first time
12 and so you're talking about a list.

13 I made a little list based on some
14 of the things we discussed and I'll just add
15 to it that would be good to supplement your
16 application with. You have a little bit of
17 time.

18 One was we talked about a map and
19 the Internet advertisement and even if it's in
20 draft so we can see what you're doing, plan to
21 do.

22 I think a little bit more on your

1 plan for security we talked about and
2 monitoring when you get to a certain number
3 and how many you might have roam, or.

4 I think we have a list of I guess
5 22 on this application but if you have zeroed
6 in on seven that you're definitely using, to
7 identify those definites, you know, at least
8 for the first time.

9 At some point, well, this Board
10 has to -- Let me ask you this. This Board has
11 to discuss the issue of whether we're going to
12 approve you for all these weeks.

13 And I just want to ask you if, for
14 instance, the Board just approves you for two
15 weeks at a time or I don't know whatever
16 increment we decide, whether that's going to
17 affect your application. Like, you're going
18 to say, well, I don't want it then if it's
19 only going to be I get two weeks or --

20 MR. HARRIGAN: Right.

21 CHAIRPERSON MILLER: If you could
22 just address that before we go back and talk

1 about it.

2 MR. HARRIGAN: Sure. It would
3 make things difficult because the idea is to
4 try to create something that people can depend
5 on and they kind of know, okay, it's that
6 time, you know, on Saturdays and you can go
7 and do this type of thing.

8 We're trying to create, like, a
9 new type of entertainment, you know,
10 attraction in the area, and whenever you have
11 interruptions in it, it makes it really
12 difficult to the attraction.

13 And we would be investing quite a
14 bit in the up front to get the marketing going
15 and to get the concept going and so to have
16 something that's not consistent would be
17 difficult.

18 You know, that said, we're also
19 cognizant of your dilemma, your situation and
20 hopefully there's a ground where if there's
21 conflicts we could either on certain weeks
22 we'd have to scale back the number that might

1 be, tickets that might be available to be sold
2 or whatever it might be to be able to
3 accommodate, you know, two crawls going on at
4 one time, whatever it might be.

5 CHAIRPERSON MILLER: Okay. And I
6 think you could address this in writing too if
7 you want when you submit the other pieces as
8 you think about it and we think about it
9 because I'd really like to know, like, for
10 instance, if we're going to take out Halloween
11 weekend or we're going to take out Christmas
12 weekend or we're going to say, let's say, this
13 is hypothetical, we're going to save three of
14 these Saturdays for somebody else because
15 maybe we shouldn't give them all to you if
16 there's only going to be one, whether you
17 still, you know, want to go forward with the
18 application or, you know, just so we know for
19 sure what we're dealing with.

20 MR. HARRIGAN: Yes. That's fine
21 and, like you said, it kind of depends on how
22 many it is.

1 CHAIRPERSON MILLER: Right, right.

2 MR. HARRIGAN: Once in a while is
3 one thing. If it's, you know, three a year or
4 four a year, whatever it might be, that's one
5 thing. If it's sporadic and --

6 CHAIRPERSON MILLER: Right. You
7 might say, well, if I know my dates, then
8 that'll be a factor, you know.

9 MS. FISHER: I have a question
10 just for my own clarification. If we selected
11 seven to ten bars and we were working with
12 just those seven to ten bars, then there are
13 still, you know, another ten bars that can --
14 Can there be two crawls if we're not using the
15 same bar?

16 CHAIRPERSON MILLER: Well,
17 certainly if they were different neighborhoods
18 even. This is all one location.

19 MS. FISHER: One area.

20 CHAIRPERSON MILLER: I don't know
21 but that's a good question because it may be
22 that -- I don't know. I can't answer.

1 MEMBER ALBERTI: Ms. Miller, I
2 think that those are things that we need to --

3 CHAIRPERSON MILLER: Yes, we need
4 to talk about, I mean, I just, you can think
5 about --

6 MEMBER ALBERTI: We need to talk
7 about things.

8 MR. HARRIGAN: Sure.

9 MS. FISHER: Yes, yes. I
10 understand. We were kind of --

11 CHAIRPERSON MILLER: But I was
12 wondering about that when I -- I understand
13 there are different factors, you know, but
14 you've chosen one neighborhood to do every
15 week. You know, maybe you can do some other
16 place one week.

17 I don't know. I don't know what
18 your business model is, so. Okay, so all
19 right. So we'll leave that open, if you would
20 like to address that so we know your point of
21 view.

22 MEMBER ALBERTI: Just real quick

1 so that you understand that we might ask for
2 periodic reporting from you.

3 MS. FISHER: Oh, that's absolutely
4 fine.

5 MEMBER ALBERTI: Okay. You
6 understood that. Okay, right.

7 CHAIRPERSON MILLER: We didn't
8 really address that.

9 MEMBER ALBERTI: We didn't address
10 but I'm saying that's a possibility.

11 MR. HARRIGAN: To be honest with
12 you, we --

13 MEMBER ALBERTI: I just want to
14 get their reaction to that.

15 MR. HARRIGAN: The last thing we
16 want to do is to have something that's -- We
17 want something that the city could be proud
18 of.

19 MEMBER ALBERTI: Yes, I
20 understand. Oh, I understand. I understand.

21 MR. HARRIGAN: Okay, okay.

22 CHAIRPERSON MILLER: And if you

1 have a better idea when you submit that of the
2 real starting date that you want, you could
3 put that down for us.

4 MR. HARRIGAN: Would it be okay to
5 say X number of weeks after approval? Because
6 we can't really say when we would start.

7 CHAIRPERSON MILLER: You should
8 say --

9 MR. HARRIGAN: The time starts
10 after we know we can do it.

11 CHAIRPERSON MILLER: Okay.

12 MR. HARRIGAN: You know what I
13 mean? Because if we say a certain date but we
14 don't get approved till two weeks before we
15 can't really market or --

16 CHAIRPERSON MILLER: Okay. Yes.
17 We could easily figure that out and know when
18 that would be.

19 MR. HARRIGAN: Yes. Okay.

20 CHAIRPERSON MILLER: Okay. And
21 then I would also just want to remind you
22 while you're here that you would need to

1 contact MPD before, a week before or whatever
2 about your plans to have this pub crawl there.

3 MS. FISHER: I'll probably
4 schedule a meeting with them sooner.

5 CHAIRPERSON MILLER: Because you
6 want to use this neighborhood for the most
7 part.

8 MS. FISHER: Are you suggesting I
9 do that before the approval or afterwards?

10 CHAIRPERSON MILLER: It doesn't
11 matter. Because if you're saying there's
12 going to be a few weeks lapse between when we
13 approve and when you would do it, I think that
14 would be enough time.

15 MS. FISHER: Okay.

16 MR. HARRIGAN: Yes. We're
17 probably going to need, probably eight weeks
18 actually to really get --

19 CHAIRPERSON MILLER: Eight weeks?

20 MR. HARRIGAN: Probably because
21 we'd have to order materials and we have to do
22 quite a bit of wrapping up before we launch.

1 CHAIRPERSON MILLER: Okay.

2 Anybody else have anything else to add?

3 MEMBER RODRIGUEZ: Just welcome to
4 D.C.

5 MR. HARRIGAN: Thank you.

6 MEMBER RODRIGUEZ: You know, some
7 control here as to how to create a balance
8 here as to --

9 CHAIRPERSON MILLER: If you have
10 any questions before you make your submittal,
11 you can contact Mr. Peru or you can contact,
12 and/or our general counsel Martha Jenkins.

13 MS. FISHER: Okay.

14 CHAIRPERSON MILLER: Okay? All
15 right. Thank you very much.

16 MR. HARRIGAN: Thank you very
17 much.

18 CHAIRPERSON MILLER: Okay.

19 MS. FISHER: Can I get your
20 contact information?

21 MR. HARRIGAN: Oh, am I supposed
22 to sign in here?

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MEMBER ALBERTI: Yes, if you would sign your name so we have it for the record, just so we have the correct spelling for the record.

MR. HARRIGAN: Sure.

CHAIRPERSON MILLER: Thank you.

(Whereupon, the above-entitled matter was concluded at 12:04 p.m.)

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