

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

IN THE MATTER OF:

Pub Crawl

Applicant: Michael Bramson & Fact-  
Alex Lopez Finding  
Date of Event: 9/13/2014 Hearing

Event: Bright-N-Pint  
Neighborhood: Multiple Licensed  
Premises  
Size of Event: 2,800 to 3,500

The names of establishments  
participating in the Pub Crawl  
are available upon request.

July 23, 2014

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  
DONALD BROOKS, Member  
HERMAN JONES, Member  
MIKE SILVERSTEIN, Member  
HECTOR RODRIGUEZ, Member  
JAMES SHORT, Member

ALSO PRESENT:

KOFI APRAKU, ABRA Investigator

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

2 (1:45 p.m.)

3 CHAIRPERSON MILLER: Okay. I  
4 think perhaps the individuals may be here for  
5 the pub crawl. Okay. So we have completed  
6 our Licensing Agenda and we will pick up our  
7 Legal Agenda after the hearings when we have  
8 another break in hearings, since the parties  
9 are here.

10 So why don't you come forward?  
11 Hold on a second. Could you hold one second?  
12 Okay. We have called a Fact-Finding Hearing  
13 for an event called Bright-N-Pint on September  
14 13, 2014 in Dupont Circle. So you are here  
15 for that, right?

16 MR. BRAMSON: Yes.

17 CHAIRPERSON MILLER: Okay. So why  
18 don't you identify yourselves for the record?

19 MR. BRAMSON: Michael Bramson.

20 MR. LOPEZ: Alex Lopez.

21 INVESTIGATOR APRAKU: Investigator  
22 Kofi Apraku with ABRA.

1 CHAIRPERSON MILLER: Okay. Great.

2 So I know you all have been here before. You  
3 have done quite a few pub crawls, right?

4 MR. BRAMSON: Yes.

5 MR. LOPEZ: Yes, we have.

6 CHAIRPERSON MILLER: How many have  
7 you done now?

8 MR. BRAMSON: In D.C., we usually  
9 do about six a year.

10 CHAIRPERSON MILLER: Six a year?

11 MR. BRAMSON: Yes.

12 CHAIRPERSON MILLER: Okay. I  
13 don't think we have called you in for every  
14 pub crawl, but if we have, we probably won't  
15 call you in for every pub crawl.

16 MR. BRAMSON: Right.

17 CHAIRPERSON MILLER: So because I  
18 think yours have been going well. There  
19 haven't been any problems, right?

20 MR. BRAMSON: Correct.

21 CHAIRPERSON MILLER: Okay. Great.  
22 So this one was identified to call you in

1 because we didn't know whether the time was  
2 later than normal. I think the time goes  
3 until like 11:00?

4 MR. LOPEZ: Yes, this one, yes,  
5 from 3:00 to 11:00.

6 CHAIRPERSON MILLER: Right.

7 MR. LOPEZ: And we got called in  
8 last year for the same reason. Most of our  
9 crawls are from 1:00 to 9:00.

10 CHAIRPERSON MILLER: Right.

11 MR. LOPEZ: This one, the reason  
12 it being a little bit later is because it's a  
13 bright colored neon theme.

14 CHAIRPERSON MILLER: Okay.

15 MR. LOPEZ: So we give away  
16 instead of -- we always do the mob. Those --  
17 usually we give away some party beads. This  
18 time, we give away glow sticks, so it makes  
19 more sense for a night event. And we had this  
20 exact one last year.

21 CHAIRPERSON MILLER: Oh, you did?  
22 Okay.

1           MR. BRAMSON: We also have another  
2 on that is 3:00 to 11:00, which is our  
3 Valentine's Day event. So I mean, we only  
4 have two that are 3:00 to 11:00 and all the  
5 rest are 1:00 to 9:00.

6           CHAIRPERSON MILLER: Okay. So the  
7 last one you had was at the same time, I mean,  
8 in September or it was the same --

9           MR. BRAMSON: Same date, yes,  
10 September. Same theme.

11          CHAIRPERSON MILLER: Same event?

12          MR. BRAMSON: Same event, yes.

13          CHAIRPERSON MILLER: Okay. Same  
14 amount of people?

15          MR. BRAMSON: Yes.

16          CHAIRPERSON MILLER: Okay. I  
17 think it was tagged or caught one of the Board  
18 Member's attention anyway, because we recently  
19 had another pub crawl in here and talking  
20 about going later and one of our Investigators  
21 raised a concern about oh, then they are  
22 mixing with the night crowd. Like some are

1 much earlier, so that the pub crawl is  
2 basically over maybe before the regular  
3 evening crowd came in.

4 MR. BRAMSON: Okay.

5 CHAIRPERSON MILLER: I don't know.  
6 So that's what we wanted to just discuss with  
7 you. And you have had experience with this  
8 and maybe you can address whether that is an  
9 issue. You probably don't think it is or you  
10 wouldn't be applying for it, right?

11 MR. BRAMSON: Right.

12 CHAIRPERSON MILLER: But maybe you  
13 can talk about is it different when they go to  
14 11:00 as opposed to 9:00?

15 MR. BRAMSON: I mean, we,  
16 honestly, haven't -- like I said, we have had  
17 two Valentine's Day events from 3:00 to 11:00  
18 and we have had Bright-N-Pint, too. I mean,  
19 not a lot of people really stay until 11:00  
20 anyway.

21 CHAIRPERSON MILLER: Yes.

22 MR. BRAMSON: A lot of people

1 just, you know, register at 3:00 p.m. and by  
2 8:00, 7:00 or 8:00, I mean, I would say like  
3 a large percent of them either go somewhere  
4 else or go party or just go back home. So I  
5 mean, it's--

6 MR. LOPEZ: And I think especially  
7 our crowd, because they are so used to the  
8 1:00 to 9:00, so they are used to getting  
9 there between 1:00 and 4:00 to register  
10 normally. So the only difference that we see  
11 in these events is at 3:00 we get hit by the  
12 wave with the lines as opposed to when we do  
13 the 1:00 to 4:00, they come at 3:00 to 4:00.

14 So they are still coming at the  
15 same time, they are just leaving a little bit  
16 -- I mean, I think they just -- I mean, they  
17 might stay instead of leaving at 7:00 or 8:00  
18 normally, they are going to leave at 9:00 or  
19 10:00, which is before the normal crowd.

20 I mean, we did it last year and  
21 that was our -- well, second attempt. Like  
22 our first Cupid's was the same thing, 11:00.

1 We were testing it out and we hadn't -- I  
2 mean, we didn't see any issues. We didn't get  
3 a report or anything by the bars, they didn't  
4 complain. So we tried again after the Bright-  
5 N-Pint, same thing, no issues.

6 So I think it is just because our  
7 crowd is so used to leaving at a certain time,  
8 they still -- they might stay like an extra  
9 hour, but they still leave.

10 CHAIRPERSON MILLER: So do you  
11 have like many of the same people or would you  
12 say your crowd, you just have many of the  
13 same, you know, type of people, age or  
14 whatever it is?

15 MR. LOPEZ: I would say it's a  
16 little bit of both. We have participants that  
17 are coming -- have been coming to our events  
18 since day one. I mean, usually we try to meet  
19 people also. So I would say it's a  
20 combination.

21 CHAIRPERSON MILLER: Do you have a  
22 certain age range, basically? You probably

1 do.

2 MR. BRAMSON: I would say, I mean,  
3 between 23 to 31 years-old.

4 CHAIRPERSON MILLER: Okay. So I  
5 had in my -- from the application, yes, it  
6 says "Anticipated number 2,000 to 2,500, max  
7 2,800 to 3,500." How does that compare to  
8 last year's event or recent events, that  
9 number?

10 MR. BRAMSON: I think last year  
11 for Bright-N-Pint we had what, what was it,  
12 2,800?

13 MR. LOPEZ: I think after people--  
14 something -- yes, around 2,800 after everyone  
15 registered the day of sales and things like  
16 that. I think we anticipated last year less,  
17 but people came and bought at the door. So we  
18 are anticipating the same amount of people,  
19 maybe a little bit of increase.

20 This is not one of our most  
21 popular events. I mean, it's a fun event, but  
22 it's not our most popular. We have the DC

1 Santa Crawl is bigger. The Cupid is bigger.  
2 This is one of our smaller events just because  
3 I don't think it appeals to everybody, just  
4 because of the theme alone.

5 CHAIRPERSON MILLER: Okay. And  
6 let me give others a chance. Mr. Silverstein,  
7 you have a question, right?

8 MEMBER SILVERSTEIN: Yes.

9 CHAIRPERSON MILLER: Okay.

10 MEMBER SILVERSTEIN: I live right  
11 around the corner from this.

12 MR. BRAMSON: Yes.

13 MEMBER SILVERSTEIN: In fact, a  
14 couple doors down from a couple of your  
15 places. I have been a supporter of these.

16 MR. BRAMSON: Yes.

17 MEMBER SILVERSTEIN: And I have  
18 worked very closely with the folks from 2D.  
19 And these have become increasingly popular, as  
20 you know, and as there has been a request for  
21 one -- you know, someone to have one every  
22 week from now to December that was pending.

1                   We have also had problems with  
2 these out in Clarendon, terrible problems, and  
3 we want to make sure that these continue to be  
4 well-run, as yours have in the past.

5                   MR. BRAMSON: Okay.

6                   MEMBER SILVERSTEIN: But the other  
7 thing that is important is that we treat  
8 everyone equally and that we not say oh, you  
9 can have it until this hour and you can have  
10 it until that hour.

11                   The police have told us,  
12 gentlemen, that they appreciate the break  
13 between the pub crawl and the busy period at  
14 night, so that the people who have been  
15 drinking and are extremely well-lubricated  
16 don't decide to party on, but rather as things  
17 slow down, they might decide to go home or go  
18 grab something to eat somewhere.

19                   Would it be a problem to you, I  
20 mean, it's not like it matters to us, but  
21 would it be a problem to you if we were to say  
22 you guys have to shut down on one of these at

1 10:00 and then we are not going to let you  
2 have the others? We are going to have  
3 everybody at the same hours in the future.  
4 Tell me how that would affect you rather.

5 MR. BRAMSON: I mean, I think from  
6 our past experience, it would kind of affect  
7 this one just because --

8 MEMBER SILVERSTEIN: I'm sorry,  
9 please, speak up.

10 MR. BRAMSON: I'm sorry. I think  
11 just from past experience with this event,  
12 since we got glow sticks for everybody, I  
13 think it would kind of affect it if we -- I  
14 mean, because I think it gets dark by like  
15 8:30 or 9:00. So I think, I mean, for us,  
16 everybody feels, you know -- to say they had  
17 a blast when, you know, they are walking to  
18 the next bar and you see everybody dressed up  
19 glow-in-the-dark stuff.

20 MR. LOPEZ: Yeah, I think last  
21 year, I mean, the biggest response we got was  
22 at a certain time, which was 8:30, 9:00,

1 10:00, when you looked on the street and the  
2 bars, everyone was just lit up. And now it's  
3 kind of the experience for, you know, Cupid's  
4 Bar Crawl and that's something that  
5 necessarily doesn't have to be those times.

6           It doesn't have to be 11:00. We  
7 can always change that to 10:00 or a little  
8 bit earlier and keep it more consistent with  
9 our other ones, but this one just because of  
10 the kind of the experience of it, it changes  
11 things a little bit, you know.

12           MEMBER SILVERSTEIN: Well, I'm not  
13 quite sure how to handle this, because I don't  
14 want to rain on your parade.

15           MR. BRAMSON: Yes.

16           MEMBER SILVERSTEIN: But on the  
17 other hand, I don't want this 11:00 thing if  
18 the police say that they like this little  
19 period in between the end of a pub crawl and  
20 the other. And there is nothing to stop your  
21 patrons --

22           MR. BRAMSON: Right.

1                   MEMBER SILVERSTEIN:  -- from  
2 continuing to go places and doing things.  I  
3 mean, you know, even if we were to say the pub  
4 crawl ends at 9:00, that doesn't mean that all  
5 of your people have to take their hall passes  
6 and go home, you know.

7                   So I'm a little at a loss as to  
8 how to go about this and I'm going to defer to  
9 my colleagues on that.

10                  CHAIRPERSON MILLER:  Mr. Jones?

11                  MEMBER JONES:  I just have a  
12 question, sir.  You mentioned that it would  
13 affect your -- it would affect the experience  
14 and you qualified whether it was intentional  
15 or inadvertent, I'm not sure, but you  
16 mentioned, a little bit.  What does that  
17 really mean?  Do you feel like the event won't  
18 happen?  You won't make as much money?  That  
19 the people won't enjoy it as much if you go  
20 from 11:00 to 10:00 and you lose that hour of  
21 nighttime activity?  Are you saying that you  
22 just won't make as much profit?  What are you

1 -- quantify that for me.

2 MR. LOPEZ: I mean, again, I don't  
3 know how the pub is going to be affected or  
4 not.

5 MEMBER JONES: Okay.

6 MR. LOPEZ: Our main concern is  
7 the experience of the guests. I mean, if --  
8 a good point was that if people stay  
9 afterwards, they will have a good time. It's  
10 just how do you qualify ending -- I mean, we  
11 need to end the pub crawl and just say this is  
12 the time it ends. The drink specials end at  
13 this time. Is that what you all mean?

14 MEMBER JONES: Well, you -- help  
15 me understand what that means.

16 MR. LOPEZ: Okay.

17 MEMBER JONES: So if it is  
18 immaterial to you, then it would be immaterial  
19 to you to make a quick change to this from  
20 10:00 to 11:00. So there must be some impact  
21 of it ending at 10:00 versus it ending at  
22 11:00. So what does end mean for you from

1 your business model standpoint?

2 MR. BRAMSON: I mean, we use -- at  
3 least for me, we have already started to  
4 market 11:00 for this event. So a roadblock  
5 that we would have is to change that back and  
6 just inform our participants, hey, it's not  
7 going to end at 11:00, it's going to end at  
8 10:00 now. That would be like a roadblock  
9 that we are going to have to face. And I'm  
10 not sure if it is going to affect our feedback  
11 from people that have already bought tickets  
12 or not, but, you know, people from -- all the  
13 guests buying from last year who had a great  
14 time are expecting the 3:00 to 11:00, because  
15 that's what they had last year.

16 MEMBER JONES: Understood.

17 MR. BRAMSON: Right.

18 MEMBER JONES: But so you don't  
19 know, right?

20 MR. LOPEZ: I don't know.

21 MEMBER JONES: You can't really  
22 quantify that oh, wow, you know, that change

1 in hour from 10:00 to 11:00 or 11:00 to 10:00,  
2 excuse me, is going to have a very negative  
3 effect on it.

4           You are speculating, obviously,  
5 because you are getting -- you are still  
6 paying the same price, but you are getting  
7 less, i.e., a reduction in the pub crawl  
8 activities from -- by an hour.

9           MR. LOPEZ: Yes, that's correct.

10           MEMBER JONES: So supply, demand,  
11 business, you get more for less, less for  
12 more, whatever the case may be. That's the  
13 basic concept that you are -- the theory that  
14 you are operating under, but there is nothing  
15 definitive that you could point to to say hey,  
16 during that last hour, I'm going to get an  
17 extra -- I'm going to lose an extra 20 percent  
18 from my bar, or whatever the case may be,  
19 because you just don't know.

20           MR. LOPEZ: We don't know.

21           MEMBER JONES: Okay. All right.

22    So --

1                   MR. LOPEZ: And even if we look --  
2 I mean, we could still keep the same hours by  
3 starting it earlier, just like we do for our  
4 other events. The main concern is that it  
5 doesn't -- it's not night necessarily.

6                   MEMBER JONES: Right.

7                   MR. LOPEZ: It doesn't get dark  
8 until later, so it kind of affects the theme  
9 of it.

10                  MEMBER JONES: So essentially, it  
11 doesn't really get dark enough for this to  
12 have the effect that you want until probably  
13 like 9:00 at the earliest for it to be --

14                  MR. BRAMSON: Right.

15                  MEMBER JONES: -- really, really  
16 dark?

17                  MR. LOPEZ: Yes.

18                  MEMBER JONES: So you are really  
19 saying your event is limited to an hour?

20                  MR. LOPEZ: Yes.

21                  MEMBER JONES: If we say --

22                  MR. LOPEZ: It is.

1                   MEMBER JONES:  -- if we make it --  
2  if we say hey, it needs to end at 10:00, and  
3  it really only gets dark at 9:00 during the  
4  season, you are -- basically, your event is an  
5  hour long.

6                   MR. LOPEZ:  Right.

7                   MEMBER JONES:  And that's really  
8  what you are struggling with, right?  Okay.  
9  That's your -- okay.  I understand.  Fair  
10 enough.

11                  MR. LOPEZ:  Okay.

12                  CHAIRPERSON MILLER:  Mr. Short?

13                  MEMBER SHORT:  Good afternoon,  
14 gentlemen.

15                  MR. BRAMSON:  Good afternoon.

16                  MEMBER SHORT:  What I heard you  
17 say that you had advertised this before you  
18 got approval from the Board as to the hours?  
19 Is that the norm?  Is that normal?

20                  MR. BRAMSON:  We normally start --  
21 I mean, we are very active on social media.  
22 And we pretty much want our participants to

1 know hey, this is the next event and these are  
2 the hours and, I mean, so that's how we start  
3 off building a buzz.

4                   We create a huge marketing  
5 campaign on social media, Facebook, Twitter  
6 just so that our participants know (A) to save  
7 the date for our bar crawl date and know that  
8 ticket sales are about to start soon. So  
9 that's how we usually start every time we  
10 throw -- just to create a buzz on social  
11 media.

12                   MR. LOPEZ: I mean, yes, a lot of  
13 companies name their events months in advance.  
14 I mean, they have four or five of their next  
15 events coming up, so people know to save that  
16 date, especially if there is other competition  
17 in the area.

18                   MEMBER SHORT: Okay. Well, I have  
19 heard the testimony that you have had these  
20 events before and you have a real good name in  
21 the city as far as the event is concerned, but  
22 I also heard one of the Board Member's comment

1 that MPD had some questions about the hours.

2 I mean, and I know you want to  
3 cooperate with the MPD.

4 MR. BRAMSON: Of course.

5 MR. LOPEZ: Always. We just  
6 didn't -- we haven't heard any feedback from  
7 them on anything about late hours or any -- I  
8 don't know if there was a specific event that  
9 caused them to question these or -- because I  
10 don't think -- at least from my knowledge, it  
11 is not from our event last year.

12 MEMBER SILVERSTEIN: No. There is  
13 nothing at all. If I may interrupt you?  
14 There has been nothing at all involving you or  
15 anything. There is just discussions after  
16 what happened in Clarendon and regarding some  
17 of the great number of requests that we have  
18 had that I initiated some conversations with  
19 police officials and said to them are you  
20 having any problems?

21 Is there any -- what -- you know,  
22 is there any reason for us to be concerned?

1 Are these things going well? And is there  
2 anything that we can do to make sure that in  
3 the future we can have these successfully and  
4 not have the problems they have had in  
5 Clarendon?

6 MR. BRAMSON: Yes.

7 MEMBER SILVERSTEIN: And they said  
8 that they are going well, that they don't have  
9 a problem with them, that they are good for  
10 business, that they are good for the  
11 neighborhoods, as they have been, but that a  
12 delineation between the pub crawl and the  
13 regular Saturday night fever that starts at  
14 11:00 or 12:00 --

15 MR. LOPEZ: Yes.

16 MEMBER SILVERSTEIN: -- would be  
17 good for the police.

18 MR. LOPEZ: Yes.

19 MEMBER SILVERSTEIN: And that's  
20 where that came from. So it is not, in fact,  
21 that anyone is being punished, but rather as  
22 these things become more popular --

1 MR. LOPEZ: Yes.

2 MEMBER SILVERSTEIN: -- we have to  
3 figure out what is the template that everyone  
4 uses that is fair to everybody and that works  
5 for the police and public safety --

6 MR. LOPEZ: Correct.

7 MEMBER SILVERSTEIN: -- which, you  
8 know -- so that's where we are.

9 MR. BRAMSON: So I remember when  
10 we started off with just even having the idea  
11 of just doing 3:00 to 11:00 instead of 1:00 to  
12 9:00, we met with all the bar owners and  
13 managers just to get their feedback and see  
14 hey, I mean, is this going to affect your guys  
15 sales or not?

16 And pretty much their answer was  
17 lately their bar crawls end at 1:00 in the  
18 morning, so in other words, we -- they have  
19 peace of mind, you know, to just go out and  
20 just say we are going to do 3:00 to 11:00,  
21 because, I mean, obviously, you guys are going  
22 to make the bulk of your money afterwards.

1 And that was the answer.

2 I know Lindy has like three that  
3 go until 1:00 in the morning, so again, we  
4 really want to be on the same page with the  
5 MPD and just have a successful event for  
6 everybody.

7 MEMBER SILVERSTEIN: Okay.

8 CHAIRPERSON MILLER: Mr. Jones?

9 MEMBER JONES: Just really  
10 quickly. So I know this has probably been  
11 addressed in part, but your events, other than  
12 this one, do they typically go until 10:00?

13 MR. LOPEZ: No, 1:00 to 9:00.

14 MEMBER JONES: 1:00?

15 MR. LOPEZ: 1:00 to 9:00 p.m.

16 MEMBER JONES: 1:00 to 9:00?

17 MR. LOPEZ: Right.

18 MEMBER JONES: Okay.

19 MR. LOPEZ: And then there is one  
20 other one, the Cupid's in February that --

21 MEMBER JONES: Right.

22 MR. LOPEZ: -- goes from 3:00 to

1 11:00.

2 MEMBER JONES: 3:00 to 11:00?

3 MR. LOPEZ: Right.

4 MEMBER JONES: Okay. So you going  
5 to 11:00 hasn't been a problem from your  
6 standpoint?

7 MR. LOPEZ: No.

8 MEMBER JONES: In the past,  
9 correct?

10 MR. LOPEZ: No.

11 MEMBER JONES: And you have had  
12 experience with that, so you kind of know what  
13 to expect? You know how to handle it? You  
14 have had success in handling it, whatever that  
15 means from your business standpoint? How you  
16 operate, from security, I'll call it alcohol  
17 abuse, aspects of that, you have a mechanism  
18 or approach that you use to work with  
19 establishments to kind of keep track of your  
20 patrons to make sure they are not getting out  
21 of control, that you have a good handle on  
22 that up until 11:00?

1 MR. LOPEZ: Correct.

2 MEMBER JONES: Right. Okay.

3 MR. LOPEZ: We actually have more  
4 staff on these than we normally do. So just--  
5 I mean, just because we can get more people,  
6 because it's a little bit later, so we  
7 normally have it more staffed on these events.  
8 The Cupid's --

9 MEMBER JONES: Okay.

10 MR. LOPEZ: -- and Bright-N-Pint.

11 MEMBER JONES: The ones that go to  
12 11:00, essentially?

13 MR. LOPEZ: Yes.

14 MEMBER JONES: Okay. All right.

15 Thank you.

16 CHAIRPERSON MILLER: Mr. Brooks?

17 MEMBER BROOKS: Yes, thank you,  
18 Madam Chair. Do you guys normally make  
19 contact with the Metropolitan Police  
20 Department when you have these pub crawls?

21 MR. BRAMSON: Yes, I mean, I talk  
22 -- I emailed and called Commander Reese just

1 before every event we do.

2 MEMBER BROOKS: And any response  
3 on this one in particular?

4 MR. BRAMSON: I haven't yet. I  
5 mean, I usually contact him like a month  
6 prior.

7 MEMBER BROOKS: Okay.

8 MR. BRAMSON: So I mean, we are  
9 still like seven weeks until this event, so --

10 MEMBER BROOKS: Okay. Okay. And  
11 if you email him say a month prior to the  
12 beginning of this one and he had a problem  
13 with it, what would you do?

14 MR. BRAMSON: I mean, I would  
15 pretty much try to address his concerns.

16 MEMBER BROOKS: Okay.

17 MR. BRAMSON: I mean, thankfully  
18 it hasn't happened yet.

19 MEMBER BROOKS: Yes, right.

20 MR. BRAMSON: So that's something  
21 we would definitely have to -- me and him have  
22 to probably go on a call with him and just see

1 what we can do to just make sure that MPD is  
2 happy with us.

3 MEMBER BROOKS: Okay. Well, you  
4 know, we haven't had any, as far as I know,  
5 major problems with any of the pub crawls in  
6 D.C. as opposed to Virginia, Clarendon, in  
7 particular.

8 Any idea what is the difference as  
9 far as time frames? Does anybody know?

10 MR. BRAMSON: I mean, in Virginia  
11 you are only -- we are only -- the bars are  
12 only allowed to sell specials until 9:00.

13 MEMBER BROOKS: Okay.

14 MR. BRAMSON: So, I mean --

15 MEMBER BROOKS: So the latest is  
16 9:00 p.m.?

17 MR. BRAMSON: In Virginia, yes.

18 MEMBER BROOKS: Oh, okay. Thank  
19 you, Madam Chair.

20 MR. LOPEZ: And the other  
21 difference in Virginia as opposed to D.C. is  
22 Virginia only -- anyone can actually get the

1 drink specials, so when you have a pub crawl  
2 in Virginia, it's not just the participants  
3 that are coming, if they get word of it,  
4 anyone can come to the bar crawl and anyone  
5 can get the specials, because bars can't --  
6 ABC Law can't limit on who is -- you can't  
7 limit someone drinking.

8           So if you give the special to one  
9 person, you have to give it to everybody.

10           MEMBER BROOKS: Okay.

11           MR. LOPEZ: So I think that is the  
12 huge difference between D.C. and Virginia,  
13 because you don't have say the regular patrons  
14 that are inside the bar that are just watching  
15 the football game or something, they hear the  
16 specials, because all these bar crawl people  
17 are there and they just start drinking, which  
18 causes even more people to come out than would  
19 normally come out. I think that's one of the  
20 major problems in Virginia versus D.C.

21           MEMBER BROOKS: Okay.

22           CHAIRPERSON MILLER: Others? Mr.

1 Rodriguez?

2 MEMBER RODRIGUEZ: Hey, I'm new on  
3 this Board. I want to know why you call them  
4 crawls. You have done a lot of crawls. Why  
5 do you call them pub crawls?

6 MR. BRAMSON: I think for us one  
7 of the reasons that we still call it crawls is  
8 because we have websites for all of our events  
9 and we have marketing materials done that we  
10 spend thousands of dollars on with the word  
11 crawl for every event.

12 We have Cupid's Bar Crawl, we have  
13 the Shamrock Crawl, the Bright-N-Pint Crawl,  
14 DC Santa Crawl.

15 MR. LOPEZ: And I know Virginia  
16 was debating or at least talking about calling  
17 it hops, like bar hop or pub hop.

18 MEMBER RODRIGUEZ: Yes.

19 MR. LOPEZ: I think just crawl is  
20 just what everyone has called it. I mean, if  
21 everyone had been calling it bar hops for --  
22 you know, if every company had been calling it

1 that, then I think that would have been what  
2 was --

3 MEMBER RODRIGUEZ: Okay. That's  
4 what they call it, but why?

5 MR. BRAMSON: I wish there was --

6 MEMBER RODRIGUEZ: Well, you guys  
7 are the experts, not me. I just want to know  
8 why they call it pub crawls.

9 CHAIRPERSON MILLER: You can  
10 Google it.

11 MEMBER RODRIGUEZ: Okay. I won't  
12 linger too much on that. I have my own ideas,  
13 but it is a little longer to drink and  
14 cheaper. So why would the police be  
15 concerned?

16 MR. LOPEZ: I mean, you have a lot  
17 of drunk people roaming the streets. But what  
18 we think is -- I mean, those same people --  
19 our hope is that those same people that come  
20 out at night come out come out during the day.  
21 And what we have seen is our crowd tends to  
22 leave earlier.

1           I can't speak for all the  
2 companies, but, you know, if you are going to  
3 drink a four or five hour window anyways, from  
4 9:00 to 3:00, I know a lot of people,  
5 personally friends, even ourselves, we would  
6 rather have a couple of drinks during the day  
7 or drinks during the day, go home and get to  
8 bed at a reasonable hour and wake up and still  
9 have my whole next day, my weekend.

10           So, I mean, that's the theory  
11 behind it, but I mean --

12           MEMBER RODRIGUEZ: I wish  
13 everybody was like you, you know, but there  
14 are people out there who --

15           MR. LOPEZ: Of course abuse it and  
16 then --

17           MEMBER RODRIGUEZ: Yes.

18           MR. LOPEZ: -- kind of ruin it for  
19 the rest of the people.

20           MEMBER RODRIGUEZ: So what about  
21 residents, have you heard from any residents  
22 or organizations? You know, you have been in

1 -- you --

2 MR. LOPEZ: Right.

3 MEMBER RODRIGUEZ: -- have been  
4 doing these a while and so have you heard  
5 before in your previous pub crawls from  
6 organizations or citizens groups about those?

7 MR. LOPEZ: In Dupont?

8 MR. BRAMSON: No, we have not. We  
9 usually hear from businesses, a lot of  
10 restaurants, a lot of pizza places, a lot of  
11 the garages even, a lot of the bars.

12 MR. LOPEZ: I'm actually surprised  
13 we haven't heard from any residents. I'm  
14 assuming it's because nothing has gone  
15 terribly wrong, but everyone we hear from is  
16 the businesses.

17 MEMBER RODRIGUEZ: Right. Because  
18 that is a high-impact area for the nightclubs.  
19 So you are running -- I mean, these are the  
20 clubs that -- the clubs that are involved, you  
21 know, they are popular, well-attended  
22 certainly.

1                   Just curious about this time  
2 factor. I know you have glow lights, right?  
3 I used to be in the glow light business, so I  
4 can understand you want it dark and all that  
5 kind of thing. But I'm just curious, you  
6 know, about the extra time that you are asking  
7 for that would enhance your -- is that to  
8 enhance your business?

9                   I think one of the Members already  
10 dealt with it. I don't want to linger too  
11 long on that.

12                   MR. LOPEZ: It's to enhance the  
13 theme of the event. We don't know how it is  
14 going to affect sales if we drop it. I mean,  
15 for all we know, we could get higher sales.  
16 I mean, I doubt it, but --

17                   MEMBER RODRIGUEZ: Yes.

18                   MR. LOPEZ: -- that's the main  
19 reason. We have talked to the bars because  
20 originally we said 3:00 to 11:00 in the bars.  
21 We didn't think they would agree based on the  
22 same theory of people coming earlier to these

1 events.

2 MEMBER RODRIGUEZ: Right.

3 MR. LOPEZ: However, a lot of the  
4 bars said they don't get that busy until  
5 afterwards.

6 MEMBER RODRIGUEZ: Right.

7 MR. LOPEZ: So, I mean, if it was  
8 really affecting them, they wouldn't  
9 participate to be part of it and I would think  
10 -- so originally we said like 11:00. We  
11 thought they would drop it down to 10:00, I  
12 mean.

13 MR. BRAMSON: It was a funny  
14 situation because we went -- we actually went  
15 to sit down with a bunch of them and we were  
16 thinking we were going to get told no by  
17 everybody, but I mean, they were very, very  
18 open to that. I mean, there is bar crawls  
19 like I said that do until 1:00 in the morning  
20 and, you know, so I think time limitation is  
21 a little --

22 MEMBER RODRIGUEZ: So will this be

1 a new model for you all, in terms of your  
2 program? Before you were doing -- you had a  
3 different model, I believe.

4 MR. LOPEZ: No. So the events  
5 like the DC Santa Crawl, the ones that we do  
6 yearly, like those are going to stay. Pink  
7 and Drink, DC Santa Crawl, those are going to  
8 stay the same hours. We are not going to  
9 change those.

10 MEMBER RODRIGUEZ: Okay.

11 MR. LOPEZ: And then the Cupid and  
12 the Bright-N-Pint are the only ones that are  
13 3:00 to 11:00. So two events out of the year  
14 are 3:00 to 11:00. The rest are 1:00 to 9:00.  
15 And typically people that like bar crawls are  
16 usually day drinkers and they want to drink  
17 during the day. Where this just happens to be  
18 a theme that is towards the night, I mean,  
19 because of the glow sticks and things like  
20 that.

21 MEMBER RODRIGUEZ: All right. All  
22 right. And so I just, you know, am trying to

1 learn more about your business. Thank you.

2 MR. BRAMSON: No problem.

3 CHAIRPERSON MILLER: Okay. Are  
4 there other Board questions before we get to  
5 Mr. Apraku? Mr. Short, do you have a  
6 question?

7 MEMBER SHORT: Just an  
8 observation.

9 CHAIRPERSON MILLER: An  
10 observation? Okay.

11 MEMBER SHORT: September the 13th  
12 is your event?

13 MR. BRAMSON: Yes.

14 MR. LOPEZ: Yes.

15 MEMBER SHORT: It will be dark at  
16 8:00 then.

17 MEMBER RODRIGUEZ: Oh, yes.

18 MEMBER SHORT: So you would be  
19 able to --

20 MR. BRAMSON: Last year Bright-N-  
21 Pint was September 14th, if I remember  
22 correctly, and it got dark like 8:25, 8:30.

1                   MR. LOPEZ: You know, the whole  
2 point is that -- I mean, we wish it was dark  
3 the whole time.

4                   MEMBER SHORT: We understand that.

5                   MR. LOPEZ: That's why in December  
6 we have. So I mean, originally, we -- the  
7 first crawl we ever had was just like the  
8 Lindy event due from 8:00 until 2:00 -- 1:30  
9 or 2:00 in the morning and have like a total  
10 night theme. But then we thought the same  
11 thing, how is that going to -- I mean, our  
12 biggest concern was are our guests mixing in  
13 with the new guests coming out and --

14                   MEMBER SHORT: That is a concern.

15                   MR. LOPEZ: Right. So that's why  
16 we asked for 11:00, still not thinking we were  
17 going to get it from the bars, but the bars  
18 went ahead and agreed right away. And I'm  
19 assuming it is because --

20                   MEMBER SHORT: They are making  
21 money.

22                   MR. LOPEZ: Right. But I mean, I

1 think they are doing it because -- they are  
2 not making -- it would be a good happy hour or  
3 a good crowd for them while their crowd comes  
4 in, ours transitions out and they can still  
5 make their money.

6           If they are going to be packed  
7 anyway at 11:00, I doubt they would want our  
8 guests there that were drinking all day. So  
9 there must be a window where they are not  
10 completely packed.

11           MEMBER SHORT: Since you opened  
12 that door, let me ask you a question. What do  
13 you think mix would be between the day,  
14 because you've been drinking all day, and then  
15 the people that start drinking 10:00 at night  
16 with the night crowd? You've got --

17           MR. LOPEZ: So we have asked. I  
18 mean, we not only have the event, much of the  
19 bars approved it, and there was no issues.  
20 The bars didn't complain that there was any  
21 rowdiness. I think what happened is our crowd  
22 transitions out, which gives them a great base

1 crowd and their crowd comes in and there is --  
2 they are making money. They are making money  
3 the whole time without losing their -- because  
4 the last thing they want is people that  
5 haven't been drinking anything to come to the  
6 door and its packed. That's the last thing  
7 they want.

8           So I think -- I mean, the bars I  
9 think would know better than, you know, we  
10 would, so based off of that and the fact that  
11 there is no issues either.

12           CHAIRPERSON MILLER: Okay.

13 Others? Okay. Mr. Apraku?

14           INVESTIGATOR APRAKU: Yes.

15           CHAIRPERSON MILLER: Do you have  
16 any opinion on this issue, about the hours in  
17 particular or any other issue?

18           INVESTIGATOR APRAKU: Well, the  
19 hours in particular, I guess I share pretty  
20 much the same concern that Mr. Silverstein  
21 had, especially in regards to -- especially in  
22 regards to the police. I heard you mention

1 that -- again, the bar really being packed  
2 with people who are drunk all the way to 11:00  
3 with new additions of people coming in to now  
4 get drunk, it -- I mean, again, just as the  
5 police says, it does pose some sort of  
6 concern.

7           Again, I haven't -- I have never  
8 been -- I personally have never been to a pub  
9 crawl myself. I have monitored ones that  
10 ended around, I believe, 9:00 or 10:00.  
11 People still had fun.

12           But again, based on the theme that  
13 he wants, again, it would make sense for it to  
14 go longer. However, what my concern is, as  
15 Mr. Silverstein said, in regards to what the  
16 police are saying about having that time, that  
17 at least even if it's just -- even if the  
18 street is like the amount of people who are  
19 outside, at least if it closes earlier, it  
20 gives that time to some of those people to  
21 filter out as opposed -- and allow the people  
22 who are now coming into the night scene to

1 actually come in.

2                   So again, I mean, it's a toss-up.

3 But that's what I would say in regards to

4 that. You know, the amount of people who are

5 going to be there, I mean, he is saying -- and

6 I'm only quoting from what, 2,500 to 3,300

7 people. I mean, if you get that maximum

8 amount and it's that concentrated in Dupont

9 Circle until 11:00 p.m., there is going to be

10 a considerable amount of people who are also

11 going to be coming into that area from around

12 10:00 to 11:00 to start off their night.

13                   So there's going to be a lot of

14 people there. That would be the concern that

15 I believe the police would be having in

16 regards to having that many people in one

17 concentrated area all at one time. So that

18 would be my take on that particular, you know,

19 topic of discussion.

20                   CHAIRPERSON MILLER: Do you have

21 any other issues?

22                   INVESTIGATOR APRAKU: I have maybe

1 one or two questions.

2 CHAIRPERSON MILLER: Okay.

3 Questions.

4 INVESTIGATOR APRAKU: And I admit  
5 it may be in the package. What time is the  
6 registration over?

7 MR. BRAMSON: It's going to start  
8 at 3:00. Probably done by 6:30, somewhere  
9 around there.

10 INVESTIGATOR APRAKU: Okay. So  
11 registration ends at 6:30. And then I just  
12 was curious, is there like a standardized  
13 drink special that you get for participating  
14 or does every individual bar have it's own?

15 MR. BRAMSON: It's a standard  
16 special for everyone.

17 INVESTIGATOR APRAKU: Okay. And  
18 what is that? I'm just curious.

19 MR. BRAMSON: It's \$2 Yuengling  
20 Light lagers. I mean, lagers, light lagers.  
21 We are going to do a \$3 vodka drink.

22 INVESTIGATOR APRAKU: Okay.

1 MR. BRAMSON: And it's a \$4  
2 shooter.

3 INVESTIGATOR APRAKU: \$4 shooter.  
4 Okay. And it's basically up to the bar to cut  
5 people off or --

6 MR. BRAMSON: Exactly.

7 INVESTIGATOR APRAKU: -- stop it.  
8 Okay.

9 MR. BRAMSON: I mean, that's  
10 something we have an agreement that we send  
11 every bar for every event and, obviously, we  
12 encourage, you know, the bartender to cut  
13 people off. Bartenders will cut people off  
14 and have their security present at the doors,  
15 just so people don't walk out with alcohol in  
16 their hand. Have like a big trash can and  
17 just pull that out. I mean, they have their  
18 ducks in a row for them to throw.

19 CHAIRPERSON MILLER: Yes.

20 INVESTIGATOR APRAKU: And then in  
21 regards to the number of people, you said it  
22 was about 2,500 to 3,300 and then it said in

1 the application that you were updating the  
2 establishments as you go. Do you have a count  
3 of how many people you have as of now?

4 MR. BRAMSON: I mean, we have  
5 started selling tickets just on social media  
6 alone. We probably have like 100 to 150 sold.

7 INVESTIGATOR APRAKU: 100 to 150  
8 tickets sold. All right. All right. That's  
9 it for me.

10 CHAIRPERSON MILLER: Okay. Okay.  
11 I just have a few comments.

12 One is I think -- I look at this  
13 as a special event with the light thing and  
14 then you all have done it already. You have  
15 actually done it and in the same area, same  
16 establishments and not had any problem. So I  
17 don't see it as just because if we let you all  
18 do this, we do this on a case-by-case basis to  
19 an extent anyway, that means everybody can do  
20 pub crawls until 11:00.

21 I think it is reasonable that you  
22 relied on our approval last year, because you

1 didn't even have the track record that you  
2 have now and we approved it. And I think  
3 there are some concerns and they are  
4 legitimate concerns, but I think even your  
5 track record, to me, overrides the concern  
6 that I haven't talked to the police. They  
7 haven't been here for a hearing.

8           But it doesn't surprise me that  
9 they would like to have divisions, you know,  
10 and have, you know, less people on the street,  
11 but I would be inclined to leave it for this  
12 year, since you have such a good track record  
13 and you are well-aware of the issues and  
14 working with the bars.

15           But others may want to cut back on  
16 the time. You know, Mr. Jones has his hand  
17 up.

18           MEMBER JONES: I align myself with  
19 the Chairman's comments. I do believe there  
20 are some pros and cons to this, but from the  
21 standpoint of the business operator, you guys  
22 have been straight-up guys. I mean, you have

1 operated, comported yourselves in a  
2 professional manner and I believe that you  
3 have the right and you have earned the  
4 opportunity to at least do this again.

5           Obviously, you recognize the  
6 consequences if you mess up, that you are not  
7 going to get it, right? But from this  
8 standpoint, given that you have a good track  
9 record, I would be highly in favor of leaving  
10 it as is and give you a shot.

11           MR. LOPEZ: Thank you, sir.

12           CHAIRPERSON MILLER: Okay. Mr.  
13 Silverstein?

14           MEMBER SILVERSTEIN: My other  
15 concern that I didn't mention and I should  
16 have is that 11:00 pushes it up closer to the  
17 police shift change, which is another issue to  
18 have. But I'm really torn. You guys do  
19 deserve this and you have, you know, a good  
20 business record. You have a solid record.

21           On the other hand, we don't want  
22 to be treating you differently than we treat

1 others and whatever my fellow Board Members  
2 want to do on this, I'm perfectly saying would  
3 be the choice. They are both good, either  
4 10:00 or 11:00 close.

5 I prefer the 10:00, but I'm good  
6 with either.

7 CHAIRPERSON MILLER: Okay. I  
8 would say that, you know, generally, we don't  
9 treat people differently, but on the other  
10 hand we do to a certain extent. If somebody  
11 has a really good track record and we don't  
12 anticipate problems, we are more likely to  
13 approve than somebody who has had problems.  
14 Correct? I mean, I think that that --

15 MEMBER SILVERSTEIN: The real  
16 issue here to me in terms of --

17 CHAIRPERSON MILLER: Yes.

18 MEMBER SILVERSTEIN: -- doing that  
19 is the fact that they had permission to do it  
20 last year and that was not a problem.

21 CHAIRPERSON MILLER: Right.

22 MEMBER SILVERSTEIN: And as such,

1 I think that they could have reasonable  
2 assumed that they would be able to get it this  
3 year. Had somebody come in here and said we  
4 have a great track record and we have already  
5 printed tickets, assuming, I would have  
6 thought that that would have been a bit  
7 presumptuous.

8 But if you have done it and you  
9 had no problems, I'm fine with that.

10 CHAIRPERSON MILLER: Okay. And I  
11 would ask you also to when you -- we don't  
12 have a rule yet, but if you get to the 11:00,  
13 people can be paying attention to the  
14 difference between the 10:00 and the 11:00  
15 hour, so that, you know, when you probably  
16 come back to us next year, you will either --  
17 you might say oh, I think 10:00 would be  
18 better stopping at or you can really notice  
19 like what are the facts, what was going on  
20 between 10:00 and 11:00.

21 So, okay, do others have comments?  
22 Okay. Then I would move that we approve this

1 application. Do I have a second?

2 MEMBER BROOKS: Second.

3 CHAIRPERSON MILLER: Mr. Brooks  
4 has seconded the motion.

5 All those in favor say aye.

6 MEMBER JONES: Aye.

7 MEMBER SHORT: Aye.

8 CHAIRPERSON MILLER: Aye.

9 MEMBER BROOKS: Aye.

10 CHAIRPERSON MILLER: All those  
11 opposed?

12 MEMBER RODRIGUEZ: Aye.

13 MEMBER SILVERSTEIN: Aye.

14 CHAIRPERSON MILLER: You're  
15 opposed? You're opposed or you're with?

16 MEMBER SILVERSTEIN: But I'm good  
17 with it anyway.

18 CHAIRPERSON MILLER: Wait I'm  
19 confused a little bit.

20 All those in favor say aye.

21 MEMBER JONES: Aye.

22 MEMBER SHORT: Aye.

1 CHAIRPERSON MILLER: Aye.

2 MEMBER BROOKS: Aye.

3 CHAIRPERSON MILLER: All those  
4 opposed say nay.

5 MEMBER SILVERSTEIN: Nay.

6 MEMBER RODRIGUEZ: Nay.

7 CHAIRPERSON MILLER: All those  
8 abstaining? Okay. So Mr. Brooks, Ms. Miller,  
9 Mr. Jones said aye.

10 What did you say, Mr. Short?

11 MEMBER SHORT: Aye.

12 CHAIRPERSON MILLER: Aye, okay.  
13 So that's 4-2. Okay.

14 MEMBER SILVERSTEIN: Good.

15 CHAIRPERSON MILLER: All right.

16 MR. LOPEZ: Here's the  
17 application.

18 CHAIRPERSON MILLER: Okay. Oh,  
19 that's it? Okay. Can you give that to Mr.  
20 Short? So I also would be interested in  
21 knowing why D.C. has been so successful with  
22 the pub crawls. I mean, you guys are good.

1 Obviously, you are doing all the right things.

2 But in general, Clarendon is  
3 having these awful issues.

4 MR. LOPEZ: I really think it's  
5 because of the specials.

6 CHAIRPERSON MILLER: That anybody  
7 can have it? What's the point of paying for  
8 the pub crawl then, if anybody can do it?

9 MR. LOPEZ: I think just more the  
10 atmosphere. I mean, you get like -- you get  
11 a mug and you get beads and --

12 CHAIRPERSON MILLER: Oh.

13 MR. LOPEZ: -- things like that.

14 CHAIRPERSON MILLER: Right. With  
15 other things.

16 MR. BRAMSON: Party favors, the  
17 photo booth.

18 MR. LOPEZ: And it's nice, I think  
19 when you see someone else with a mug or  
20 wristband, then you kind of automatically want  
21 to talk to them.

22 CHAIRPERSON MILLER: Okay.

1                   MR. LOPEZ: I think that may --  
2 who knows maybe that causes problems, but I  
3 really do think that the drink specials affect  
4 it and I think that increases the numbers,  
5 because people can just come and there is no  
6 way to regulate it. So I think that law is  
7 what is actually hurting it a little bit.

8                   CHAIRPERSON MILLER: I think it is  
9 because we must be doing such a good job here.

10                  MR. LOPEZ: You're doing a great  
11 job here. Yes, you guys do a way better job.

12                  CHAIRPERSON MILLER: So we don't  
13 have our staff here, so normally --

14                  MEMBER SILVERSTEIN: Herman needs  
15 to sign.

16                  CHAIRPERSON MILLER: Oh, Herman.  
17 I'm sorry. One more signature, then we will  
18 give it to you. Thank you very much. Okay.

19                  INVESTIGATOR APRAKU: I don't know  
20 where to sign.

21                  CHAIRPERSON MILLER: I think they  
22 take it to the office.

1                   INVESTIGATOR APRAKU: Oh, they  
2 take it to the office. Okay. All right.

3                   CHAIRPERSON MILLER: Yes. You  
4 know the drill, I guess, right?

5                   MR. BRAMSON: No problem.

6                   CHAIRPERSON MILLER: You know the  
7 drill?

8                   MR. BRAMSON: We do.

9                   CHAIRPERSON MILLER: Okay. Thank  
10 you very much.

11                  MR. BRAMSON: Thank you.

12                  MR. LOPEZ: Thank you.

13                  CHAIRPERSON MILLER: Have a good  
14 event.

15                  MR. LOPEZ: Thank you.

16                  MEMBER SILVERSTEIN: We need one  
17 more signature, I think.

18                  CHAIRPERSON MILLER: Oh.

19                  (Whereupon, the Fact-Finding  
20 Hearing in the above-entitled matter was  
21 concluded at 2:24 p.m.)

22

**A**

**\$2** 43:19  
**\$3** 43:21  
**\$4** 44:1,3  
**ABC** 29:6  
**able** 37:19 49:2  
**above-entitled**  
 54:20  
**ABRA** 1:22 2:22  
**abstaining** 51:8  
**abuse** 25:17 32:15  
**active** 19:21  
**activities** 17:8  
**activity** 14:21  
**additions** 41:3  
**address** 6:8 27:15  
**addressed** 24:11  
**admit** 43:4  
**advance** 20:13  
**advertised** 19:17  
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