

DISTRICT OF COLUMBIA

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ALCOHOLIC BEVERAGE CONTROL BOARD

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MEETING

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IN THE MATTER OF: :

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Pub Crawl :

Date of Event: 9/17/2013 and :

9/21-22/2013 : Fact Finding

Applicant: Daniel Kramer : Hearing

Event Names: DC Mojito March :

and District Oktoberfest :

Neighborhood: 810 7th St., NW:

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AUGUST 7, 2013

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

PRESENT

RUTHANNE MILLER, Chairperson

NICK ALBERTI, Member

DONALD BROOKS, Member

HERMAN JONES, Member

MIKE SILVERSTEIN, Member

ALSO PRESENT

KOFI APRAKU

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

1:36 p.m.

CHAIRPERSON MILLER: Okay. Good afternoon. The first case in the afternoon is a fact finding on two pub crawls, and I believe Mr. Kramer is the Applicant. And the pub crawls are D.C. Mojito March and District Oktoberfest.

So would you all introduce yourselves for the record, please?

INVESTIGATOR APRAKU: Investigator Kofi Apraku.

CHAIRPERSON MILLER: Good afternoon

INVESTIGATOR APRAKU: Alcohol Beverage Regulation Administration.

MR. KRAMER: Hi, good afternoon. Daniel Kramer with Beerathon, LLC.

CHAIRPERSON MILLER: Okay. So we can look at both of these pub crawls. They look somewhat similar on paper. Do you want to give a general statement about them and

1 then we can ask specific questions?

2 MR. KRAMER: Sure.

3 CHAIRPERSON MILLER: Good.

4 MR. KRAMER: Madam Chair, you're
5 right, they are very similar to our prior
6 events. The differences are going to be that
7 the -- let's start with Mojito March --

8 CHAIRPERSON MILLER: Okay.

9 MR. KRAMER: -- just because that
10 one's scheduled for earlier.

11 CHAIRPERSON MILLER: Yes.

12 MR. KRAMER: That's going to be
13 very similar to a Margarita March; I like
14 cheesy alliterations, I apologize --

15 (Laughter.)

16 MR. KRAMER: -- which was in the U
17 Street and Logan Circle neighborhoods that we
18 had on April 27th-ish of this year. I can't
19 remember the exact date. That is scheduled
20 for now and applied for for September 7th.
21 I'm going to ask the Board to consider that
22 date, but I want to be up front that I'm not

1 sure that we are going to be ready to do it on
2 that date. And so I would ask for the event
3 itself to be considered for that date and in
4 the event -- I don't know if this is possible,
5 but in the event that I change nothing except
6 the date that it can be hopefully moved into
7 the future when we're -- because I don't want
8 to rush through these things.

9 CHAIRPERSON MILLER: Right.

10 MR. KRAMER: And there are some
11 logistical things just on our end that I
12 haven't -- I'm actually much more confident
13 with the other one.

14 CHAIRPERSON MILLER: Okay.

15 MR. KRAMER: You mentioned that it
16 looks familiar. I mean there's a formula here
17 that's worked for the participants and for the
18 venues, and hopefully to the Board's
19 satisfaction, that we want to continue.

20 So with the Mojito March it's very
21 similar to the Margarita March. Eight venues,
22 eight different little mojitos and then we

1 always of course push food specials and
2 include charity sponsors, which is one of the
3 things that I do not have yet for the Mojito
4 March.

5 The formula is the same. Up to
6 eight are included. It is not an unlimited
7 drinking affair. None of mine are. What is
8 included in the ticket is one and only one of
9 the featured beverage at each venue. So there
10 is not any inducement to stay at one place and
11 to have four or five \$2 jello shots and then
12 try to get up.

13 We do these earlier in the day.
14 We encourage groups. And to my knowledge
15 through now four events in the District, not
16 to mention seven, maybe eight in five other
17 cities, including New York and Boston and
18 Houston and Savannah, Georgia. There has not
19 been a single security or safety disturbance,
20 violation or arrest. And if there has been
21 one in the District, I remain unaware of it
22 and I think I would have been made aware of

1 it. So I'm proud of that and I want to keep
2 that kind of clean framework going forward.

3 CHAIRPERSON MILLER: How many have
4 you done in the District now?

5 MR. KRAMER: Four.

6 CHAIRPERSON MILLER: Okay.

7 MR. KRAMER: Four.

8 CHAIRPERSON MILLER: I just want
9 to comment about the date thing. I think
10 that, you know, we can approve the concept and
11 everything, but I think if you change the date
12 that this agency would need to know like a
13 week ahead of time?

14 MR. KRAMER: What? Oh, 100
15 percent.

16 CHAIRPERSON MILLER: Okay.

17 MR. KRAMER: Oh, yes.

18 CHAIRPERSON MILLER: Okay.

19 MR. KRAMER: Oh, yes.

20 CHAIRPERSON MILLER: This way our
21 investigators are going out and etcetera.
22 Yes.

1 MR. KRAMER: Yes. No, totally
2 understood.

3 CHAIRPERSON MILLER: Okay.

4 MR. KRAMER: And at least a week's
5 notice? Does that work for you? I can
6 provide more if need be.

7 CHAIRPERSON MILLER: More. Two
8 weeks. Two weeks?

9 MEMBER JONES: Well --

10 CHAIRPERSON MILLER: Okay. So are
11 you coordinating with MPD on this?

12 MR. KRAMER: I haven't yet. This
13 event is over -- let's see, that's about five-
14 and-a-half weeks away.

15 CHAIRPERSON MILLER: Yes.

16 MR. KRAMER: And so as we approach
17 I definitely will --

18 CHAIRPERSON MILLER: Okay.

19 MR. KRAMER: -- as I have in the
20 past.

21 CHAIRPERSON MILLER: Okay. Yes,
22 they certainly would need to know.

1 MR. KRAMER: One hundred percent.

2 CHAIRPERSON MILLER: Okay. Right.

3 MR. KRAMER: Minimum two weeks.

4 I'm guessing it'll be closer to three.

5 CHAIRPERSON MILLER: Okay.

6 MEMBER ALBERTI: Ms. Miller?

7 CHAIRPERSON MILLER: Yes?

8 MEMBER ALBERTI: I think my advice

9 would be -- desire would be for two weeks.

10 I'd also like to mention that I think

11 logistically we would need a new application.

12 So you'd have to let us know that one event

13 canceled and then apply for -- we can carry

14 over what we hear towards considering the

15 other application.

16 MR. KRAMER: Okay.

17 MEMBER ALBERTI: But logistically

18 it seems to me that Mr. Kramer would actually

19 have to fill out a new application.

20 MR. KRAMER: Happy to do it.

21 MEMBER ALBERTI: Hang on.

22

1 (Mr. Alberti confers with legal
2 counsel.)

3 MEMBER ALBERTI: Right, you don't
4 have to -- right, we'll have the documents.
5 Our legal counsel is telling me you can just
6 submit the top page.

7 MR. KRAMER: Yes.

8 MEMBER ALBERTI: And then we would
9 attach all the documents from the initial
10 submission, but it becomes -- Mr. Jones?

11 MEMBER JONES: I'm a little
12 concerned. Just a point of clarification,
13 point of order to some degree. I think,
14 although I appreciate the effort and the
15 desire to try and provide you with information
16 based on your request to us here, I'll be
17 candid and say that I as an individual Board
18 Member -- I don't have all the answers.

19 We have an ABRA agency that has
20 topnotch employees and staff that follow
21 discreet and defined processes, and I think
22 there probably is a defined process for this

1 very situation, and I would advise that you
2 work with the representative that is
3 responsible for that element. I believe
4 there's a licensing agent, there's a licensing
5 department, there's a legal agent and a legal
6 department. And I would recommend that you
7 confer with both just to confirm that you're
8 on sound ground and make sure that we're not
9 giving you either miss or misguided
10 information regarding what you should or
11 shouldn't do, because I wouldn't want your
12 event to be jeopardy based on information that
13 we didn't -- that I as an individual Board
14 Member didn't convey to you properly.

15 MR. KRAMER: Thank you.

16 MEMBER JONES: You're welcome.

17 CHAIRPERSON MILLER: In any
18 event --

19 MEMBER JONES: Sorry, Board Member
20 Alberti.

21 MEMBER ALBERTI: That's okay.
22 Thank you, Mr. Jones.

1 CHAIRPERSON MILLER: We could have
2 the hearing today, but --

3 MR. KRAMER: Okay.

4 CHAIRPERSON MILLER: -- whatever
5 you tell us today is going to apply even if
6 the date changes, correct?

7 MR. KRAMER: Totally understood.

8 CHAIRPERSON MILLER: Okay. What
9 is your security?

10 MR. KRAMER: It's going to be the
11 same that it has been, which is that we -- in
12 addition the venues being required as they
13 normally are, whether I'm doing an event or
14 not -- they're required to check IDs and
15 prevent over-service on their ends.

16 CHAIRPERSON MILLER: Yes.

17 MR. KRAMER: As an additional
18 layer when they check in, we check -- we hire
19 a private licensed -- the same guys we've
20 always used, Mr. Brenklin, who's from U.S.
21 Safety and Security, which is a fully-licensed
22 security firm. So when they check IDs, he

1 looks at their ID. That's the first thing
2 that happens. Then they go to the check-in
3 tables, which actually look kind of like where
4 me and the investigator are sitting --

5 CHAIRPERSON MILLER: Yes.

6 MR. KRAMER: -- to then process.
7 And then they go to the bar where they are
8 again checked. So at venue No. 1 they are
9 checked twice. And then at each subsequent
10 venue, just like they're going in, you know,
11 we say check them again. And that actually --
12 we get some blow-back from the participants
13 for that because they're like, well, you
14 checked us once, you checked us again. And I
15 said, yes, and it's going to happen again and
16 again just as if you were going to three or
17 four places. That would happen with me or
18 without me, so that's going to happen. And I
19 remind the venues of that. And they say,
20 well, you already checked it. I said, well,
21 check it again.

22 CHAIRPERSON MILLER: Okay. Great.

1 So you've been developing a formula that
2 you're now applying to all your pub crawls
3 basically? That's been working?

4 MR. KRAMER: (No audible
5 response.)

6 CHAIRPERSON MILLER: And then are
7 you a contact also?

8 MR. KRAMER: Yes.

9 CHAIRPERSON MILLER: Yes? Okay.

10 MR. KRAMER: Everyone has my --
11 sometimes to my own lack of sleep's detriment,
12 but everybody has my personal cell phone
13 number.

14 CHAIRPERSON MILLER: Okay. So is
15 there anything different with respect to
16 either of these events?

17 MR. KRAMER: There is a difference
18 on the Oktoberfest.

19 CHAIRPERSON MILLER: Okay.

20 MR. KRAMER: And that is that it
21 is two separate one-day events. So it is the
22 21st and the 22nd, a Saturday and a Sunday.

1 And it's in Chinatown. So the locations are
2 different. And that it's the same thing, the
3 21st and the 22nd is the difference.
4 Operationally, logistically, no, there is no
5 difference.

6 CHAIRPERSON MILLER: So an your
7 anticipated number, does that come from you
8 past pub crawls?

9 MR. KRAMER: It comes from the
10 past. I think each of these are going to be
11 in the three, four, five hundred-ish spaced
12 throughout the entire day. What we try and
13 avoid is packing them in both in terms of time
14 and making it too short a window, and also
15 over-subscribing our events, which we could do
16 by lowering the prices significantly.

17 And then what happens is you have
18 places inundated, you have sidewalks crowded,
19 you have customers unhappy with bad service,
20 you have bars unhappy with over-crowdedness,
21 you have neighbors and potentially; though it
22 hasn't happened yet, public safety officials

1 who are concerned with the sidewalks being
2 crowded. Then people start to jaywalk. So
3 I'm not lowering my prices with the goal of
4 increasing numbers into the three, four, five
5 thousand neighborhood. That's not something
6 I have any interest in.

7 CHAIRPERSON MILLER: So the price
8 keeps it down, you're saying?

9 MR. KRAMER: Or maybe we're just
10 not as popular as we thought.

11 CHAIRPERSON MILLER: So now it
12 looks to me on this form though you say
13 anticipated 200. Is that wrong?

14 MR. KRAMER: I'm sorry, that
15 should be the minimum baseline at 200. I
16 would say three our four hundred based on
17 prior.

18 CHAIRPERSON MILLER: Okay.

19 MR. KRAMER: But again, you know,
20 mojitos are a new thing and to be frank,
21 that's not my favorite beverage, but
22 apparently a lot of people do like them. You

1 know, we have competition not just from other
2 events, but from things like Nationals games
3 and conventions and weather and graduations.
4 So operationally I can do so much, but the
5 numbers are still a little bit of guesswork.

6 CHAIRPERSON MILLER: Okay. Board
7 Members have questions?

8 MEMBER ALBERTI: Yes. Well, first
9 of all, how much advance -- do you plan to
10 notify MPD? Have you notified MPD --

11 MR. KRAMER: No.

12 MEMBER ALBERTI: -- or you plan
13 to?

14 MR. KRAMER: I'm not going to
15 notify MPD until I have the Board's approval.

16 MEMBER ALBERTI: Okay. But, all
17 right.

18 MR. KRAMER: I give them two --

19 MEMBER ALBERTI: Assuming that you
20 get --

21 MR. KRAMER: They need at least
22 two weeks, from my understanding of their

1 scheduling, so I go at least two-and-a-half
2 weeks, whenever I can.

3 MEMBER ALBERTI: Okay. So you
4 answered my question. So that's your plan --

5 MR. KRAMER: Yes.

6 MEMBER ALBERTI: -- if approved?
7 And you would give them at least two weeks
8 notice?

9 MR. KRAMER: Yes.

10 MEMBER ALBERTI: Okay. Great.
11 You answered my question.

12 All right. So I think I read in
13 here something about a VIP laminate. What's
14 the --

15 MR. KRAMER: They're all actually
16 VI -- they're all -- everyone is a VIP.

17 (Laughter.)

18 MR. KRAMER: That's just --

19 CHAIRPERSON MILLER: Spoken like a
20 true salesman.

21 MR. KRAMER: We liken it to --
22 because if you go back stage at a concert,

1 then you're a VIP and that --

2 MEMBER ALBERTI: And you have --

3 MR. KRAMER: Everybody gets the
4 laminate. So the only thing that we do with
5 a VIP in this situation is they get the same
6 laminate, but they'll also have maybe a food
7 entr,e included when they check in.

8 MEMBER ALBERTI: Okay.

9 MR. KRAMER: So --

10 MEMBER ALBERTI: Oh, okay.

11 MR. KRAMER: So everybody gets
12 that.

13 MEMBER ALBERTI: Everybody gets a
14 lanyard. VIP people --

15 MR. KRAMER: Also get a plate in
16 front of them with food on it.

17 MEMBER ALBERTI: Okay. Got you.

18 MR. KRAMER: They do not get --

19 MEMBER ALBERTI: -- how does that
20 figure -- I'm assuming -- I mean one of my
21 other questions is you've got a price range
22 here for tickets. How is --

1 MR. KRAMER: Which one are you
2 looking at? Are you looking at --

3 MEMBER ALBERTI: Well, let's see.
4 I mean the mojito one is only \$10, so that one
5 is not -- but the Oktoberfest is like -- went
6 up to \$80, but I don't know where it starts.
7 It started at 30 to 85. So especially that
8 one, how are these ticket prices determined?

9 MR. KRAMER: So we have a -- I'm
10 not -- I'm sorry, I'm not seeing a -- on the
11 Mojito March I'm not seeing a \$10. It would
12 be --

13 MEMBER ALBERTI: I don't think I
14 imagined this, but maybe -- let me just
15 double-check. I thought it was -- yes,
16 pricing. Tickets will be priced between 50 to
17 \$60 each.

18 MR. KRAMER: I apologize, sir.
19 What page are you on?

20 MEMBER ALBERTI: I am on the back
21 of the second page of the packet for the
22 Mojito March.

1 MR. KRAMER: So, right. Thank
2 you. So between 50 to 60. Is that what --

3 MEMBER ALBERTI: Right.

4 MR. KRAMER: Okay. Yes. So the
5 reality is that that is the, quote, "regular"
6 price. And then we use daily deal sites such
7 as LivingSocial, which is a District business,
8 those prices come down.

9 MEMBER ALBERTI: So what's the
10 regular price?

11 MR. KRAMER: So as a consumer, if
12 you get it at the right time at a discount,
13 it's more in the 25 to 35 range.

14 MEMBER ALBERTI: Okay. So --

15 MR. KRAMER: But not in the \$10
16 range.

17 MEMBER ALBERTI: Okay. So all
18 right. Describe your pricing structure for
19 me.

20 MR. KRAMER: Okay.

21 MEMBER ALBERTI: Because I'm
22 confused.

1 MR. KRAMER: So we'll have a
2 regular price in the 50 to \$60 range where
3 once the event is approved and ready to go --

4 MEMBER ALBERTI: Yes.

5 MR. KRAMER: -- that that would be
6 the price that any member of the public 21 and
7 over -- which again a third check, because
8 they have to check a box when they buy it,
9 though I guess that could be avoided, and then
10 it would be caught when they first walk in.

11 MEMBER ALBERTI: Right, right,
12 right.

13 MR. KRAMER: And I don't know who
14 would take a 50 or \$60 chance on their fake ID
15 working, but maybe --

16 MEMBER ALBERTI: Okay. Let's stay
17 on the price.

18 MR. KRAMER: And then that would
19 be the price that is the regular retail price.
20 And just like any things our things -- our
21 tickets sometimes go on sale.

22 MEMBER ALBERTI: Okay. Let's stop

1 right there. Is it 50 or 60 bucks, or haven't
2 you determined that?

3 MR. KRAMER: I haven't determined
4 that.

5 MEMBER ALBERTI: Oh, you haven't?
6 Okay.

7 MR. KRAMER: For this exact event,
8 no.

9 MEMBER ALBERTI: So that's why the
10 range, because you haven't decided what that
11 initial --

12 MR. KRAMER: Correct.

13 MEMBER ALBERTI: Right. Okay.
14 Got you. Okay. Continue.

15 MR. KRAMER: And then there will
16 be a discounted price offered for a set amount
17 of time that expires through a site like
18 LivingSocial.

19 MEMBER ALBERTI: Okay.

20 MR. KRAMER: And just like you can
21 buy anything for cheaper on there, you can
22 also buy tickets to -- potentially to the

1 Mojito March there.

2 MEMBER ALBERTI: Okay. What about
3 Oktoberfest?

4 MR. KRAMER: That's going to be a
5 little bit cheaper, but the same structure-
6 wise. Same.

7 MEMBER ALBERTI: So it's --

8 MR. KRAMER: I mean now the VIP
9 options, because they include food, might be
10 a little bit more.

11 MEMBER ALBERTI: So what I'm
12 hearing is I've got a VIP price, standard --
13 I'll call it standard -- and a non-VIP
14 standard price.

15 MR. KRAMER: And then you've got
16 various discounts available.

17 MEMBER ALBERTI: And then I have a
18 discounted price?

19 MR. KRAMER: Yes.

20 MEMBER ALBERTI: For both of
21 those?

22 MR. KRAMER: Yes.

1 MEMBER ALBERTI: Okay. So is
2 there any other criteria that would affect my
3 price?

4 MR. KRAMER: Well, the time at
5 which -- I mean what sale was or was not going
6 on, but that's within the framework that you
7 just described.

8 MEMBER ALBERTI: Okay. So on the
9 security you're not hiring security. You're
10 relying on the establishments, all the staff,
11 with security?

12 MR. KRAMER: Well, both. Because
13 our security firm is actually in other roles.
14 They do security security, whereas in this
15 role -- and one of the Board Members; and I
16 apologize, I can't remember -- it might have
17 been you, Mr. Alberti, and forgive me, asked
18 me if they were --

19 MEMBER ALBERTI: If it was a good
20 question. You don't have to ask forgiveness.
21 Go ahead.

22 (Laughter.)

1 MR. KRAMER: -- if we did certify
2 it. We checked and he told me that they were.

3 MEMBER ALBERTI: Okay.

4 MR. KRAMER: Now, so he said this
5 is one of their, you know, less dangerous
6 security assignments, if you will.

7 MEMBER ALBERTI: Right. So what
8 is their role, the people you hired? What is
9 their role --

10 MR. KRAMER: Well, because they
11 have two roles.

12 MEMBER ALBERTI: As security
13 what's their role?

14 MR. KRAMER: They're on our end to
15 provide an extra layer upon check-in and do an
16 initial first check of IDs. They are also
17 there in a secondary way as a presence, you
18 know, a --

19 MEMBER ALBERTI: At check-in or on
20 the street?

21 MR. KRAMER: At check-in.

22 MEMBER ALBERTI: Just at check-in?

1 MR. KRAMER: Yes, at check-in that
2 this -- you know, as a -- frankly speaking, a
3 larger gentleman in a suit and tie as a
4 presence and saying --

5 MEMBER ALBERTI: Okay. So do you
6 have more than -- is there more than one
7 venue? There are two check-in venues?

8 MR. KRAMER: There are --
9 depending on numbers there might be up to two.

10 MEMBER ALBERTI: Okay.

11 MR. KRAMER: So if it's two or
12 three hundred people, it's one venue. If it's
13 substantially more, we might add a second
14 check-in.

15 MEMBER ALBERTI: Here's my
16 concern.

17 MR. KRAMER: Yes, sir.

18 MEMBER ALBERTI: And maybe I'm
19 overstepping my bounds, but I'm going to put
20 my concerns for MPD here. At some point they
21 need to know what your maximum is going to be.
22 And you have an evolving number here. Can you

1 make a commitment that two weeks in advance
2 that you could give MPD a maximum?

3 MR. KRAMER: Yes.

4 MEMBER ALBERTI: And also convey
5 that to us?

6 MR. KRAMER: I'll do that right
7 now.

8 MEMBER ALBERTI: Well, all right.
9 Then but that means that you're going to --
10 that means that MPD is going to staff to that
11 level and we would expect you to staff to that
12 level.

13 MR. KRAMER: Well, we will, but if
14 you're -- two or three weeks or however many
15 weeks in advance, if we say our maximum is
16 this, I'm not committing to reaching that
17 maximum.

18 MEMBER ALBERTI: No. Okay. Let
19 me put it this way: We want at some point to
20 know what you're going to staff to.

21 MR. KRAMER: Sure.

22 MEMBER ALBERTI: And then have a

1 commitment not to go over what you've staffed
2 to. That's what I'm looking for.

3 MR. KRAMER: Okay.

4 MEMBER ALBERTI: And can you do
5 that two weeks ahead of time?

6 MR. KRAMER: Whatever you want me
7 to do is what I'm going to do.

8 MEMBER ALBERTI: Okay.

9 MR. KRAMER: So I --

10 MEMBER ALBERTI: Because I don't
11 know -- you tell me -- I mean -- and I'm
12 giving you some leeway here.

13 MR. KRAMER: Yes.

14 MEMBER ALBERTI: I don't know how
15 late people sign up for your event.

16 MR. KRAMER: Well, the reality is
17 the majority are in the last week. Sixty,
18 sixty-five percent are in the last week
19 because people do things at the last minute.

20 MEMBER ALBERTI: Okay.

21 MR. KRAMER: Even if it costs them
22 -- even if they miss out on the sale, so to

1 speak.

2 MEMBER ALBERTI: Right. I'm one
3 of those.

4 MR. KRAMER: So I'm happy to give
5 you a maximum. I'm happy to give daily
6 updates in the week or two leading up to it.

7 MEMBER ALBERTI: I'll let somebody
8 else maybe talk to this, but I'm a little
9 concerned that we know that your staffed up to
10 -- you know, I didn't put down the 2,000
11 person number. You did.

12 MR. KRAMER: Right, and that --

13 MEMBER ALBERTI: So it says to
14 me --

15 MR. KRAMER: I would say that's
16 a --

17 MEMBER ALBERTI: -- that if all of
18 a sudden this was a huge success, you'd be
19 going to that and I'd want to have some
20 assurance that you are able to staff to that
21 level, because there's a big difference
22 between three and four hundred and two

1 thousand.

2 MR. KRAMER: Sure. And so we
3 would ramp everything up. And fortunately,
4 you know, I have my pulse on -- you know,
5 especially in that last week or two, on what
6 the numbers are doing. And, you know, if need
7 be I can call -- well, I'd definitely tell the
8 venues. And then of course I'd call U.S.
9 Safety and Security and say, you know, we have
10 an extra check-in venue or larger crowds.
11 Send, for lack of a better word,
12 reinforcements. And they have the capacity to
13 do that.

14 MEMBER ALBERTI: So I would guess
15 that -- like what I would personally like to
16 see at least one week in advance that you make
17 a commitment to MPD and to --

18 MR. KRAMER: Yes.

19 MEMBER ALBERTI: -- letting our
20 investigators know exactly what level you're
21 staffing to.

22 MR. KRAMER: Okay. And I commit

1 to that right now. No problem.

2 MEMBER ALBERTI: Great. Great.

3 Well, not the number, but committing to doing
4 that, correct?

5 MR. KRAMER: Correct.

6 MEMBER ALBERTI: Great.

7 MR. KRAMER: Yes, sir.

8 MEMBER JONES: Got you. Thank
9 you. I don't have any other questions.

10 CHAIRPERSON MILLER: Okay. Other
11 Board Members? Mr. Jones?

12 MEMBER JONES: Thank you, Madam
13 Chair. Just out of curiosity, so based on
14 what I'm hearing from you you don't intend to
15 set a maximum number of people that you will
16 allow to attend either one of these pub crawls
17 at this point in time via some mechanism,
18 i.e., limited ticketed sales, whatever the
19 case may be.

20 So in some instances we'll have
21 individuals that say, hey, we're only going to
22 sell 2,000 tickets, period. Even if it's a

1 mad glowing success and I have 4,000 people
2 show up at the door or try and buy tickets
3 online, it's cut off once we get to 2,000.
4 Two thousand it's done. We may take that in
5 consideration the next time, next year an say,
6 hey, we were a crazy success. We'll have to
7 gear up and staff to handle this level of
8 success next year. But this year we weren't
9 prepared for that level of success so we had
10 to cap it.

11 Am I hearing from you correctly
12 that you're not in a position right now to
13 feel comfortable setting a cap in that
14 fashion?

15 MR. KRAMER: No, sir.

16 MEMBER JONES: Okay.

17 MR. KRAMER: I'm ready to cap it,
18 and I believe -- and if I was mistaken and
19 getting this wrong, I believe we set a top
20 side cap at that 2,000 figure you're
21 mentioning in the application.

22 MEMBER JONES: Right. And you're

1 willing --

2 MR. KRAMER: Oh, yes. Yes.

3 MEMBER JONES: Okay.

4 MR. KRAMER: I'm not deviating
5 from that.

6 MEMBER JONES: Okay.

7 MR. KRAMER: Stick right there.

8 MEMBER JONES: And you're doing
9 that how, via ticket sales?

10 MR. KRAMER: Yes.

11 MEMBER JONES: Okay.

12 MR. KRAMER: And I want to be
13 clear about something: We also -- from our
14 charity partners and from members of the media
15 we also comp some tickets to those folks. So
16 our real ticket sales will never be -- 2,000
17 is participants. Our actual ticket sales will
18 never be quite that high.

19 MEMBER JONES: Understood.

20 MR. KRAMER: But I'm including all
21 the participants, the volunteers, the staff,
22 so our real ticket sales don't end up getting

1 that high.

2 MEMBER JONES: Okay.

3 MR. KRAMER: For the Oktoberfest,
4 which like I said is in Chinatown. We have as
5 our first, and maybe more charity partners,
6 will be the D.C. Fire Fighters Burn
7 Foundation. I'm probably going to look for an
8 additional charity partner for that.

9 MEMBER JONES: Okay. And I know
10 you talked about this briefly, but I just
11 probably wasn't smart enough or swift enough
12 to follow it in its entirety, the pricing for
13 the Oktoberfest ranges from 30 to \$85. What's
14 the basis for that range again?

15 MR. KRAMER: So I think in that
16 one the 30 is actually what that discounted
17 figure will be, the net effect --

18 MEMBER JONES: Right.

19 MR. KRAMER: -- of it through a
20 deal site. And then the 85 would be the top
21 side full retail VIP --

22 MEMBER JONES: Got it.

1 MR. KRAMER: -- figure.

2 MEMBER JONES: Okay. So in --

3 MR. KRAMER: Without any
4 discounts.

5 MEMBER JONES: Without any
6 discounts? So if I can characterize it this
7 way, the \$30 is the LivingSocial minimum that
8 anybody should be paying for --

9 MR. KRAMER: Yes.

10 MEMBER JONES: -- a ticket for
11 your --

12 MR. KRAMER: And potentially a
13 little bit less, but something around --

14 MEMBER JONES: Got that.

15 MR. KRAMER: Yes.

16 MEMBER JONES: But that person who
17 buys that ticket at \$30 or in that range,
18 isn't going to have access to significantly
19 less than the person who bought the \$85
20 ticket, with the exception of maybe a free
21 comp dinner or a meal?

22 MR. KRAMER: Or lunch.

1 MEMBER JONES: Or lunch?

2 MR. KRAMER: That's --

3 MEMBER JONES: That's about it?

4 MR. KRAMER: -- precisely right.

5 MEMBER JONES: Okay. So they're
6 not entitled to twice as many drinks?

7 MR. KRAMER: No, no, no, no, no.
8 No, no. No.

9 MEMBER JONES: Okay. I just want
10 to make sure --

11 MR. KRAMER: Very much no.

12 MEMBER JONES: Okay. Cool. All
13 right. Thank you. That's all I had. Thank
14 you very much.

15 CHAIRPERSON MILLER: Okay.
16 Others?

17 (No audible response.)

18 CHAIRPERSON MILLER: Do you have a
19 charity partner for your Mojito March? Not
20 yet?

21 MR. KRAMER: Yes.

22 CHAIRPERSON MILLER: And --

1 MR. KRAMER: And to be clear, I
2 will not go forward without one.

3 CHAIRPERSON MILLER: Okay. And
4 what percentage of the proceeds go to the
5 charity?

6 MR. KRAMER: So we stick at about
7 10.

8 CHAIRPERSON MILLER: Yes. That's
9 what I thought.

10 MR. KRAMER: And that's kind of
11 where we're at.

12 CHAIRPERSON MILLER: Okay.

13 MR. KRAMER: And they seem very --
14 the venues come back to me and say when's your
15 next one, and so do the charities. And so I
16 get that --

17 (Laughter.)

18 MR. KRAMER: My guess from that is
19 that they're both pretty happy.

20 MEMBER ALBERTI: Because you're
21 doing all the work.

22 MR. KRAMER: Thank you, sir.

1 CHAIRPERSON MILLER: Mr. Apraku,
2 do you have some questions? Comments?

3 INVESTIGATOR APRAKU: I guess
4 because when I did this last time for
5 Beerathon it was -- you guys asked so many
6 questions, most of them have already been
7 answered for me.

8 CHAIRPERSON MILLER: What that Mr.
9 Kramer's Beerathon?

10 INVESTIGATOR APRAKU: Yes.

11 CHAIRPERSON MILLER: Okay.

12 INVESTIGATOR APRAKU: Yes, it was
13 his for Beerathon.

14 CHAIRPERSON MILLER: Okay.

15 INVESTIGATOR APRAKU: But in the
16 Oktoberfest I believe you mentioned that there
17 was a 12-ounce tasting that was --

18 MR. KRAMER: Twelve-ounce beer.

19 INVESTIGATOR APRAKU: Is there a
20 standardized size for the mojitos for each
21 establishment?

22 MR. KRAMER: Yes, it's 12 ounces.

1 But with a mojito there's mixers and ice, and
2 all of that factors in.

3 INVESTIGATOR APRAKU: Okay. And
4 with the -- you had you said the VIP
5 laminates. The one that are here from the
6 Beerathon --

7 MR. KRAMER: Yes, they all kind of
8 look the same, you know, in terms of their
9 operation. We just change the design --

10 INVESTIGATOR APRAKU: Okay. So --

11 MR. KRAMER: -- on the interior.

12 INVESTIGATOR APRAKU: Probably
13 hopefully I can like maybe get like a picture
14 of those --

15 MR. KRAMER: Yes.

16 INVESTIGATOR APRAKU: -- or
17 something to provide to the investigators --

18 MR. KRAMER: Yes, yes. Yes, yes,
19 yes.

20 INVESTIGATOR APRAKU: -- who will
21 be working that day.

22 MR. KRAMER: Sure.

1 INVESTIGATOR APRAKU: And then,
2 yes, the last thing that I wasn't particularly
3 clear about was the security guards. When you
4 stated that there's going to be security
5 guards at the check-in venues, are there going
6 to be security guards at every establishment?

7 MR. KRAMER: Okay. So we provide
8 at the one or -- wherever there's a check-in,
9 whether it's a one or two places; it would not
10 be more than that, we have a licensed security
11 professional who's also TIPS-certified to
12 check IDs --

13 INVESTIGATOR APRAKU: Yes.

14 MR. KRAMER: -- as a first ID
15 check. Then each venue has their regular
16 management host security staff --

17 INVESTIGATOR APRAKU: Okay.

18 MR. KRAMER: -- etcetera, who
19 treats them like they would anyone else who
20 comes in.

21 INVESTIGATOR APRAKU: Okay.

22 MR. KRAMER: Which is show me your

1 ID. How are you doing tonight, sir or ma'am?

2 INVESTIGATOR APRAKU: Okay.

3 MR. KRAMER: So for one event they
4 get multiple checks.

5 INVESTIGATOR APRAKU: Okay.

6 MR. KRAMER: As we were discussing
7 before, I have the same concern that you do
8 about under 21.

9 INVESTIGATOR APRAKU: Yes.

10 MR. KRAMER: It's no bueno for
11 anybody.

12 INVESTIGATOR APRAKU: Yes. That's
13 all I have.

14 CHAIRPERSON MILLER: Did you go to
15 any of his pub crawls?

16 INVESTIGATOR APRAKU: No, I have
17 not, but I did check all the establishments
18 for each of these pub crawls and each of them
19 are fine under --

20 CHAIRPERSON MILLER: Okay.

21 INVESTIGATOR APRAKU: -- the pub
22 crawl laws.

1 CHAIRPERSON MILLER: Right, that's
2 good to know. Do you have an opinion about
3 getting a more accurate number of participants
4 a week ahead of time?

5 INVESTIGATOR APRAKU: Yes, I mean
6 it's a legitimate concern, because I mean
7 again, if there's 400 people and you have two
8 or three security guards and instead 1,000
9 people show up, it's a considerable amount of
10 people and I mean the security guards would
11 definitely be overwhelmed if that many people
12 show up and go to an establishment. So there
13 has to be some sort of balance, some sort of
14 understand about how many people are going to
15 be there versus how many security guards are
16 going to be present.

17 CHAIRPERSON MILLER: Right. I
18 didn't really mean that though. Because I
19 think from what I hear from Mr. Kramer is if
20 there's a higher number of participants
21 they're going to have the number of security
22 that's necessary for that number. But there's

1 an issue as to what communication does the
2 agency need, you know, and when about the
3 number?

4 MR. KRAMER: And the other thing I
5 just want to be --

6 CHAIRPERSON MILLER: Wait, wait.

7 INVESTIGATOR APRAKU: I think --
8 or I mean what Mr. Alberti said initially I
9 thought with the two weeks, I mean with the
10 two weeks, I thought that would be the most
11 sufficient formal notification. Having two
12 weeks notice would give the agency ample time
13 to -- you know, if investigators need to be
14 dispatched to the location or something, give
15 ample time in case maybe, you know, somebody's
16 not working during that time or something, or
17 some comp time or something to be, you know,
18 allocated to investigators to be able to
19 attend.

20 CHAIRPERSON MILLER: Right. Okay.

21 INVESTIGATOR APRAKU: But I would
22 think two weeks would be the best.

1 CHAIRPERSON MILLER: Okay.

2 INVESTIGATOR APRAKU: The best
3 scenario.

4 MR. KRAMER: And then I just want
5 one clarification maybe, because I -- this is
6 not -- if we have whatever -- let's just say
7 300 people for this event, they do not go
8 together at the same time in the same order to
9 the same place. They check in over a period
10 of three or four hours and then they go in any
11 direction they want in groups of twos or
12 threes or four --

13 CHAIRPERSON MILLER: Right.

14 MR. KRAMER: -- as opposed to
15 300 --

16 CHAIRPERSON MILLER: Right.

17 MR. KRAMER: -- 300, 300. I just
18 want to be --

19 CHAIRPERSON MILLER: Sure.

20 MR. KRAMER: -- clear about -- we
21 don't --

22 CHAIRPERSON MILLER: What we're

1 imagining? Okay.

2 MR. KRAMER: We like to keep --

3 (Laughter.)

4 MR. KRAMER: -- three at a time,
5 not 300 at a time.

6 CHAIRPERSON MILLER: Okay. All
7 right. Are there other questions?

8 MEMBER ALBERTI: That's it.

9 CHAIRPERSON MILLER: I just want
10 to confirm something with you and maybe have
11 you change it on this, the anticipated number.
12 Because when I look at anticipated number and
13 I see 200, I think that's pretty small.

14 MR. KRAMER: Yes, that's --

15 CHAIRPERSON MILLER: And I know
16 you're saying that that's your like minimum --

17 MR. KRAMER: Yes.

18 CHAIRPERSON MILLER: -- as opposed
19 -- so your anticipated number for --

20 MR. KRAMER: Yes, because if it
21 was under 200 --

22 CHAIRPERSON MILLER: You --

1 MEMBER JONES: You wouldn't do it.

2 CHAIRPERSON MILLER: Yes, right.

3 (Laughter.)

4 MR. KRAMER: Yes, I wouldn't be
5 here.

6 CHAIRPERSON MILLER: So what would
7 you change it to?

8 MR. KRAMER: I would say 400 is
9 expected.

10 CHAIRPERSON MILLER: On each of
11 them?

12 MR. KRAMER: Yes.

13 CHAIRPERSON MILLER: Okay. I'm
14 going to just let you change it and initial it
15 so that we --

16 MR. KRAMER: Yes.

17 CHAIRPERSON MILLER: -- have it
18 accurate, and then we can sign off.

19 Is there any other questions.

20 MR. KRAMER: I probably thought
21 that was minimum and maximum.

22 CHAIRPERSON MILLER: Mr. Apraku,

1 are you the contact on this case then? I mean
2 if he was to tell somebody --

3 INVESTIGATOR APRAKU: Yes, he
4 would --

5 CHAIRPERSON MILLER: He would
6 contact you?

7 INVESTIGATOR APRAKU: And in the
8 past he's done well to forward me any, you
9 know, like, you know, wristbands or anything
10 of that nature and I just pass it onto my
11 supervisor to distribute.

12 CHAIRPERSON MILLER: Okay.

13 INVESTIGATOR APRAKU: So I mean if
14 in the event, you know, as I was asking him
15 about the laminates and stuff like that,
16 wristbands, if he sent me a copy of that, then
17 I would just pass it on so that they would
18 know what to look for for whoever's working
19 that day.

20 CHAIRPERSON MILLER: Great. Okay.

21 All right. Any other concerns or questions?

22 (No audible response.)

1 CHAIRPERSON MILLER: So, okay.

2 Two weeks ahead of time of each of the events
3 you'll give an update?

4 MR. KRAMER: MPD plus Mr. Apraku?

5 INVESTIGATOR APRAKU: Yes.

6 MR. KRAMER: Mr. Apraku.

7 INVESTIGATOR APRAKU: Thank you.

8 MEMBER JONES: Madam Chair, may I
9 speak while you're --

10 CHAIRPERSON MILLER: Sure.

11 MEMBER JONES: Just to be clear --

12 MR. KRAMER: Yes, sir.

13 MEMBER JONES: -- the two weeks
14 ahead of time for the Mojito March, I'm
15 estimating that to be around August 23rd.

16 MR. KRAMER: Yes.

17 MEMBER JONES: You're okay with
18 that date?

19 MR. KRAMER: Yes.

20 MEMBER JONES: Okay.

21 MR. KRAMER: And I would give that
22 much notice at least if the event is to not

1 happen.

2 MEMBER JONES: Okay. Great.

3 CHAIRPERSON MILLER: Okay. So the
4 same two weeks?

5 MR. KRAMER: Minimum two weeks of
6 notice on pretty much everything.

7 CHAIRPERSON MILLER: Okay.

8 MEMBER JONES: Yes.

9 CHAIRPERSON MILLER: Good.

10 MEMBER JONES: Thank you, sir.

11 MEMBER ALBERTI: Good luck.

12 MR. KRAMER: Thank you.

13 CHAIRPERSON MILLER: Well it's
14 great they've been going so well.

15 MR. KRAMER: Thank you, ma'am.
16 Hope it continues.

17 (Whereupon, the hearing was
18 concluded at 2:11 p.m.)

19

20

21

22

<p style="text-align: center;">A</p> <p>able 29:20 43:18 ABRA 9:19 access 35:18 accurate 42:3 46:18 actual 33:17 add 26:13 addition 11:12 additional 11:17 34:8 Administration 2:16 advance 16:9 27:1 27:15 30:16 advice 8:8 advise 10:1 affair 5:7 affect 24:2 afternoon 2:4,4,14 2:17 agency 6:12 9:19 43:2,12 agent 10:4,5 ahead 6:13 24:21 28:5 42:4 48:2,14 Alberti 1:17 8:6,8 8:17,21 9:1,3,8 10:20,21 16:8,12 16:16,19 17:3,6 17:10 18:2,8,10 18:13,17,19 19:3 19:13,20 20:3,9 20:14,17,21 21:4 21:11,16,22 22:5 22:9,13,19 23:2,7 23:11,17,20 24:1 24:8,17,19 25:3,7 25:12,19,22 26:5 26:10,15,18 27:4 27:8,18,22 28:4,8 28:10,14,20 29:2 29:7,13,17 30:14 30:19 31:2,6 37:20 43:8 45:8 49:11 Alcohol 2:15</p>	<p>Alcoholic 1:2,13,13 alliterations 3:14 allocated 43:18 allow 31:16 amount 22:16 42:9 ample 43:12,15 and-a-half 7:14 answered 17:4,11 38:7 answers 9:18 anticipated 14:7 15:13 45:11,12,19 anybody 35:8 41:11 apologize 3:14 19:18 24:16 apparently 15:22 Applicant 1:8 2:6 application 8:11,15 8:19 32:21 applied 3:20 apply 8:13 11:5 applying 13:2 appreciate 9:14 approach 7:16 approval 16:15 approve 6:10 approved 17:6 21:3 Apraku 1:21 2:11 2:12,15 38:1,3,10 38:12,15,19 39:3 39:10,12,16,20 40:1,13,17,21 41:2,5,9,12,16,21 42:5 43:7,21 44:2 46:22 47:3,7,13 48:4,5,6,7 April 3:18 arrest 5:20 asked 24:17 38:5 asking 47:14 assignments 25:6 assuming 16:19 18:20 assurance 29:20 attach 9:9 attend 31:16 43:19</p>	<p>audible 13:4 36:17 47:22 August 1:12 48:15 available 23:16 avoid 14:13 avoided 21:9 aware 5:22</p> <hr/> <p style="text-align: center;">B</p> <hr/> <p>back 17:22 19:20 37:14 bad 14:19 balance 42:13 bar 12:7 bars 14:20 based 9:16 10:12 15:16 31:13 baseline 15:15 basically 13:3 basis 34:14 beer 38:18 Beerathon 2:18 38:5,9,13 39:6 believe 2:6 10:3 32:18,19 38:16 best 43:22 44:2 better 30:11 beverage 1:2,13,13 2:16 5:9 15:21 big 29:21 bit 16:5 23:5,10 35:13 blow-back 12:12 Board 1:2,13 3:21 9:17 10:13,19 16:6 24:15 31:11 Board's 4:18 16:15 Boston 5:17 bought 35:19 bounds 26:19 box 21:8 Brenklin 11:20 briefly 34:10 BROOKS 1:18 bucks 22:1 bueno 41:10 Building 1:14</p>	<p>Burn 34:6 business 20:7 buy 21:8 22:21,22 32:2 buys 35:17</p> <hr/> <p style="text-align: center;">C</p> <hr/> <p>call 23:13 30:7,8 canceled 8:13 candid 9:17 cap 32:10,13,17,20 capacity 30:12 carry 8:13 case 2:4 31:19 43:15 47:1 caught 21:10 cell 13:12 certainly 7:22 certify 25:1 Chair 3:4 31:13 48:8 Chairperson 1:15 1:17 2:3,13,19 3:3 3:8,11 4:9,14 6:3 6:6,8,16,18,20 7:3 7:7,10,15,18,21 8:2,5,7 10:17 11:1 11:4,8,16 12:5,22 13:6,9,14,19 14:6 15:7,11,18 16:6 17:19 31:10 36:15 36:18,22 37:3,8 37:12 38:1,8,11 38:14 41:14,20 42:1,17 43:6,20 44:1,13,16,19,22 45:6,9,15,18,22 46:2,6,10,13,17 46:22 47:5,12,20 48:1,10 49:3,7,9 49:13 chance 21:14 change 4:5 6:11 39:9 45:11 46:7 46:14 changes 11:6 characterize 35:6</p>	<p>charities 37:15 charity 5:2 33:14 34:5,8 36:19 37:5 cheaper 22:21 23:5 check 11:14,18,18 11:22 12:11,21 18:7 21:7,8 25:16 40:12,15 41:17 44:9 checked 12:8,9,14 12:14,20 25:2 checks 41:4 check-in 12:2 25:15,19,21,22 26:1,7,14 30:10 40:5,8 cheesy 3:14 Chinatown 14:1 34:4 Circle 3:17 cities 5:17 clarification 9:12 44:5 clean 6:2 clear 33:13 37:1 40:3 44:20 48:11 closer 8:4 COLUMBIA 1:1 come 14:7 20:8 37:14 comes 14:9 40:20 comfortable 32:13 comment 6:9 Comments 38:2 commit 30:22 commitment 27:1 28:1 30:17 committing 27:16 31:3 communication 43:1 comp 33:15 35:21 43:17 competition 16:1 concept 6:10 concern 26:16 41:7 42:6</p>
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