

THE HIP "HOP" PUB CRAWL

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GOVERNMENT OF THE DISTRICT OF COLUMBIA
ALCOHOLIC BEVERAGE REGULATION ADMINISTRATION
ALCOHOLIC BEVERAGE CONTROL BOARD

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IN THE MATTER OF: :

Pub Crawl

Applicant: Reginald Eliacin

Date of Event: May 15, 2016

Event: The Hip "Hop" Pub Crawl

Neighborhood: Multiple Licensed Premises

Size of Event: 400-600

FACT-FINDING HEARING

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Wednesday, April 20, 2016

Whereupon, the above referenced matter came on for hearing at the Alcoholic Beverage Control Board, Reeves Center, 2000 14th Street, N.W., Suite 400S, Washington, D.C. 20009.

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2 CHAIRPERSON:

3 DONOVAN W. ANDERSON, Presiding

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5 OTHER PERSONS PRESENT:

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7 NICK ALBERTI, BOARD MEMBER

8 RUTHANNE MILLER, BOARD MEMBER

9 JAMES SHORT, BOARD MEMBER

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

2 CHAIRPERSON ANDERSON: The next event we're
3 going to -- the next schedule, we have a fact-finding
4 hearing for the Hip "Hop" Pub Crawl for May 16th -- May
5 15, 2016. Will the parties please approach. Can you
6 please identify yourself for the record please.

7 MR. ELIACIN: Hi. I'm Reginald Eliacin with
8 RegMOPromo.

9 MS. FISHER: Monisa Fisher with RegMOPromo.

10 INVESTIGATOR LEFTWICH: ABRA investigator
11 Vernon Leftwich, L-E-F-T-W-I-C-H.

12 CHAIRPERSON ANDERSON: All right. Can you
13 -- just before I ask some questions to Mr. Leftwich can
14 you guys just give us some background information about
15 the Hip "Hop" Pub Crawl? I mean just how long you've
16 been doing this and just give us some background
17 information about this event please.

18 MR. ELIACIN: Okay. Actually we've been
19 doing it since 2010, and basically it's called the Hip
20 Hop Bar Crawl because we focus more on showcasing local
21 DJs and old-school hip-hop. And we put a DJ at each bar
22 and -- and -- and we have like a schedule. So basically

1 one bar opens up, and we have a DJ that's in -- in the
2 bar. And then after that the next hour, you know, the
3 next bar opens up.

4 MS. FISHER: They all focus on a different
5 type of old-school hip-hop. So some will Dirty South,
6 some will do East, some will do West. Some will do like
7 New York. Some will do Midwest. So it kind of has like
8 a theme kind of partaking. And this is also our twelfth
9 event.

10 MR. ELIACIN: Yeah. This is going to be our
11 twelfth one.

12 CHAIRPERSON ANDERSON: All right.

13 MR. ELIACIN: And we generally focus on --
14 on U Street -- on the U Street corridor.

15 CHAIRPERSON ANDERSON: Uh-huh. All right,
16 Mr. Leftwich.

17 INVESTIGATOR LEFTWICH: I see that you guys
18 state here that to control traffic you have it tiered so
19 that the establishments are closing or the actual pub
20 crawl is ending at a certain time. Can you explain a
21 little how not just having them all readily -- so that
22 you can be in all places at any given time versus

1 shutting them off.

2 MS. FISHER: For us -- well, for me what a
3 bar crawl is is like you actually move down per bar. So
4 that's how I started this event. We -- we never only
5 max out at 600 people, which is -- and we do these bars
6 only because most bars can, you know, fit 200 -- 200
7 people -- 150, 200. And in the middle we keep all --
8 there's always three bars open. So we start with one
9 bar. It's kind of slower as we build and like get --
10 get our people through. And then we open up another
11 every hour. And as -- and as the third bar opens we
12 close off the first bar. So it kind of keeps all the
13 establishments kind of not full to death, but like it
14 keeps them up and running and keeps them going for like
15 a good three hours.

16 MR. ELIACIN: People have options basically.

17 INVESTIGATOR LEFTWICH: Okay. And I also
18 see that you spoke about the beer and liquor specials.
19 Are there also food specials at these events that you're
20 aware of?

21 MS. FISHER: There are not food specials,
22 but there is food available.

1 INVESTIGATOR LEFTWICH: Okay. And you guys
2 are providing additional security in addition to the
3 establishment's security?

4 MS. FISHER: We are. It's going to be two
5 extra hired security by LGC, and then it's going to be
6 three other members from our team checking IDs and
7 giving out wrist bracelets.

8 INVESTIGATOR LEFTWICH: In addition to the
9 security provided at the venues?

10 MS. FISHER: And the security at the venue
11 plus both of us will be in attendance.

12 INVESTIGATOR LEFTWICH: Okay. And have
13 you -- and you used these vendors -- I mean these
14 establishments before in the past years?

15 MS. FISHER: We have used these. We -- the
16 only kind of new to us is Ben's Next Door. We did
17 them --

18 MR. ELIACIN: The first year.

19 MS. FISHER: -- in our first one. So 11 --
20 11 events ago. But they wanted to come back and join us
21 again.

22 INVESTIGATOR LEFTWICH: Other than that

1 everything looked fine. I do -- after hearing exactly
2 what the -- what the event was I'm getting the
3 information that there would be a live DJ at each event.
4 Is that -- I heard that correctly?

5 MS. FISHER: Yeah.

6 INVESTIGATOR LEFTWICH: I would like to
7 re-review settlement agreements to ensure that they can
8 have live DJs because I know these establishments have
9 entertainment endorsements. But sometimes settlement
10 agreements state that live DJs are not allowed and that
11 pre-recorded music is allowed.

12 CHAIRPERSON ANDERSON: Okay. Fine. All
13 right. Do we have any questions by any -- any board
14 members? Yes, Mr. Alberti.

15 MR. ALBERTI: Well, yeah. I mean this is --
16 will take place on the 15th. So that's three weeks from
17 today. Okay. So when can we expect to see the litter
18 contract -- litter plan contract?

19 MR. ELIACIN: We actually have the litter
20 plan contract.

21 MS. FISHER: We have them.

22 MR. ALBERTI: You have it?

1 MR. ELIACIN: Yes.

2 MR. ALBERTI: Okay. If you could give us a
3 copy, we'll take a look at that. I appreciate that.
4 You -- you were here earlier I think for --

5 MS. FISHER: This same event. We were going
6 to --

7 MR. ALBERTI: No. No. No. I want to make
8 sure both of you are paying attention before making my
9 remark. You were here when we reviewed an earlier pub
10 crawl.

11 MR. ELIACIN: Yes.

12 MR. ALBERTI: And -- right. So I don't know
13 if -- I don't know if you sort of made the link, but
14 that individual had -- had used Beltway also. But it
15 turns out that Beltway is dumping their trash in the
16 city receptacles.

17 MS. FISHER: Yeah.

18 MR. ALBERTI: I don't think I need to tell
19 you why that's a problem.

20 MS. FISHER: Right. You're not removing,
21 you're just --

22 MR. ALBERTI: From the look on your --

1 right. So any idea how -- and this may -- this may have
2 just -- you may have been just alerted to this today.

3 MS. FISHER: So we actually have been in
4 contact with April I think her name is.

5 MR. ALBERTI: With who? Okay. April. Yes.

6 MS. FISHER: And she told us that, that --
7 that, that they were not pretty much approved. So we've
8 actually switched to Bayside.

9 MR. ELIACIN: No, Kelly.

10 MS. FISHER: Oh, sorry. Kelly.

11 MR. ALBERTI: Oh, okay. So that's --
12 that's --

13 MS. FISHER: We've actually switched, and
14 they do the litter removal plus and haul it.

15 MR. ALBERTI: So a litter contract with
16 them. Okay. Very good. Okay. Where is -- okay. It's
17 on -- okay. Oh, so I'll -- I'll take a look at this
18 while -- while others have questions. But I do have one
19 other question. So you all -- every site is a check-in
20 site?

21 MS. FISHER: Yes.

22 MR. ELIACIN: Yes.

1 MR. ALBERTI: So -- all right. So let me --
2 I'll go back to -- let me go to basics. How -- how are
3 the participants identified?

4 MR. ELIACIN: They're identified -- we have
5 a wrist band.

6 MS. FISHER: With a wrist band.

7 MR. ELIACIN: And it specifically tells this
8 is part of the Hip Hop Bar Crawl.

9 MS. FISHER: It says Hip Hop Bar Crawl, and
10 there's like a little boom box on it.

11 MR. ALBERTI: All right.

12 MS. FISHER: And it's also -- it would say
13 Number 12 so you know it's specified to this one.

14 MR. ALBERTI: So sort of walk me through how
15 that check-in's going to happen at each place because --
16 because one of the things I'm wondering is just like
17 well, let's say, you know, Solly's is the last place to
18 have entertainment. Can I go to Solly's at the
19 beginning of the pub crawl and check in there and then
20 move on to the first place? So -- so how is it all --
21 how is it all working?

22 MS. FISHER: You check in from the allotted

1 times that we set on the schedule we have. So map it
2 out and have on the back side, who's DJing, what venues
3 are open at the time, and the hours listed.

4 MR. ALBERTI: And so that's the only time
5 you can --

6 MS. FISHER: Check-in itself.

7 MR. ALBERTI: You have to check in at that
8 establishment during that hours that it's listed?

9 MS. FISHER: Those three hours allotted for
10 each venue.

11 MR. ALBERTI: And so --

12 MS. FISHER: So the first bar is only one.
13 The second bar there's both of them. Then the third bar
14 there's three. And then four, then it just -- and it's
15 three at a time.

16 MR. ALBERTI: Okay. So I'm correct in
17 assuming that your staff will be there checking IDs --

18 MS. FISHER: Checking IDs.

19 MR. ALBERTI: -- and handing out wrist
20 bands --

21 MS. FISHER: Usually the venues --

22 MR. ALBERTI: -- only during that

1 allotted --

2 MS. FISHER: -- take it upon themselves to
3 double-check the IDs. So we just actually check wrist
4 bands and check the names with the tickets.

5 MR. ALBERTI: Right. Right. All right. So
6 let me -- let me finish my question. So -- and your
7 staff will only be there during that allotted time to
8 handout wrist bands?

9 MR. ELIACIN: Absolutely. Yeah.

10 MS. FISHER: We always have three. So for
11 each bar there's always a person from our staff. And
12 then with the extra security that we brought in to meet
13 with The Board's terms for the LGC we brought in two
14 more. And then the -- each venue has about two to
15 four --

16 MR. ALBERTI: Right.

17 MS. FISHER: -- -- depending on size.

18 MR. ALBERTI: Great. So and I want to thank
19 you for a more thorough plan this time. I know it's a
20 loony process for everybody.

21 MS. FISHER: Yes.

22 MR. ALBERTI: But it's encouraging when

1 people are listening. So thank you.

2 MS. FISHER: You're very welcome. Thank
3 you.

4 MR. ALBERTI: I have no further questions.

5 CHAIRPERSON ANDERSON: All right. Just tell
6 us -- tell us about the numbers. You -- you're asking
7 us to approve -- let me see what the numbers are again.

8 MS. FISHER: I don't -- actually don't think
9 it is written down. But we keep it at --

10 CHAIRPERSON ANDERSON: Yeah. Four to six --
11 four to 600. So tell us how did you come up with those
12 numbers and are those numbers realistic?

13 MS. FISHER: Basically for the 400 -- for
14 the lowballing it it's just what has been sold. 600 --
15 we just keep it at 600 because we don't want to over
16 sell. We want everybody to get drinks, have fun, and
17 not be too stuffed into the bars.

18 MR. ELIACIN: And we do advanced sales. So
19 when we have 600, and then we stop it at that as far as
20 sales so that we don't over sell.

21 MS. FISHER: Yeah. We like -- and we maxed
22 out last year. We were just like we're just done,

1 that's good enough. We want everybody to have an
2 enjoyable time, and I feel like when you over sell
3 tickets they're just getting too stuffed in, you can't
4 get to the bar, the venues aren't happy, the customers
5 aren't happy. So we just try to keep it low. Like even
6 some of the venues that are larger, they're kind of like
7 just sell more for us. And I was like but what about
8 the smaller bar after you? It doesn't work. So we --
9 we like to keep it about 150 to 200 per each bar in the
10 middle. And then some come early and some fade. Some
11 come late so they can make it to the end. And that's
12 kind of how we've been able to balance it.

13 CHAIRPERSON ANDERSON: All right. Thanks.
14 Any other -- yeah.

15 MR. ALBERTI: One other comment. So I'm --
16 I'm looking -- oh, go ahead.

17 CHAIRPERSON ANDERSON: Go ahead, Ms. Miller.

18 MS. MILLER: Okay. I just have a -- a quick
19 question. So you're going to -- you check IDs?

20 MS. FISHER: Do I?

21 MS. MILLER: Do you? Yes. You personally
22 or you have other people that check them?

1 MS. FISHER: I do have other people. If
2 it's really rushed at a bar, I will jump in and grab out
3 wrist bands.

4 MS. MILLER: So the -- the people -- I'm
5 just curious. The people that are checking, what kind
6 of training they've had to check IDs.

7 MR. ELIACIN: Well, we have -- I mean one
8 person is like actually a door guy at Solly's, you know.
9 And then the other person we've been working with for --
10 I mean for so many years and, you know, knows all the
11 policy. We're both ANC managers.

12 MS. FISHER: We both have our ABC manager's
13 license too.

14 MR. ELIACIN: So yeah. So we have that as
15 well.

16 MS. MILLER: So I mean I -- and I don't mean
17 to be critical. I'm just like curious because we offer
18 some good ID training here. So I didn't know if you've
19 had training or you're just, you know, doing it based on
20 experience.

21 MS. FISHER: Yeah. Well, we've done on
22 experience via having ABRA's managers license. Most --

1 actually all the venues have their own security and they
2 actually check IDs. Our team really just puts the wrist
3 bands on and checks the ID to match who's buying the
4 tickets.

5 MS. MILLER: Right. Okay.

6 MS. FISHER: And all the venues have their
7 own personal door people at the door.

8 MS. MILLER: So you're not checking -- are
9 you checking for whether they're 21?

10 MS. FISHER: We do.

11 MR. ELIACIN: Yeah. Absolutely.

12 MS. FISHER: We do just to back it up. But
13 all the venues also do for their own.

14 MS. MILLER: Right. Okay. So they get
15 checked twice?

16 MS. FISHER: They -- yeah.

17 MS. MILLER: And the other people are people
18 who are like regular doormen or whatever at the
19 different establishments who do that all the time,
20 right?

21 MS. FISHER: Yes.

22 MS. MILLER: Okay.

1 MR. ELIACIN: Absolutely.

2 MS. MILLER: Okay. Thank you.

3 MS. FISHER: Thank you.

4 CHAIRPERSON ANDERSON: I don't --

5 Mr. Leftwich, do you have anything else you want to add?

6 INVESTIGATOR LEFTWICH: Just for
7 clarification after your last question. So once they
8 leave -- say they -- say they -- when they leave Red
9 Lounge when they get -- arrive at Cloak and Dagger their
10 IDs is going to be checked again?

11 MS. FISHER: Checked again.

12 MR. ELIACIN: Yeah. Absolutely.

13 MS. FISHER: It's a complaint that we have,
14 but I don't really care. I don't want anybody getting
15 in trouble. So --

16 MR. ELIACIN: They're like why I get checked
17 again? Well, you have to get checked again.

18 MS. FISHER: I was honey, carry a smaller
19 purse, it's a bar crawl.

20 MR. ELIACIN: Very responsible.

21 CHAIRPERSON ANDERSON: All right. Well, I
22 then make a motion that the matter be approved. The

1 only -- the only caveat I will put on that Mr. Leftwich
2 will check to see whether or not all the establishments
3 are -- whether or not they have settlement agreements
4 that would prohibit having what -- what --

5 INVESTIGATOR LEFTWICH: A live DJ.

6 CHAIRPERSON ANDERSON: -- a live DJ. And so
7 we -- so we will -- we will -- I mean I guess my motion
8 is for us to approve it pending that Mr. Leftwich will
9 -- will inform you whether or not there are any of these
10 establishments, whether or not they are prohibited from
11 participating in it.

12 MS. FISHER: Okay. And then how do I find
13 out?

14 INVESTIGATOR LEFTWICH: The time frame.

15 MR. ALBERTI: You -- you can communicate
16 directly with --

17 CHAIRPERSON ANDERSON: You can -- right.
18 Right. So you two can -- so you'll -- all right. All
19 right. So is there a second.

20 MR. SHORT: Second.

21 CHAIRPERSON ANDERSON: Mr. Short has
22 seconded the motion. Those in favor say aye. [Chorus

1 of eyes]. Those opposed. [No audible response]. The
2 matter passed 4-zero-zero. Thank you very much. Good
3 luck.

4 MS. FISHER: Thank you very much.

5 CHAIRPERSON ANDERSON: I know that you were
6 here before, it was not approved, and it appears that
7 you were devastated. You were here -- well, you were
8 here for a -- the previous pub crawl. I'm talking about
9 earlier.

10 MS. FISHER: Uh-huh.

11 CHAIRPERSON ANDERSON: And your reputation
12 is all we can deal with, we can work with. And so
13 therefore we approve this. You do what you're supposed
14 to do.

15 MS. FISHER: Yes, sir.

16 CHAIRPERSON ANDERSON: And so therefore you
17 put in other applications, then we can say that we -- we
18 know that you are a reliable vendor, promoter and so
19 therefore you -- so just -- we're just asking that the
20 streets are clean --

21 MS. FISHER: Yes, sir.

22 CHAIRPERSON ANDERSON: -- the security --

1 there are no incidents, and so you don't have to come
2 back to The Board and ask -- and explain why is it you
3 didn't do what you promised us to do.

4 MS. FISHER: Yes.

5 CHAIRPERSON ANDERSON: Okay. All right.

6 Thank you.

7 MR. ALBERTI: Thank you. Good luck.

8 MS. FISHER: Thank you.

9 (Whereupon the above-entitled matter was
10 concluded.)

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