

1 GOVERNMENT OF THE DISTRICT OF COLUMBIA
2 ALCOHOLIC BEVERAGE REGULATION ADMINISTRATION
3 ALCOHOLIC BEVERAGE CONTROL BOARD
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6 IN THE MATTER OF: :

7 Applicant: Zach T. Medford :

8 Pub Crawl Great Zombie Invasion:

9 One Day Substantial Change :

10 Case 16-SC-00556 :

11 Date of Event: November 19, 2016:

12 Hours of Event: 2:00 pm- 9:00 pm:

13 Multiple Licensed Premises :

14 Size of Event (1200 attendees):

15 - - - - -X

16 Wednesday, November 2, 2016

17

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

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3 BOARD MEMBERS PRESENT

4 NICK ALBERTI, BOARD MEMBER

5 JAMES SHORT, BOARD MEMBER

6 MIKE SILVERSTEIN, BOARD MEMBER

7 JAKE PERRY, BOARD MEMBER

8 MAFARA HOBSON

9

10 ALSO PRESENT:

11 ZACK MEDFORD

12 JOHN SUERO

13 TASHA COLLINS

14

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

2 FACT FINDING HEARING

3 CHAIRPERSON ANDERSON: All right, thank
4 you, we're back on the record and this is our
5 4:00 -- it's 3:49 but we're going on to our 4:00
6 hearing. It's a fact finding hearing. It's a
7 pub crawl one-day substantial change #16-SC-
8 00556), Zack Medford, this is the Great Zombie
9 Invasion, date of event November 19, 2016 between
10 2:00 p.m. and 9:00 p.m. Can you identify
11 yourself for the record, please?

12 MR. MEDFORD: Sure, my name is Zach Medford
13 with Medventures Marketing & Events, for the
14 Great Zombie Invasion.

15 CHAIRPERSON ANDERSON: So, one of the
16 purposes why we have a fact finding hearing is
17 that there was -- it wasn't clear from your
18 litter plan what streets that you would be
19 cleaning up, so what I'll ask you to do is just
20 tell us a little bit about this event that you're
21 having and this is the first year you're doing
22 it, the neighborhood, and then what streets you

1 plan to clean up after.

2 MR. MEDFORD: Sure. I brought --

3 CHAIRPERSON ANDERSON: Have a seat. You
4 don't have to stand up.

5 MR. MEDFORD: I brought a map that is
6 updated, it's a little bit more clear. Also, I
7 have the street names directly below it as well.
8 I believe they may have -- probably I can pass it
9 out to you right now. Basically, this will be
10 kind of a post Halloween -- people will dress up
11 like zombies, get together and they go from venue
12 to venue. We don't really expect it to be that
13 big this year with Halloween kinds of things
14 because people get tired out. But, it's going to
15 be a fun event. We've done it in Raleigh, North
16 Carolina. Earlier this summer we did the Great
17 American Bar Crawl in D.C. which was the last
18 time I appeared before you guys. I believe it
19 was July that I had the hearing for that. And
20 doing it in the Dupont Circle area. We've got a
21 good feel for the place. We're using the same
22 venues that we used last time because we liked

1 working with them and they did a really good job
2 for us.

3 We're working with the litter company that we
4 were directed to last time around from one of the
5 investigators, I can't remember his name all of a
6 sudden, but he pointed us to Extra Clean. They
7 did the cleanup for us the last time around. I
8 didn't hear any negatives so I assume that it
9 would be okay to use them again. Happy to use
10 somebody else -- whatever you need. But we did
11 basically just the Dupont Circle. I've got the
12 streets listed there -- not in front of me now,
13 so I made copies.

14 CHAIRPERSON ANDERSON: Why don't you take the
15 map back so you can tell us where the
16 establishments and the streets, because I think
17 that was the issue that was why the board
18 requested a fact finding hearing today.

19 MR. MEDFORD: I've got my old version of my
20 map, which, you're right, was not as clear as it
21 could have been. So I'll at least look at that.
22 Yeah, it doesn't actually list them. I know you

1 have a copy that I.

2 CHAIRPERSON ANDERSON: You need to get that
3 right there. That's the one.

4 MR. MEDFORD: Thank you. Yes, so we will be
5 cleaning the 18th Street Northwest, M Street,
6 Connecticut Avenue.

7 MR. ALBERTI: Wait, wait, wait, help me out
8 here. I need a block -- street and a block.

9 MR. MEDFORD: Okay.

10 MR. SHORT: You can't clean the whole
11 Connecticut Avenue.

12 MR. MEDFORD: No, and I wouldn't like to.
13 That would take all day.

14 MR. ALBERTI: Let me just help you out. The
15 regs say you need to clean the entire block --

16 MR. MEDFORD: Both sides of the street.

17 MR. ALBERTI: -- both sides of the street --
18 that the establishment's on, so I need to know by
19 blocks what you'll clean.

20 MR. MEDFORD: Sure. Okay --

21 MR. ALBERTI: This street, this block, or
22 this block, you know, whatever it is.

1 MR. MEDFORD: Okay, I think I can do that
2 here. I understand. Like I said, I'm from North
3 Carolina, so it's harder for me to -- I don't
4 know exactly what you want but I'm happy to do
5 it. It's just different. The laws are much more
6 important here than they are in North Carolina,
7 we have about four of them down there. So, we
8 would start on it looks like 18th Street, we
9 would clean the 1200 --

10 MR. SHORT: Can I make a suggestion?

11 MR. MEDFORD: Yes. Do you guys have this?

12 MR. SHORT: That's not going to help us,
13 that's not -- definitely not a requirement.

14 MR. ALBERTI: So, here's our problem with
15 this map. The Mad Hatter is on what block of
16 Connecticut Avenue?

17 MR. MEDFORD: The Mad Hatter is on the 1300
18 block of Connecticut Avenue.

19 MR. ALBERTI: Right. I do not see that the
20 entire 1300 block being cleaned on your map,
21 because it's not all covered in green.

22 MR. MEDFORD: I see. Okay. I can absolutely

1 adjust that.

2 MR. ALBERTI: So, I mean, you've been -- I
3 think you've made a really good effort here, all
4 right? And maybe it's just you're not
5 understanding what we're looking for, so that's
6 why, you know, I asked that you be here.

7 MR. MEDFORD: Sure.

8 MR. ALBERTI: The board has asked you to be
9 here. So, anyway that's the one that will have
10 it.

11 MR. MEDFORD: This was a similar map that I
12 submitted the last time that was a printout,
13 that's why I did it, so if there's confusion, I'm
14 happy to --

15 MR. ALBERTI: We'll take, you know, shared
16 responsibility.

17 MR. MEDFORD: Sure, of course, of course.
18 And Extra Clean, the people that we're hiring,
19 they know how to do this, they've worked for
20 these before and they're much better at this than
21 I am anyways. But, yeah I'm happy to detail that
22 and make sure that they know what they're

1 cleaning.

2 MR. SHORT: It might be a little easier, even
3 using this map, for you to take a red pen or
4 marker --

5 MR. MEDFORD: Sure, certainly.

6 MR. SHORT: -- and mark the blocks that you
7 will clean and then put the number beside the
8 blocks. That would be very helpful. To me, that
9 would simplify on my end.

10 MR. MEDFORD: Between when I leave here and
11 between now and 5:00 I can print out and have a
12 new map that fully spells all that out. Getting
13 a computer in front of me, I mean a map in front
14 of me.

15 MR. SHORT: If you want to have your event --
16 just say this, you might want to sit with one of
17 the investigators right now --

18 MR. MEDFORD: Absolutely.

19 MR. SHORT: -- and maybe they could help you
20 with the idea I just gave you and save you some
21 time and then the next time you'll know exactly
22 what we're looking for.

1 MR. MEDFORD: Yes, sir.

2 MR. SHORT: We make everybody \jump through
3 the same hoops, so don't feel exclusive.

4 MR. MEDFORD: I understand.

5 CHAIRPERSON ANDERSON: Let me ask this. You
6 said that -- what is it that you had earlier?

7 MR. MEDFORD: We had the Great American Bar
8 Crawl.

9 CHAIRPERSON ANDERSON: And is it the same
10 establishments?

11 MR. MEDFORD: Yes, same establishments.

12 MR. ALBERTI: So, I'll explain that. Answer
13 the question and I'll get back to that and
14 explain.

15 CHAIRPERSON ANDERSON: It's the same
16 establishments as the bar crawl?

17 MR. MEDFORD: Yes.

18 CHAIRPERSON ANDERSON: At this event?

19 MR. MEDFORD: Yes.

20 CHAIRPERSON ANDERSON: And are you using the
21 same cleanup company?

22 MR. MEDFORD: The same cleaning company, yes.

1 CHAIRPERSON ANDERSON: Did you have any
2 complaints regarding cleaning after that event?

3 MR. MEDFORD: The bars that I spoke to
4 afterwards were fairly enthusiastic about our
5 event and the little trash that we did generate.
6 I didn't hear any negative feedback from the
7 cleaning company, I didn't hear anything positive
8 either. I don't even know if there were any
9 issues. I know they're extremely expensive, so
10 I'm hoping there was no negativity. I e-mailed
11 out Mr. Bigelow and several other people I had
12 been interacting with from ABRA after the event
13 asking if there were any issues and never heard
14 anything back, so I figured that no news is good
15 news.

16 CHAIRPERSON ANDERSON: All right. That's
17 fine. Do we have? Mr. Suero, can you introduce
18 yourself for the record?

19 MR. SUERO: I'm private investigator, John
20 Suero, with Alcoholic Beverage Regulation
21 Administration. I'd like to first of all
22 apologize to the board. I had an investigator

1 scheduled to be here. I presume there was some
2 kind of emergency, so I'm filling in for her.

3 MR. SHORT: Someone's come up behind you, Mr.
4 Suero.

5 MR. SUERO: Here we go. I spoke too soon. I
6 think this is her.

7 CHAIRPERSON ANDERSON: Can you introduce
8 yourself for the record, please?

9 MS. COLLINS: Yes, Tasha Nichole Collins,
10 investigator with Alcoholic Beverage Regulation
11 Administration.

12 CHAIRPERSON ANDERSON: Good afternoon. Do
13 you have any questions to ask of the licensee?

14 MS. COLLINS: I did have a few. I looked
15 over the application. One of the questions: I
16 understand the event is scheduled from 2:00 p.m.
17 to 9:00 p.m.?

18 MR. MEDFORD: That's right.

19 MS. COLLINS: What are the hours of
20 registration?

21 MR. MEDFORD: The hours of registration are
22 from 2:00 p.m. to 4:00 p.m. at the Republic Bar.

1 MS. COLLINS: 2:00 to 4:00, okay. And I
2 noticed that you have a security plan and Bryant
3 Whitley is your head of security?

4 MR. MEDFORD: Yes.

5 MS. COLLINS: Is he hiring other people in
6 addition to himself?

7 MR. MEDFORD: We worked with two young ladies
8 that were with us at our previous events, so
9 there'll be those two and then Brian and I will
10 be there, and then we were also -- we're using --
11 this is the second time we've done this event --
12 or a similar event anyway -- this is in the last
13 four months, so we're working with the bars that
14 previously had their own security staff that we
15 interacted with ahead of time and explained how
16 this was all going to work because to -- well,
17 number one, to buy the ticket they have to verify
18 that they're 21, and we don't want to bring
19 anybody in that's underage in the bar, period.
20 There's a lot of checks to go through to make
21 sure that everyone has a safe and good time and
22 then our team monitors the route as well.

1 MS. COLLINS: I see you have a litter plan
2 with Extra Clean Incorporated?

3 MR. MEDFORD: Yes.

4 MS. COLLINS: And they're scheduled to clean
5 on November 20th which is the following day from
6 7:00 a.m. to 11:00 a.m.?

7 MR. MEDFORD: At 7:00 a.m., yeah.

8 MS. COLLINS: And what areas are they
9 cleaning? Will it be the areas that -- I know
10 one establishment is on one street and other ones
11 on another street.

12 MR. MEDFORD: Sure. I need to update this
13 map and put a red line there, so we'll sit down
14 to make sure that every single block that a
15 participating venue is on will be cleaned on both
16 sides of the street from the beginning of that
17 block to the end of that block on all the streets
18 and the cross streets.

19 MR. SHORT: You're going to do that today.

20 MR. MEDFORD: I'm going to come back to that,
21 yes.

22 MS. COLLINS: How many wrist bands are you

1 all proposing to have?

2 MR. MEDFORD: Well we, you know, the sky's --
3 not the sky's the limit, but if demand dictates
4 that, I imagine we'll have between 300 and 500
5 people maximum. I don't -- without it being a
6 big thing, you know, people have done Halloween,
7 a lot of people are kind of more the people that
8 want to go out and dress like zombies, so the
9 demand's lower, I think.

10 MS. COLLINS: Okay. And security at the
11 establishment, will they be in addition to the
12 wrist bands?

13 MR. MEDFORD: They will, every time they will
14 be carding, regardless if somebody has a wrist
15 band we've explained to these bars and had them
16 sign a contract with us that says, 'you are still
17 responsible to check for IDs when they come in.'
18 I don't want somebody to give the wrist band to
19 their underage friends, something like that, and
20 then the liability is on us. I want the bars to
21 be there as well additionally checking ID.

22 MS. COLLINS: One last question. I was

1 looking at your flyer. Is this for your -- was
2 this on your website? Is it something you're
3 handing out to the registrants?

4 MR. MEDFORD: We do it multiple ways. They
5 get an e-mail the night before that pretty much
6 spells out, like, plan to eat, plan a ride home,
7 here's the metro stop, here's the number for
8 Lyft, I think we list taxi numbers in D.C. as
9 well. At the event, we have posters put up
10 around registration and we also have it on --
11 they have a link that shows them where to go next
12 on their phones and they click that link and it's
13 one of the line items on there is how to get home
14 safely and the responsible, and what responsible
15 drinking entails.

16 MS. COLLINS: One last question. Are of the
17 participating establishments serving any type of
18 food?

19 MR. MEDFORD: Yeah, I think the -- I believe
20 Mad Hatter, Rumors, the Sign of the Whale I
21 believe all have food and we also provide pizza.
22 That's what we do is we'll send them out to the

1 first half, bring them back to the Republic Bar
2 where we'll have purchased pizza and we feed them
3 and that way we actually, we know they have food
4 from us and we they're kind of surprised when we
5 give it to them.

6 MS. COLLINS: No further questions.

7 CHAIRPERSON ANDERSON: Anybody else? Yes,
8 Mr. Alberti?

9 MR. ALBERTI: So, Mr. Medford, you were
10 handed a map already?

11 MR. MEDFORD: Yes.

12 MR. ALBERTI: That is my quick draft -- a
13 draft -- of what should be cleaned. It's an
14 example of what we want to see. If you can take
15 like in red pen, or some colored, some very
16 visible magic marker, and just draw down those
17 blocks that you're going to clean. If you look
18 on that you'll see that it's the 1300 and 1200
19 block of Connecticut marked there, right? And
20 you'll see the 1900 and 1800 blocks of M Street,
21 all right? And you'll notice that -- we're not
22 asking you to clean the whole area. We're asking

1 you to clean sort of the most direct route that's
2 -- the most direct route that someone would walk
3 to pass all of your establishments, so I look at
4 your establishments, if they travel down
5 Connecticut Avenue and over M Street they're
6 going to hit all of them, right? On those
7 blocks? And so that's why I highlighted those
8 blocks. Take a good look to make sure there's
9 nothing missing, but that's sort of -- that's
10 what we're looking for. Just take a magic marker
11 and draw down the blocks so we know that those
12 blocks, those sides of the blocks that you're
13 going to clean. All right?

14 MR. MEDFORD: Absolutely.

15 MR. ALBERTI: So, is it clearer now what
16 we're looking for?

17 MR. MEDFORD: I believe so. If I can have
18 that back --

19 MR. ALBERTI: You can work with the
20 investigators and show them what I've shown you
21 and cool.

22 MR. MEDFORD: Yes. I can make that happen.

1 MR. ALBERTI: Very cool, thanks.

2 CHAIRPERSON ANDERSON: Are there any other
3 questions by any other board members? Any final
4 thoughts that you want to make, sir?

5 MR. MEDFORD: I just appreciate you guys
6 allowing us to do business in D.C. As when I
7 came before I mentioned before my aunt and uncle
8 live here and I can go eat dinner with them after
9 this and I like that I can do this. I love to --
10 I know that the permit that I've applied for
11 expires on December 31st and I'm going to do it
12 again. I just hope to try to make sure I get it
13 right the next time, and then hopefully -- it's a
14 very long drive to here and then straight back.

15 MR. ALBERTI: Well, practice makes perfect.

16 MS. HOBSON: And you get dinner with your
17 aunt --

18 MR. MEDFORD: That's true. I'll be back for
19 that too, so I'll get to see them.

20 CHAIRPERSON ANDERSON: Officer, I know you're
21 here listening. Do you have any questions that
22 you want to ask?

1 OFFICER: No. They answered questions I had.

2 MR. ALBERTI: I didn't realize she was here
3 for this case.

4 CHAIRPERSON ANDERSON: Hearing that, I make a
5 motion that we approve this event. Is there a
6 second?

7 MR. PERRY: Second.

8 CHAIRPERSON ANDERSON: Mr. Perry seconded.
9 Those in favor say aye. (Chorus of ayes.) Those
10 opposed? (No audible response.) The matter
11 passed 5-zero-zero.

12 MR. ALBERTI: It is with the understanding
13 that you'll provide us with a map that you've
14 highlighted. I'm sure the staff will work with
15 you to print out maps because I know you came
16 from the office, so I'm sure the investigators
17 will provide that service for you.

18 MR. MEDFORD: Thank you.

19 CHAIRPERSON ANDERSON: Thank you, sir. I
20 think you can go pick up your license. It's not
21 5:00 yet. All right, good luck.

22

1 (Whereupon, the above-entitled matter was
2 concluded.)

3