

1 GOVERNMENT OF THE DISTRICT OF COLUMBIA
2 ALCOHOLIC BEVERAGE REGULATION ADMINISTRATION
3 ALCOHOLIC BEVERAGE CONTROL BOARD
4

5 - - - - -X

6 IN THE MATTER OF: :
7 Pub Crawl :
8 Applicant: Michael Bramson : Fact Finding
9 and Alex Lopez : Hearing
10 Date of Event: Feb. 06, 2016 :
11 Event: Project DC Events, LLC:
12 (Cupid's Bar Crawl) :
13 Neighborhood: Multiple :
14 Licensed Premises :
15 Size of Event: 2,600-2,900 :

16 - - - - -X

17 Thursday, January 14, 2016

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

1 CHAIRPERSON:

2 DONOVAN ANDERSON, Presiding

3

4 BOARD MEMBERS:

5 RUTHANNE MILLER

6 NICK ALBERTI

7 MICHAEL SILVERSTEIN

8 JAMES SHORT

9

10 ALSO PRESENT:

11

12 KEVIN PUENTE,

13 ABRA Investigator

14 PATRICK POWELL,

15 Golden Triangle BID

16 MICHAEL BRAMSON,

17 Applicant

18 ALEX LOPEZ,

19 Applicant

20

21

22

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

2 [5:46 p.m.]

3 CHAIRMAN ANDERSON: All right. The next
4 case on -- the next case on our agenda is, um,
5 pub crawl applicant Michael Bramson and Alex
6 Lopez. Um, will the parties please approach?
7 Please sign in the -- on the sign-in form in
8 front of you, and, um, please identify yourself
9 for the record, please.

10 MR. LOPEZ: Alex Lopez, Project DC
11 Events.

12 [Off-mic speaking]

13 MR. LOPEZ: Alex Lopez -- Oh, oh, sorry.
14 Alex Lopez, Project DC Events.

15 MR. BRAMSON: Mike Bramson, Project DC
16 Events.

17 CHAIRMAN ANDERSON: Mr. Puentes [sic]
18 please, um, identify yourself, please. Mr.
19 Puentes [sic], identify yourself, please.

20 MR. PUENTE: Uh, Kevin Puente, P-u-e--n-
21 t-e, investigator.

22 CHAIRMAN ANDERSON: And I'm going to

1 start off the same way I started off the first
2 one. Um, you were in front of us recently for --
3 for -- and we approved a pub crawl. When was the
4 last pub crawl that, um -- when was that last pub
5 crawl you had?

6 MR. BRAMSON: It was the DC Santa Crawl
7 on December 12th.

8 CHAIRMAN ANDERSON: And, um, what was, um
9 -- how many folks, um -- how many tickets did you
10 actually sell?

11 MR. BRAMSON: Uh, we sold --

12 MR. LOPEZ: I think it was, like, uh, 25
13 -- 24, 25 -- between 2,400, 2,500.

14 CHAIRMAN ANDERSON: And can you tell us,
15 overall, how did that pub crawl -- went?

16 MR. BRAMSON: So, from -- from what we
17 saw, it was -- it was very smooth. I mean, we
18 talked to the bars. Well, during the event, our
19 staff didn't notice any incidents, um. At the end
20 of the night, we didn't see much -- uh, we didn't
21 see -- like, the -- the trash problems that we
22 saw on Halloween, and, um, you know, when we

1 talked to the bars the following day, we didn't
2 see any -- they didn't tell us about incidents
3 that they had. So, for -- from our perspective,
4 it ran very smoothly, but I don't know if, um,
5 the investigator found something differently, or
6 MPD, but from our knowledge, um, it -- it ran a
7 lot smoother than Halloween did.

8 CHAIRMAN ANDERSON: Now, are you -- do
9 you have -- are you aware that the -- the Board
10 has issued emergency legislation on pub crawls?

11 MR. LOPEZ: Yes, we got it last night,
12 also.

13 CHAIRMAN ANDERSON: All right. All right.
14 And, um, so you also are aware that amongst the
15 many things, but one thing that the Board
16 requires is that you -- you need to have a litter
17 plan.

18 MR. LOPEZ: Yes. So, we've -- we actually
19 had a meeting this morning. We've actually worked
20 with DPW in the past for other events, um, so I
21 mean, yes, we'll definitely have, um, something
22 for you guys probably next week, and we'll --

1 we'll use DPW for this plan for you guys.

2 CHAIRMAN ANDERSON: Well, we're not --
3 we're not telling you who to use; we're just, uh,
4 let you know that you have to have a litter plan
5 to clean up the litter and that, um, the area
6 needs to be -- must be cleaned up within 12 hours
7 at the end of the event. Just wanted to let you
8 know that there are other rules and regulations
9 that takes effect after April 01st, but just to
10 inform you that these are two provisions that the
11 Board requires that --

12 And I think there is, um -- what we are
13 seeing right now, because the legislation is not
14 -- it's -- it's new, and -- and since your --
15 your application came in before the application,
16 um, we'll give you 10 days prior to the event for
17 you to give us a -- your -- a signed contract and
18 a litter plan. So, um, as Mr. Alberti has stated
19 before, that's not going to be the time period
20 you're going to have moving forward, but it's
21 because of your application was -- was in, um,
22 you weren't aware of the regulations prior to

1 submitting your application. But for new -- uh,
2 new applications moving forward, then you -- we
3 will -- we are going to expect that, um, you
4 comply with, um -- with our -- our rules and
5 regulations.

6 MR. LOPEZ: Understood.

7 CHAIRMAN ANDERSON: All right. Mr.
8 Puente.

9 MR. PUENTE: Yes. This pub crawl's for
10 February 06, 2016. It's supposed to be held in
11 the Dupont Circle area, the 18th/M Street
12 corridor. Um, they're anticipating 2,600 to
13 2,900, with a maximum number of 3,200
14 participants. The actual hours of the event are
15 3:00 p.m. to 11:00 p.m.

16 I reviewed all the establishments
17 participating; um, none of them meet the two or
18 more -- more than two primary violations. Um,
19 they have a security plan. Um, each establishment
20 is going to have to hire, uh, security. Um, you
21 guys can go into more detail about that: what
22 kind of wristbands they'll be using, stuff like

1 that.

2 MR. LOPEZ: We, um -- you know, really,
3 as far as check-in and wristbands and stuff like
4 that, I mean, we pay a little bit of extra money
5 to get them custom, and the reason being it's
6 because, I mean, we're actually hearing what the
7 previous person in front of us, uh, was saying
8 [inaudible] early check-in and doing it days
9 beforehand and stuff like that, because, I mean,
10 nothing prevents me from going on a Thursday and
11 picking up my packet --

12 MR. SILVERSTEIN: Please get a little
13 closer to the mic so I can --

14 MR. LOPEZ: Nothing prevents me from
15 going and checking in on a Thursday, and getting
16 my packet, and seeing that the wristband's green
17 and going to Party City and buying 200
18 wristbands, you know? So, we paid extra money to
19 get our wristbands custom made. They have Project
20 DC signage; they have, um, "Cupid Bar Crawl,"
21 little hearts, and stuff like that. So, I mean,
22 that way the officers know they're official

1 wristbands.

2 MR. BRAMSON: Um, and so, the -- the day
3 of the event, um, in terms of security -- So, the
4 -- the -- the bouncers will -- uh, of the
5 establishments will check the IDs, um, we'll hand
6 the wristbands. Before they enter any bar, um,
7 even after they have a wristband, they have to
8 get checked once again.

9 Um, and -- like Alex said, like, the --
10 the -- we -- we've had in the past where people
11 have tried to come to one of our bar crawls with,
12 like, a red wristband. So, now we go to every
13 single bar and be like -- we -- we show them, um,
14 the day of or the day before, we take a picture
15 of what it's going to look like -- it's different
16 every time -- send it to the bar, the -- the
17 managers, so the bouncers all know that these are
18 the, um -- what the wristbands are. A lot of
19 times, also, before the event, if we have enough
20 time setup wise, we'll go around and show them
21 what those wristbands are.

22 MR. PUENTE: And, um, I was on your

1 Facebook page, uh, this morning, and I saw the
2 advertisement for the pub crawl, and, um, let me
3 read it to you. It says, "The country's largest
4 Valentine's Day bar crawl is coming to you --
5 coming at heart --"

6 MR. ALBERTI: Say again, please?

7 MR. PUENTE: Uh, "The country's largest
8 Valentine's Day bar crawl is coming at heart. The
9 fourth annual Cupid's Bar Crawl will bring you
10 more bars, more DJs, more covered rooftops and
11 specials than ever before. Five-thousand-plus of
12 your closest friends, seventeen-plus bars, DJs,
13 and the drink specials, 3:00 to 11:00 p.m." Is
14 this advertisement accurate?

15 MR. LOPEZ: That's not -- it's -- it's --
16 it's marketing. I mean, one of the things that we
17 use when it comes to marketing is, we pull into
18 account the number of people that are actually
19 going to be inside the bars as it is, um, but
20 with that, too, it's just -- We've told you guys
21 in the past, we over -- over-estimate a little
22 bit just so the bars bring in the appropriate

1 personnel and they bring in the appropriate
2 product. But our numbers are going to be based in
3 line with what the security, uh, plan -- plan,
4 what our application states.

5 MR. BRAMSON: [Inaudible] true numbers
6 are, I mean, us, you, and the Board, um, in terms
7 of marketing, like Alex said, it's -- in the
8 past, when we -- And we've been doing this for --
9 this is our fourth year. Um, when we first told
10 the bars, uh, the -- the numbers, they would run
11 out of product, every time, and it -- it was a
12 mess. They wouldn't bring in enough security. So,
13 by upping it and -- they know to bring in more
14 security, the maximum what it's going to be, um,
15 and, uh, that way they bring in enough product so
16 it's not any issues with our -- with our guests.

17 MR. PUENTE: That's all I have, sir.

18 MR. SHORT: Mr. Chair.

19 CHAIRMAN ANDERSON: Yes, Mr. Short.

20 MR. SHORT: Gentlemen, I wish you'd stop
21 that practice, because if every bub crawl -- pub
22 crawl did that, we'd really have some problems.

1 You're advertising 5,000 people. You can't -- you
2 really can't manage that, and you -- you heard
3 the last gentleman here before you, and you were
4 here and heard when we had the, um, the mess
5 Halloween. Okay? And so, it'd be very easy if I
6 was somebody else who wanted an illegal one the
7 same night that you're doing yours to say,
8 "They're going to have 5,000. I can slip a couple
9 of hundred in."

10 So, what you're doing is, you're
11 promoting the pirating of the industry. So,
12 that's -- that's not a good thing. I wish I can
13 get a commitment from you -- commitment from you
14 that you won't do that again.

15 MR. BRAMSON: We won't do that again.

16 MR. SHORT: I hope not. Okay. Also, if
17 you heard me talk to the last, uh, applicant, um,
18 will -- will you submit to us a security plan,
19 also in writing, at the same time you put in the,
20 um -- your -- your -- your -- your -- your, um,
21 uh, trash pick-up?

22 MR. BRAMSON: We have -- we have a

1 security --

2 MR. SHORT: Oh, you already have that?
3 Okay. All right. All right. So, at any rate, um,
4 again, the number, 2,900, could you live with
5 2,500 like the other one we just did?

6 MR. BRAMSON: Yes. I mean, our -- our
7 last event was 2,500, but we estimated 2,900 --
8 same thing, 32 max, and we hit the 24-something
9 to almost 25. So we can live with that.

10 MR. SHORT: Okay. Again, you guys are
11 very aware what happened to us Halloween, and --
12 and -- and as I mentioned, the security issues,
13 um, uh, just -- We -- we -- we have an obligation
14 to the public to try to rein in and get control
15 again of pub -- pub -- pub crawls. I -- I think
16 you mentioned, one of you testified before that
17 Virginia has strict -- have -- their laws have
18 become a lot more strict, and they have -- they
19 don't have the problems anymore that they used to
20 have, correct?

21 MR. BRAMSON: Correct.

22 MR. SHORT: So, that's the reason for

1 this rulemaking and these other things that we
2 are doing, and trying to get the numbers under
3 control. It's so we can help MPD manage it.
4 Because the bottom line is, 16,000 people down
5 here was just -- we are lucky somebody didn't get
6 trampled to death down there, even on the street,
7 not to mention inside the bars and clubs.

8 MR. BRAMSON: Right. We understand. We --
9 and we helped Arlington County come up with those
10 regulations, and we worked very closely with the
11 police there, and the county. Um, we meet with --
12 with -- with the event -- uh, county event
13 planners, um, so we're very aware of the
14 regulations and how helpful it can be, um, and,
15 you know, and we -- we --

16 You know, this is our fourth annual
17 Cupid's Crawl. We've had a -- a good track -- or
18 a great track record, um, aside from the
19 Halloween. So we will continue to do that. I
20 think we did -- um, I don't think there was any
21 issues with the DC Santa Crawl, um --

22 MR. SHORT: Okay. This emergency

1 legislation we just did, how do you compare that
2 with what you did in Alexandria?

3 MR. LOPEZ: In Arlington?

4 MR. SHORT: Arlington. How does it
5 compare?

6 MR. BRAMSON: I mean, I -- I think it's
7 very similar. I mean, one thing is, we -- we're
8 required to meet with MPD, um, in a room and talk
9 it out. I mean, I would still like to do that, as
10 well, so that we can have a more -- I mean,
11 besides just an e-mail back and forth or a phone
12 call, it'd be nice to actually meet a person.

13 MR. SHORT: Well, if you looked at the
14 legislation, we want a signature, a signed
15 signature, now.

16 MR. BRAMSON: Okay. So that's -- that's
17 good.

18 MR. SHORT: When you -- when you meet
19 with the police officers in a room, we want a
20 signed signature from MPD stating that they are
21 aware that you're going to have 2,500 people,
22 you're going to have your security plan, so they

1 know the same things we know and -- Because when
2 we get a lot of -- if you heard a lot of
3 testimony for Halloween, MPD was saying they were
4 unaware that even some of the -- even the legal
5 ones were going to take place.

6 MR. BRAMSON: Yes, because --

7 MR. SHORT: So, the bottom line is, the
8 more D.C. government agencies that know -- And if
9 you were here the last time, I mentioned the
10 mayor's task force. I didn't get that, but at
11 least I did get the fact that now DPW, DDOT, and
12 all these other people are going to be notified
13 that we're going to have that many of people in a
14 small area like that during this period of time.

15 MR. LOPEZ: Right. Because when we came
16 to -- I mean, when I came to apply, um, and I --
17 you know, I dropped off the application, they
18 wanted me to attach a letter from MPD also. So I
19 had to come back the next day and type up a
20 letter just for MPD to -- stating everything.

21 MR. SHORT: So you've already done that?

22 MR. LOPEZ: Yes.

1 MR. SHORT: Great. That's great. You're
2 ahead of the game. And so, yes, you guys are
3 experienced, and you -- and -- and you're kind of
4 like the role model, so, I mean, you guys do
5 things right. So, are you agreeing that maybe
6 2,500 would be tops for your event?

7 MR. BRAMSON: Well --

8 MR. SHORT: I'm just asking. I'm just
9 asking the question. I mean, that's the
10 [inaudible].

11 MR. BRAMSON: I think it's a fair number.

12 MR. SHORT: Okay. Thank you. That's all I
13 have.

14 CHAIRMAN ANDERSON: I've -- I've asked,
15 um, Mr. Powell to step -- Can you state your name
16 for the record, please?

17 MR. POWELL: Yes, um, Patrick Powell --

18 CHAIRMAN ANDERSON: And, um --

19 MR. POWELL: I work for the Golden
20 Triangle BID as the director of operations and
21 preparedness.

22 CHAIRMAN ANDERSON: All right. Um, is, um

1 -- is this in your -- in -- in the -- in your
2 area?

3 MR. POWELL: Yes, sir.

4 CHAIRMAN ANDERSON: And, um, let -- when
5 they had, uh -- are -- were you familiar with the
6 event that they had in, I think, December?

7 MR. POWELL: Yes, sir.

8 CHAIRMAN ANDERSON: And from your
9 perspective, how did that go, from a trash
10 perspective?

11 MR. POWELL: Uh, we saw some minor
12 cleanliness issues, but definitely nothing on the
13 order of, um, uh, Halloween. You know, it's -- we
14 experience cleanliness issues related to
15 nightlife, you know, every weekend, every day,
16 practically. Um, but nothing that was out of the
17 -- the ordinary from a busier night.

18 CHAIRMAN ANDERSON: Okay. Do you have
19 any, um, suggestions or recommendation -- not --
20 I know that you guys have sent in letters, so we
21 -- and we have taken that to heart. But since
22 they're here and you're here, do you have any

1 specific recommendations regarding trash and
2 litter that you want to make to us that's
3 applicable to this application, since it's within
4 your -- your area of, um, coverage?

5 MR. POWELL: I think, um, for -- for us,
6 the -- the way the legislation is going toward
7 encouraging or -- or requiring a litter plan is -
8 - is very important to us, and -- and we will be
9 making comments during the public comment period,
10 and, uh, we definitely appreciate that, um --
11 that effort. You know, it's -- it's a big effort
12 for us cleaning up. We -- we've shifted all of
13 our resources to start at 5:00 a.m. just to clean
14 up after nightlife establishments, so it's, um --
15 I think that's an important -- and we -- we
16 appreciate not forgetting that part of the -- in
17 addition to the -- the very important part of
18 safety.

19 CHAIRMAN ANDERSON: And I just want --
20 want you to take heart that, um, we do -- we
21 take, um, seriously, um, the letters that you
22 have sent to us. I don't want the BID to believe

1 that -- I know that over the last, um -- and the
2 -- over the last, um -- between, um, Halloween
3 that, um, the -- the Board had provided -- I'm
4 sorry, had approved, um, additional, um, pub --
5 I'm sorry, pub crawls, and I didn't want the --
6 the BID to think that we did not take in -- in
7 consideration its concerns. I just wanted to let
8 you know that -- that the Board has seriously
9 considered your considerations and that every --
10 moving forward, we do consider the input that you
11 have -- you have provided for the Board. I want
12 [inaudible].

13 MR. POWELL: Thank you, sir. We -- we
14 completely understand that things were already in
15 process for other ones, and, um, we -- we
16 appreciate that part. Thank you.

17 CHAIRMAN ANDERSON: All right.

18 MR. SILVERSTEIN: Mr. Chairman.

19 CHAIRMAN ANDERSON: Yes, yes, Mr.
20 Silverstein.

21 MR. SILVERSTEIN: Uh, I first would ask,
22 uh, Mr. Powell, the -- the previous pub crawl had

1 some serious issues with just not enough space on
2 the sidewalk on M Street and just too much put in
3 it. Do you have any specific concerns, red
4 lights, anything about this particular
5 application that concerns you?

6 MR. POWELL: Nothing that jumped out at
7 me, just because it seems that this pub crawl is
8 more spread out a little bit than the --

9 MR. SILVERSTEIN: Absolutely.

10 MR. POWELL: -- previous ones, whereas
11 instead of every bar on that block, there's bars
12 in other areas of the neighborhood, and so it
13 kind of disperses a little bit of that
14 concentration.

15 MR. SILVERSTEIN: Okay. And, um, Mr.
16 Bramson, Mr. Lopez, uh, we've talked about a -- a
17 litter plan, and I think it's important that you
18 understand what it is that we expect be done and
19 -- especially because you have Cafe Citron and
20 Kabin there, uh, on a -- on a block of
21 Connecticut Avenue where tree boxes were -- were
22 -- We -- we'd spent hundreds of thousands of

1 dollars fixing the -- the streetscape and doing
2 things and stuff, and tree boxes were destroyed,
3 uh, over Halloween.

4 We expect that the sidewalk of the entire
5 block will be cleaned, not just in front of the
6 place and -- and then have trash next door. We
7 expect the tree boxes to have trash removed from
8 them and that they not be receptacles for trash,
9 and we also absolutely expect that the area
10 around the curb not be a dumping ground and that
11 bike lanes also are not a dumping ground and that
12 that area along the curb is cleaned, as well. If
13 you have any issues, if you're looking for
14 somebody, we recommend that you talk to Mr.
15 Powell, uh, because they do a lot of cleaning
16 and, you know, who knows what you could work out
17 there.

18 But it's -- you know, if -- if this thing
19 can be done right, I -- I've supported them
20 forever. Uh, it's just what happened on -- on
21 Halloween, and it's the growing problems. We have
22 to -- it -- it grew too big, and it got out of

1 control. And we want to bring it back. No further
2 questions, Mr. Chairman.

3 CHAIRMAN ANDERSON: Um, go ahead, Ms.
4 Miller.

5 MS. MILLER: Okay. Um, good evening, and
6 thank you for your patience. Um, I think this
7 one's going a lot more smoothly than the previous
8 one, but, um, based on the previous one, I want
9 to ask you, this is your fourth time doing this
10 same event?

11 MR. BRAMSON: Mm-hmm. Right.

12 MS. MILLER: Okay. And have you always
13 had the same -- same numbers, basically, or -- or
14 what? How many?

15 MR. BRAMSON: Um, yes, the last 2 years
16 have been the same. In the first year we ever did
17 it, it was a little bit smaller.

18 MS. MILLER: Mm-hmm.

19 MR. BRAMSON: Um, I think it was around
20 1,500, 1,600 if I can remember the first year.

21 MS. MILLER: Okay.

22 MR. BRAMSON: Um, but now it's -- from

1 then, it's been consistent.

2 MS. MILLER: So, for -- for --

3 [Off-mic speaking]

4 MS. MILLER: Will this be the second or
5 the third pub crawl you're having, uh, with
6 numbers in the range of 2,500?

7 MR. LOPEZ: Maybe a little less, maybe,
8 like, a third.

9 MR. BRAMSON: Yes.

10 MS. MILLER: A third? Okay. And no
11 problems?

12 MR. BRAMSON: No problems.

13 MS. MILLER: And you've -- basically,
14 part of the reason is, you've had the, uh,
15 establishments spread out? And --

16 MR. BRAMSON: Yes, we --

17 MS. MILLER: -- what else?

18 MR. BRAMSON: -- we've been spreading out
19 is -- is -- that's the key, for me, is -- is
20 really spreading out and not keeping it all in
21 one, um -- The registration hours, I think,
22 helped. The more condensed it is, the more people

1 will try -- tend to come at the exact same time.
2 If you can get people a little bit earlier, um --
3 Normally, our crawls are 1:00; this one's at
4 3:00, but we extended it to 11:00, so if you have
5 that 8-hour window, or 7-hour window, people come
6 earlier, then that crowd kind of leaves, and the
7 other crowd comes in.

8 MS. MILLER: And you don't do a, um, pre-
9 registration, do you, at another day or anything?

10 MR. LOPEZ: We've -- we've never done
11 that before.

12 MS. MILLER: Right. Because then you
13 don't have control over at least that wristband,
14 right? I mean, at registration --

15 MR. LOPEZ: Right.

16 MS. MILLER: -- you put it on, right?

17 MR. BRAMSON: Exactly. So if you pick it
18 up 2 or 3 days later, you're giving them a
19 wristband and then --

20 MS. MILLER: They get --

21 MR. BRAMSON: -- who knows what they do
22 with it.

1 MS. MILLER: Exactly. Okay. Um -- okay. I
2 hate to ask you this, but, um, just -- what --
3 you participated in the Halloween pub crawl?

4 MR. BRAMSON: We were one of the --

5 MR. LOPEZ: Yes.

6 MS. MILLER: Then what -- what -- what
7 was the problem that you were -- were you related
8 to any problem, or it just was a problem that
9 night?

10 MR. LOPEZ: I think the biggest problem
11 was, um, having multiple promoters within one
12 area. Um, I know towards -- the few weeks leading
13 up to the -- I mean, to Halloween, I know a lot
14 of promoters were, um, in talks with different
15 establishments to have exclusivity at places. Um,
16 I just think the approval of multiple companies
17 in one area was the big issue.

18 MS. MILLER: No, I get that. I just
19 wanted to -- to know whether you all did anything
20 in particular that --

21 MR. BRAMSON: Oh, for us, um -- uh, we
22 went -- Well, the -- the biggest issue, I think,

1 was that we -- even though we ended our specials
2 at 11:00, we advertised that the -- the crawl was
3 'til 1:00, and the reason behind then -- reason
4 why we've never done that before or never will do
5 it again was that we knew there was other pub
6 crawls in the area --

7 MS. MILLER: Mm-hmm.

8 MR. BRAMSON: -- and we didn't want
9 people -- and we had the -- someone called
10 "better bars," they're more popular bars, and we
11 didn't want people from other pub crawls coming
12 to our bars and building up lines, which would --
13 happened anyway. So our people, if they had a
14 wristband, were able to skip that line and not
15 wait.

16 MS. MILLER: Okay.

17 MR. BRAMSON: And we still got angry
18 complaints about how they had to wait in line and
19 -- because the lines were so long, but that's
20 what we were trying to prevent with that.

21 MS. MILLER: Okay. Because I -- I -- I
22 know you all have been very responsible over the

1 years, and I think, to me, it makes a difference,
2 um, when you have large numbers, whether it's a
3 well-known, reputable pub crawl organizer or
4 somebody brand new.

5 Um -- oh, you said that you used DPW in
6 the past? For -- for clean up?

7 MR. BRAMSON: Yes, we've -- we've -- um,
8 we've thrown -- we've also been in front of the
9 Board for festivals --

10 MS. MILLER: Mm-hmm.

11 MR. BRAMSON: -- um, so we threw one, um,
12 the Neon Drink On at Yards Park about 2 years
13 ago, so we ended up using them there.

14 MS. MILLER: Okay. And, um, did you --
15 have you talked to them yet with respect to this
16 pub crawl?

17 MR. LOPEZ: Um, we -- not yet. I mean, we
18 --

19 MS. MILLER: I know you just saw the regs
20 last night.

21 MR. LOPEZ: Yes.

22 MS. MILLER: Right. Okay. But you may do

1 that.

2 MR. LOPEZ: We will.

3 MR. BRAMSON: We will, yes.

4 MS. MILLER: Okay. And then, my other
5 question is about MPD. What -- what were those
6 discussions or where is the letter to say -- I
7 don't -- we don't have a -- you have a letter,
8 right? We -- I haven't seen it.

9 MR. BRAMSON: Yes, we do have the letter.

10 MS. MILLER: Does anybody -- nobody else
11 had that today.

12 MALE SPEAKER: No.

13 MS. MILLER: Okay. Uh-oh -- okay, no.
14 Thank you. And then I'll pass it down to others.
15 Oh, okay, so this isn't their -- they didn't give
16 you, uh, any response yet. This is --

17 MR. BRAMSON: Not yet.

18 MS. MILLER: -- [inaudible] to them.

19 MR. LOPEZ: Not yet.

20 MR. BRAMSON: That's why, I think, when
21 we do the regulations, having a sit-down
22 conversation would be helpful, or at least a --

1 MS. MILLER: Yes.

2 MR. BRAMSON: -- sign-off so that --

3 MS. MILLER: Okay. So, you think that's
4 positive in the regs?

5 MR. BRAMSON: Yes, I think it's positive.

6 MS. MILLER: Um, and is it -- is the --
7 do you have any other quick reactions to the regs
8 that you want to say? This isn't a hearing on the
9 regs, so -- but you're here, so.

10 MR. BRAMSON: Yes. I mean, we'd
11 definitely like to be part of those discussions
12 in the future. If you have an open hearing we can
13 gather our notes from Arlington and kind of read
14 more in-depth into it because we didn't get it
15 until late last night and haven't had that much
16 time to look at it.

17 MS. MILLER: Right.

18 MR. BRAMSON: But from what we glanced
19 over, I mean, I think it's -- it -- it's going to
20 be really helpful and great, and I -- One thing
21 that we did see is -- I think I read this
22 correctly -- there was only one pub crawl allowed

1 per area, or bars aren't supposed to participate
2 in -- One big issue we had is, we had exclusivity
3 contracts with bars saying they were only going
4 to be part of ours.

5 MS. MILLER: Mm-hmm.

6 MR. BRAMSON: Come to find out, when we
7 here for that hearing, that they were
8 participating in other, uh, pub crawls, so. I
9 think that will be really helpful.

10 MS. MILLER: But you had exclusivity
11 agreements?

12 MR. BRAMSON: We did.

13 MS. MILLER: Did you -- you didn't. Did
14 you pursue that?

15 MR. BRAMSON: I mean, there -- Well, one
16 thing we realized is, it says we're exclusive,
17 but there's really no penalty, so now --

18 MS. MILLER: Oh, okay.

19 MR. BRAMSON: I mean, the penalty is,
20 they're not going to -- we're not going to use
21 them anymore if they're not part of the -- I
22 mean, a fine won't do anything to them. I think

1 if -- if they break our exclusivity contract, we
2 just won't use them moving forward.

3 MS. MILLER: Okay. Thank you. Mr. Fuentes
4 [sic], I just want to ask you if you have any
5 concern about the numbers, um, with respect to
6 this pub crawl? Um, given what I've heard, they -
7 - they have had these numbers in the past few
8 years, and it hasn't been a problem, but we did
9 have concerns in the previous hearing when they
10 did they pub crawl, so --

11 MR. PUENTE: I mean, I was out in the
12 December pub crawl, where they had the same
13 numbers, and --

14 MS. MILLER: Mm-hmm.

15 MR. PUENTE: -- I didn't [inaudible]
16 issues going on.

17 MS. MILLER: Okay.

18 MR. PUENTE: Well, I was only there from
19 4:00 'til 7:00, and then I had to go somewhere
20 else the rest of the night, so.

21 MS. MILLER: What? What did you say about
22 4:00 to 7:00?

1 MR. PUENTE: That day, um, I was only
2 assigned to that area from 4:00 p.m. to 7:00 p.m.

3 MS. MILLER: Oh, okay.

4 MR. PUENTE: I had to go work on
5 something else later -- the rest of the night.

6 MS. MILLER: Okay. But you're not aware
7 that there were any problems. Okay. Thank you.

8 CHAIRMAN ANDERSON: Mr. Alberti.

9 MR. ALBERTI: So, Investigator Puente, I
10 don't think it was addressed to you. Uh, do any
11 of the -- uh, do all -- do any -- are any of the
12 establishments disqualified for any reason on
13 this list?

14 MR. PUENTE: I mean, there are several
15 establishments that have two, uh, primary
16 violations, and they have several pending before
17 the Board, but they haven't --

18 MR. ALBERTI: But none -- but none with
19 three or more, um, adjudicated.

20 MR. PUENTE: Yes.

21 MR. ALBERTI: Okay. Very good. And none
22 with settlement agreements that prevent it.

1 MR. PUENTE: Yes. Um, no one has
2 settlement agreements here.

3 MR. ALBERTI: Okay. Great. Um, when you
4 answered, um, Board Member Miller's question
5 about the December pub crawl, and you said,
6 "Well, with these numbers," what numbers were you
7 talking about?

8 MR. PUENTE: I think they have the same
9 number, approximately 2,000 people to 2,500, so I
10 was out there, I spoke with Mr. Lopez at great
11 length and watched them check in --

12 MR. ALBERTI: Two thousand to twenty-five
13 hundred? Okay. Because this one's 26 to 29, so
14 that's why I asked. So it is different than this.
15 Yes. All right. Um, okay. All right Mr. Lopez,
16 Mr. Branson, what do you get for your admission
17 price?

18 MR. BRAMSON: Uh, we start at \$8 early
19 bird -- Oh, I mean -- the -- the pricing or the -
20 -

21 MR. ALBERTI: I don't really care about
22 the pricing. I want to know what you get for it.

1 [Laughter]

2 MR. BRAMSON: Okay. That was one of the
3 questions for, um, the other company. Um, what do
4 you get?

5 MR. ALBERTI: You can charge whatever you
6 want. I -- I don't control that. I want to know
7 what you're giving them.

8 MR. BRAMSON: As for Cupid's Bar Crawl,
9 the opportunity to meet another single person.

10 [Laughter]

11 MR. ALBERTI: Okay. So that's one. What
12 else you giving them?

13 MR. BRAMSON: Um, you get --

14 MR. ALBERTI: I no longer think like
15 that, but --

16 [Laughter]

17 MR. BRAMSON: You get a -- you get, um, a
18 wristband, uh, with our logo on it, uh, specific
19 to that event, and then you get, um, a mug as
20 well, and, um, it's the same --

21 MR. LOPEZ: Party favors, you get road
22 maps, um -- um --

1 MR. ALBERTI: Do you get drink specials?

2 MR. LOPEZ: Yes, you get drink specials.

3 Yes.

4 MR. ALBERTI: What -- in -- in that vein,
5 anything else?

6 MR. LOPEZ: Um, you get food specials, as
7 well.

8 MR. ALBERTI: Okay. So, Halloween,
9 though, you got -- you got -- you got -- you got
10 to jump line, at least, on Halloween, right?

11 MR. LOPEZ: Yes.

12 MR. ALBERTI: All right.

13 MR. LOPEZ: But here, we don't expect
14 there to be other companies, so anyone in line
15 technically should be our crowd.

16 MR. ALBERTI: Okay. So you're not
17 guaranteeing that. Is there anything else in that
18 vein that you're guaranteeing?

19 MR. BRAMSON: No, just --

20 MR. ALBERTI: Okay.

21 MR. BRAMSON: -- specials. That's it.

22 MR. ALBERTI: All right. Um, do any of

1 these charge -- these -- these establishments
2 normally charge admission?

3 MR. BRAMSON: Um, yes, they do, some of
4 them do.

5 MR. ALBERTI: For non -- for non-pub
6 crawl participants?

7 MR. BRAMSON: Um, yes, they do.

8 MR. ALBERTI: And if they're
9 participating in your pub crawl, what -- what
10 happens?

11 MR. BRAMSON: Uh, they don't have to pay.

12 MR. ALBERTI: All right. So that's
13 something they're getting, too.

14 MR. BRAMSON: Yes. Sorry [inaudible].

15 MR. ALBERTI: That's all right. That's
16 all right. Um -- and the reason I'm going there -
17 -

18 MR. BRAMSON: Mm-hmm.

19 MR. ALBERTI: Again, I -- you know, I --
20 I -- and I don't want to harp on this, but you
21 misled us on Halloween with your advertisement,
22 and I'm sorry, it's -- bottom line, you know,

1 drink specials 'til 11:00 p.m., and then -- oh,
2 and in the fine print, you get in until 1:00 p.m.
3 With all the benefits of this pub crawl, are they
4 going to end at 11:00 p.m.?

5 MR. BRAMSON: Yes.

6 MR. ALBERTI: The free admission? So if I
7 show up with my -- if I show up at a bar with my
8 wristband at 12:00 p.m. -- or 12:00 a.m., am I
9 getting in free?

10 MR. BRAMSON: No, they will charge you.

11 MR. ALBERTI: Okay. That better be the
12 case, because that's what I'm counting on.

13 MR. BRAMSON: They know that.

14 MR. ALBERTI: All right. Um, actually,
15 I'd like -- before this happens, I'd like to see
16 all the fliers and all of your -- examples of all
17 your advertisements.

18 MR. BRAMSON: Yes.

19 MR. ALBERTI: All right. Um --

20 MR. LOPEZ: We actually have, uh, a copy
21 of our --

22 MR. ALBERTI: And again -- again, you

1 know, once -- Once -- you know, fool me once,
2 shame on me. Shame -- you know, shame on -- you
3 know, fool me twice, shame on --

4 [Off-mic speaking]

5 MR. ALBERTI: If -- shame on you, shame -
6 - Anyways, you get -- you get the gist.

7 [Laughter]

8 MR. ALBERTI: I'm not taking a chance
9 again.

10 [Laughter]

11 MR. LOPEZ: This is, um, the poster
12 that's going to go up, um, at the accounts.

13 MR. ALBERTI: Okay.

14 MR. LOPEZ: I just wanted to show you
15 guys [inaudible].

16 MR. ALBERTI: All right. I'll take a look
17 at -- I'll take at -- through all this stuff.
18 Okay. So, this is all -- this is an example of
19 everything?

20 MR. LOPEZ: No, I mean, that's -- that's
21 the poster that's going to go up, um, and hung at
22 the accounts, um, but I'll go ahead and e-mail

1 you guys our, uh, other fliers and marketing
2 materials.

3 MR. ALBERTI: Okay. That'd be great. I'd
4 really appreciate that. Um, what I would like you
5 to do is, with respect to MPD, is to give MPD a
6 copy of your -- of your, um, application. Because
7 if you read the regs, it says -- There's a whole
8 bunch of information you're supposed to give MPD.
9 It's pretty much the stuff that's in your -- in
10 your -- your application, so probably be best
11 just to give them your application and then they
12 get all the information. They get your security
13 plan; they get everything. Okay?

14 MR. LOPEZ: Okay.

15 MR. ALBERTI: All right. Just to be
16 clear. Um, now, you know, if you read that -- if
17 you read the regs, we're not asking just for
18 notice. We're asking that you give detailed
19 information to MPD and it's the sort of
20 information that you guys -- I -- I will commend
21 you. I mean, you heard me rake the other guy over
22 the coals for his one-paragraph security plan --

1 [Laughter]

2 MR. ALBERTI: I was expecting something
3 like you guys did, all right? So I will commend
4 you for that. Um, much better.

5 Um -- and I'm just going to tell you
6 that, um -- just a warning, sort of. Your -- your
7 litter plan for -- for y'all is going to be
8 probably a little bit more difficult than maybe
9 if it was a more compact area, and I'm not sure -
10 - I'm not sure we have consensus on the Board
11 what to expect, but it's going to be a little bit
12 different. Because, you know, you're going to
13 have people spread out, and we're not -- like, as
14 Mr. Silverstein said, cleaning up just in front
15 of the establishment is not going to cut it with
16 us.

17 MR. LOPEZ: Right.

18 MR. ALBERTI: So you're going to have to
19 think about how you define the area, um, around
20 these establishments to be clean, um,
21 anticipating we're going to be pretty discerning
22 and pretty, um, demanding on making sure things

1 are clean.

2 MR. LOPEZ: No problem.

3 MR. ALBERTI: Just -- just a word of
4 warning -- or at least I will, anyways. Um, I
5 have no further questions. Thanks.

6 CHAIRMAN ANDERSON: Mr. -- Mr. Short and
7 then Mr. Silverstein.

8 MR. SHORT: Um, gentlemen, I guess you
9 heard the question I also asked the last
10 applicant. Since we had the problem Halloween and
11 -- Suppose somebody tries to mooch in on you guys
12 and have -- have an event the same time you're
13 having yours but doesn't come here, doesn't go
14 through all of this rigor, don't have to worry
15 about a litter plan, doesn't have to worry about
16 anything and just maybe use some of the same bars
17 you're using? Because last time, what did you do
18 when that happened? Or did you report it?

19 MR. LOPEZ: We did not, no. But --

20 MR. BRAMSON: We didn't know it 'til the
21 -- the -- for the -- for the second -- or for the
22 third pub crawl company -- I think PubCrawls dot

1 com -- we actually didn't know about that 'til
2 the day of the event, because people were showing
3 up with, um, tickets.

4 MR. SHORT: Okay. We heard that before,
5 you know; you testified about that before. Now --

6 MR. BRAMSON: Yes. Okay.

7 MR. SHORT: -- this time if they do it,
8 what are you going to do right away?

9 MR. BRAMSON: We would -- uh, we would
10 tell the -- we would tell the Board, and we would
11 tell --

12 MR. SHORT: Thank you. That's a
13 commitment you're going to make, correct?

14 MR. BRAMSON: Yes, definitely.

15 MR. SHORT: All right. I'd like to ask
16 Mr. Powell this question. Mr. Powell, would it --
17 would it be possible, or would this board be
18 putting undue burden on you if we would ask you
19 to give an evaluation of how well the pub crawls
20 went as far as their working with you with their
21 litter plans? Can you just send a note to the
22 Board and say, you know, "Here's what happened. I

1 mean, they -- they were cooperative, they helped,
2 or they paid, or they didn't"? And so, we can
3 kind of put that in their folder.

4 Because the bottom line is, if you send a
5 report in -- uh, myself as a board member, and I
6 see that they did not go along with that litter
7 plan, and they did not, uh, make your area whole
8 again after the -- the 12 hours, uh, I'm -- I'm
9 just letting notice that I'm going to act like
10 some other board members, and I'm going to get
11 quite irate up here. I'm going to just be upset
12 and -- and not control myself like I should.

13 But the bottom line is, we need some
14 information, some feedback, from you. And
15 something I said to the board members, and I know
16 it might be hard for the applicants, but what
17 might be helpful to us: a picture of those
18 streets before the event and a picture after the
19 12 hours.

20 MR. POWELL: Yes, sir.

21 MR. SHORT: And that's going to make a lot
22 of difference to myself. I don't know about the

1 other board members; I can't speak for them. They
2 have a lot of trust in a lot of people, and I'd
3 like to have that same trust. I haven't been
4 around as long as most of them, but I'd like to
5 see that we get, uh, management on this and get a
6 grip on this so that we can have good operators
7 do what they need to do, have their events, do --
8 follow the rules, and any bad ones, we want to
9 weed them out.

10 And we can't have the good ones working
11 with the bad ones because after a while -- It
12 looks like everybody made a lot of money with
13 16,000 people running around the street, so we
14 couldn't tell the bad guys from the good guys.

15 But you guys are the only ones that can
16 help us control that, and I hope you will. Thanks
17 for the -- being good business people. Thank you,
18 Mr. Chair, that's all I have.

19 CHAIRMAN ANDERSON: Mr. Silverstein.

20 MR. SILVERSTEIN: Um, Mr. Puente, were
21 there any problems with this applicant over
22 Halloween oversell?

1 MR. PUENTE: Um, they went, like, 77
2 tickets over, so.

3 MR. SILVERSTEIN: How can -- well, it
4 would be a minor issue, but we've had a -- you
5 know, we see -- seeing this slicky deal, so the
6 hours previously and -- and with this here --
7 Gentlemen, how can we be sure that your sales are
8 going to be exactly to what the limit is?

9 And my -- my concern is, when we say a
10 number, the number is the number of tickets sold,
11 not the number of people who are going to show
12 up. And how do you do that, when you may or may
13 not be online, at half a dozen establishments on
14 the day of, and somebody might want to buy a
15 ticket at the last minute? How did -- how did you
16 go 77 over last time, and how can you guarantee
17 that it's not going to happen this time?

18 MR. BRAMSON: Um, so our -- our -- What
19 we can do, and which we didn't do last time was,
20 uh, our ticket margin, you can cut off the ticket
21 sales, so you can't physically purchase -- I
22 mean, you can't -- you go online, it will say

1 "Sold out." Um, we didn't think we were going to
2 -- I mean, there were -- there was other
3 competition. The name on M Street had the -- that
4 event had the bigger name. We didn't think we
5 were going to. Um, but what we can do is what we
6 did for the -- um, the DC Santa Crawl is, we had
7 a cap. So -- we didn't reach that cap on the
8 Halloween -- on DC Santa Crawl, because our cap -
9 - we set it -- I think we set it to 26 or 25 --
10 Whatever it was, we didn't reach it.

11 MR. LOPEZ: And just to pick it back up,
12 what he said -- Now we have, um -- Just because
13 we had that issue Halloween, our ticket merchant
14 actually -- they coded and they did something for
15 us where we can actually cap the event without
16 having to, like, monitor sales. We can say we
17 only want to sell 2,000 tickets. We type in 2,000
18 and press enter -- 2,001, it's sold out. So,
19 that's -- that's before us to --

20 [Off-mic speaking]

21 MR. BRAMSON: I'm sorry?

22 MR. ALBERTI: The upsells?

1 MR. BRAMSON: Uh, the upsells, we -- I
2 mean, it's -- we allocate maybe like a hundred or
3 -- 50 to a hundred, depending on the event, but,
4 um, I mean --

5 MR. LOPEZ: You know, our past at day
6 sales is -- I mean, between 5-, max 10%. I don't
7 think it's ever gone past that. But what we do --
8 what we do, um --

9 MR. ALBERTI: I'm sorry -- I'm sorry. So
10 how -- exactly how are you going to do this?
11 Let's say your cap --

12 MR. LOPEZ: So we cap --

13 MR. ALBERTI: Let's say your cap right
14 now -- and I'm not saying you're that going to
15 get this, but your cap is 2,900 -- because that's
16 what you put here. All right? How can you
17 guarantee, absolutely guarantee, you will sell no
18 more than 2,900 tickets? That's the plan I -- I
19 mean --

20 MR. BRAMSON: Yes.

21 MR. ALBERTI: -- I'm not getting the plan
22 right now.

1 MR. BRAMSON: So, I think -- I mean, I
2 would -- I mean, what I would do -- but it's not
3 guaranteed it would be the 10% and factor that
4 in, and cut sales off earlier, um, because, you
5 know, you said that if there's three or four
6 registration bars, it's kind of hard to factor in
7 -- I mean, what -- actually, the way we would do
8 it is just cap the wristbands. After a certain
9 amount of wristbands, that's all we have. We
10 can't -- we can't get any more.

11 MR. ALBERTI: Uh, if you can commit to
12 that, that's fine, because I'm -- feel strongly
13 about this. Once I learn that, you know, we have
14 the slippery, you know, malleable number out
15 there, um, and -- and we're concerned about
16 numbers, it's very important to me that we know
17 that you have absolute control on the cap.

18 MR. BRAMSON: It's controlled by the
19 ticket sales.

20 MR. ALBERTI: Thank you.

21 MALE SPEAKER: I want to thank my --

22 MR. LOPEZ: I mean, we definitely worked

1 hard to --

2 MALE SPEAKER: -- fellow board member.

3 MR. LOPEZ: -- to build our Project DC
4 brand in D.C., so I mean, in no way and form we'd
5 want to jeopardize that in front of you guys by,
6 you know, obviously lying to you guys or being --

7 MR. ALBERTI: Look, I -- I get that, and
8 I know that, and I also, um, have the impression,
9 based on your presentations before us, that
10 you're capable of tearing that off. All right?
11 So. Thank you.

12 CHAIRMAN ANDERSON: Do we have any other
13 questions? If not, um, thank you. We'll take it
14 under advisement. We will make a decision today.
15 And again, I want to thank you, Mr. Powell, for
16 being here. It's a long afternoon, but you have
17 been here and I appreciate your presence. All
18 right. Thank you.

19 [Chorus of thank-yous]

20 [Whereupon the matter concluded at
21 6:25 p.m.]