

DISTRICT OF COLUMBIA
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ALCOHOLIC BEVERAGE CONTROL BOARD
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MEETING

IN THE MATTER OF:

Temporary License Application
Event: Washington Area Fact-
Bicyclist Association Finding
Dates of Event: 5/30-31/2014 Hearing
Applicant: Michelle K.
Cleveland
Neighborhood: The Yards Park,
355 Water Street, SE
5,000 Attendees

May 14, 2014

The Alcoholic Beverage Control Board met in the Alcoholic Beverage Control Hearing Room, Reeves Building, 2000 14th Street, N.W., Suite 400S, Washington, D.C. 20009, Chairperson Ruthanne Miller, presiding.

PRESENT:

RUTHANNE MILLER, Chairperson
NICK ALBERTI, Member
DONALD BROOKS, Member
MIKE SILVERSTEIN, Member
HECTOR RODRIGUEZ, Member
JAMES SHORT, Member

ALSO PRESENT:

KOFI APRAKU, ABRA Investigator

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

(9:57 a.m.)

CHAIRPERSON MILLER: Okay. Is anyone here from the Washington Area Bicyclist Association? Good. Come on forward, then we will take your case.

MS. CLEVELAND: Hi. I'm Michelle Cleveland representing the Washington Area Bicyclist Association.

CHAIRPERSON MILLER: Okay. Great.

MR. GRUBER: And I'm Paul Gruber. I'm with the New Belgian Brewing Company, the producers of the event.

CHAIRPERSON MILLER: Okay. Mr. Gruber?

MR. GRUBER: Mr. Gruber, correct.

CHAIRPERSON MILLER: Okay. And?

INVESTIGATOR APRAKU: Investigator Kofi Apraku for ABRA.

CHAIRPERSON MILLER: Okay. Good. I think the reason that you were called here is because you have a big event with 5,000

1 people apparently expected. Have you done
2 this before?

3 MR. GRUBER: Yes, ma'am, this will
4 be our third year in Yards Park.

5 CHAIRPERSON MILLER: Third year in
6 Yards Park?

7 MR. GRUBER: Correct.

8 CHAIRPERSON MILLER: Okay. Same
9 amount of people?

10 MR. GRUBER: We are growing about
11 10 percent a year.

12 CHAIRPERSON MILLER: Okay. And is
13 anything changing? Are you increasing your
14 security or anything like that?

15 MR. GRUBER: We are increasing our
16 security from 20 to 30 this year, but
17 everything else will remain the same.

18 CHAIRPERSON MILLER: And could you
19 just give a quick overview of how you deal
20 with the alcohol and the underage patrons?

21 MR. GRUBER: Of course. So we
22 have a three-stop system. So we have TIPS

1 trained volunteers that will be doing ID
2 checking. So you will come into -- it's a
3 free event. Everybody is welcome to come,
4 families of all ages come, show proof of
5 identification, get wristbanded, go to a
6 second station where you purchased beer
7 tokens, go to a beer station with the token to
8 retrieve your beer.

9 Anywhere along that process our
10 security personnel and our volunteers can ask
11 for a second proof of identification, if
12 needed.

13 CHAIRPERSON MILLER: Okay. And do
14 you have food as well as beverages?

15 MR. GRUBER: Yes. We will have
16 three food trucks coming in and now Yards Park
17 has two permanent restaurants in the vicinity
18 that will be serving food.

19 CHAIRPERSON MILLER: Okay.

20 MS. CLEVELAND: As well as non-
21 alcoholic beverages.

22 CHAIRPERSON MILLER: Great. Okay.

1 And did you have any problems last year or the
2 year before?

3 MR. GRUBER: No, ma'am, we have
4 not.

5 CHAIRPERSON MILLER: Okay. Do you
6 have a contact that is advertised like in case
7 of emergency or what do people do like if
8 somebody has too much to drink or something
9 and they are ill or something, what happens
10 with them?

11 MR. GRUBER: We have medical on-
12 site, so we will be able to deal with those
13 on-site. We also have a relationship with
14 Uber, so we have the ability to get people
15 home, if they have over-served, but our event
16 being a daytime event, we -- it's typically
17 steered away from that.

18 CHAIRPERSON MILLER: Right. Good.
19 Okay. All right. Other questions by Board
20 Members? Why don't we turn to our
21 Investigator then. Do you have any questions?

22 INVESTIGATOR APRAKU: I have one

1 question.

2 CHAIRPERSON MILLER: Okay.

3 INVESTIGATOR APRAKU: You said
4 that when they come in they go to the token
5 station and then they are given a wristband?
6 I'm sorry is that what you said?

7 MR. GRUBER: There is two. There
8 is a wristband station and then that's where
9 they can show their ID and get wristbanded and
10 then they go to a token area. So you have to
11 have that wristband to then get tokens.

12 INVESTIGATOR APRAKU: Okay.

13 MR. GRUBER: And then take your
14 token to the beer station.

15 INVESTIGATOR APRAKU: Okay. Do
16 you have -- what kind of wristbands are these?
17 Like -- are they like the paper ones? Are
18 they plastic?

19 MR. GRUBER: They are the --

20 INVESTIGATOR APRAKU: Can they be
21 taken off?

22 MR. GRUBER: -- tie-back wrap, so

1 they are the -- with the sticky tie-back wrap
2 and they are --

3 INVESTIGATOR APRAKU: Okay.

4 MR. GRUBER: -- New Belgian-
5 branded, so there is no way to fake the
6 wristband.

7 INVESTIGATOR APRAKU: Okay.

8 MR. GRUBER: They don't -- if you
9 try to pull them off, they stretch out and
10 then they are useless at that point.

11 INVESTIGATOR APRAKU: Okay.

12 MR. GRUBER: You can tell that
13 they have been tampered with.

14 INVESTIGATOR APRAKU: Okay. So
15 there won't be any actual ID checking at the
16 actual beer station though?

17 MR. GRUBER: Not unless it's --
18 unless the person -- it's not designed that
19 way, but it is within the TIPS trained
20 volunteers rights to ask again if they believe
21 that there is an issue.

22 INVESTIGATOR APRAKU: Okay. All

1 right. That's all I have.

2 CHAIRPERSON MILLER: Okay.

3 Others? So this is a "family-friendly" event,
4 right?

5 MR. GRUBER: Correct.

6 CHAIRPERSON MILLER: But do most
7 of the people come on bicycles?

8 MR. GRUBER: They do mostly arrive
9 on bicycles.

10 CHAIRPERSON MILLER: Okay. So do
11 you have any limitation on the number of
12 drinks they can have? I mean, is there any
13 issue about someone drinking too much and then
14 bicycling off?

15 MR. GRUBER: We have never -- this
16 is our -- we are coming into our 15th year of
17 doing this event and we -- that issue has
18 really never come up. If it does, most of the
19 people will either approach us or find
20 alternative means and then come back for their
21 bicycles the next day.

22 CHAIRPERSON MILLER: Okay.

1 MS. CLEVELAND: I will say we have
2 a bicycle valet that people can check their
3 bicycles, so they have to interact with one of
4 our staff or volunteer members to get their
5 bicycle back. So if we see that someone is
6 incapable of biking, we can stop them from
7 doing that.

8 CHAIRPERSON MILLER: Okay. Well,
9 that's good. Yes, Mr. Short?

10 MEMBER SHORT: Good morning.

11 MR. GRUBER: Good morning.

12 MEMBER SHORT: The size of your
13 tents and how many tents?

14 MR. GRUBER: We have several
15 different sizes. We have six tents that are
16 20 x 20 and they are for a few different
17 purposes. One is a kids interactive zone. A
18 couple of shade tents and then one for our VIP
19 area. And then we have about 30 to 35 10 x 10
20 pop-up tents that will be for different
21 functions. Our water stations, recycling and
22 compost stations, first aid and then the beer

1 service tents.

2 MEMBER SHORT: Okay. So no
3 cooking anything under the tent?

4 MR. GRUBER: No. No cooking under
5 tents. We have three food trucks that will be
6 parked out on Water Street. And then we have
7 the permanent brick and mortar establishments
8 that are inside Yards Park that will be
9 serving food. So no open flames.

10 MEMBER SHORT: Thank you very
11 much.

12 MR. GRUBER: You're welcome.

13 MEMBER SHORT: Thank you, Madam
14 Chair.

15 CHAIRPERSON MILLER: Okay. And
16 beer is the only alcohol that is being served?

17 MR. GRUBER: Correct, yes.

18 CHAIRPERSON MILLER: Okay. Yes?

19 INVESTIGATOR APRAKU: What's the
20 serving size of these beer?

21 MR. GRUBER: 16-ounce pours.

22 INVESTIGATOR APRAKU: 16-ounce

1 pours.

2 MR. GRUBER: And then we have 12-
3 ounce cans as well.

4 INVESTIGATOR APRAKU: Okay. Okay.

5 MR. GRUBER: And I should mention,
6 it's one beer at a time. So you go up one
7 token, one beer. You can't, you know, grab
8 two.

9 INVESTIGATOR APRAKU: Okay. The
10 other thing I wanted to ask is I hope you are
11 aware that when -- the time frame in which you
12 have -- the Board allows you to have, if the
13 Board allows you to have your liquor license,
14 at the end of it, that means sales consumption
15 and at that point, nobody should be carrying
16 anything at all.

17 MR. GRUBER: Correct. We
18 understand.

19 INVESTIGATOR APRAKU: So maybe you
20 want to scale it back maybe an hour to last
21 call to make sure that you guys get everything
22 out of everybody's hands by the time that the

1 people -- by the time that the license is
2 over.

3 MR. GRUBER: Yes, understood.

4 CHAIRPERSON MILLER: How is it
5 confined, I mean?

6 MR. GRUBER: So Yards Park, we
7 have security staff at either end of Yards
8 Park on the Anacostia Riverwalk Way and then
9 we will have fence, barricade fence on the
10 north end that closes the park as you come
11 down 3rd and 4th, also staffed with security.
12 So there we are able to make closures.

13 On the Riverwalk Way it's a little
14 too narrow to really advance, so we have two
15 guards at each of those spots to keep the
16 alcohol in. And then they also help to
17 monitor to make sure that if somebody has
18 over-consumed that we can deal with them, at
19 that point, not just, you know, release them
20 into the neighborhood.

21 CHAIRPERSON MILLER: Okay. Okay.
22 Good. All right. Any other questions? All

1 right.

2 Then I move that we approve this
3 application by Washington Area Bicyclist
4 Association. Do I have a second?

5 MEMBER SHORT: Second.

6 CHAIRPERSON MILLER: Mr. Short has
7 seconded the motion.

8 All those in favor say aye.

9 ALL: Aye.

10 CHAIRPERSON MILLER: All those
11 opposed? All those abstaining? The motion
12 passes 5-0-0. Okay. Great.

13 We have the application here, so
14 we are just signing off on it.

15 MR. GRUBER: Okay. Thank you.

16 MEMBER ALBERTI: So is there a
17 ride associated with this?

18 MR. GRUBER: There is an informal
19 ride. It will be that morning, so people --
20 on Saturday morning the 31st. So we will meet
21 at Yard Park and then WABA will lead a nice
22 ride through the neighborhood that starts and

1 finishes at the park.

2 MEMBER ALBERTI: I was just
3 curious.

4 MR. GRUBER: It's a really fun
5 day. If you do have a chance to come down, we
6 would love to show you around. It's a really
7 unique event.

8 MEMBER ALBERTI: Thank you.

9 CHAIRPERSON MILLER: Okay.

10 MS. CLEVELAND: Thank you.

11 CHAIRPERSON MILLER: Thank you.

12 (Whereupon, the Fact-Finding
13 Hearing in the above-entitled matter was
14 concluded at 10:06 a.m.)

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<p style="text-align: center;">A</p> <p>a.m 2:2 14:14 ability 5:14 able 5:12 12:12 above-entitled 14:13 ABRA 1:21 2:19 abstaining 13:11 actual 7:15,16 advance 12:14 advertised 5:6 ages 4:4 aid 9:22 ALBERTI 1:17 13:16 14:2,8 alcohol 3:20 10:16 12:16 alcoholic 1:2,12,12 4:21 allows 11:12,13 alternative 8:20 amount 3:9 Anacostia 12:8 apparently 3:1 Applicant 1:7 application 1:5 13:3,13 approach 8:19 approve 13:2 Apraku 1:21 2:18 2:19 5:22 6:3,12 6:15,20 7:3,7,11 7:14,22 10:19,22 11:4,9,19 area 1:6 2:4,8 6:10 9:19 13:3 arrive 8:8 associated 13:17 Association 1:6 2:5 2:9 13:4 Attendees 1:9 aware 11:11 aye 13:8,9</p>	<p>beer 4:6,7,8 6:14 7:16 9:22 10:16 10:20 11:6,7 Belgian 2:12 7:4 believe 7:20 Beverage 1:2,12,12 beverages 4:14,21 bicycle 9:2,5 bicycles 8:7,9,21 9:3 bicycling 8:14 Bicyclist 1:6 2:4,9 13:3 big 2:22 biking 9:6 Board 1:2,12 5:19 11:12,13 branded 7:5 Brewing 2:12 brick 10:7 BROOKS 1:17 Building 1:13</p>	<p>come 2:5 4:2,3,4 6:4 8:7,18,20 12:10 14:5 coming 4:16 8:16 Company 2:12 compost 9:22 concluded 14:14 confined 12:5 consumption 11:14 contact 5:6 Control 1:2,12,12 cooking 10:3,4 correct 2:16 3:7 8:5 10:17 11:17 couple 9:18 course 3:21 curious 14:3</p>	<p style="text-align: center;">F</p> <p>Fact 1:6 Fact-Finding 14:12 fake 7:5 families 4:4 family-friendly 8:3 favor 13:8 fence 12:9,9 find 8:19 Finding 1:6 finishes 14:1 first 9:22 flames 10:9 food 4:14,16,18 10:5,9 forward 2:5 frame 11:11 free 4:3 fun 14:4 functions 9:21</p>	<p>14:13 HECTOR 1:18 help 12:16 Hi 2:7 home 5:15 hope 11:10 hour 11:20</p>
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