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## DISTRICT OF COLUMBIA

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## ALCOHOLIC BEVERAGE CONTROL BOARD

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## IN THE MATTER OF:

Michael Cherner 2348 18th Street, LLC Fact Finding t/a Bourbon 2348 Wisconsin Ave, NW Retailer CR License No. 60605

Hearing

Case No. One Day Substantial Change Application

August 13, 2014

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

## PRESENT:

RUTHANNE MILLER, Chairperson NICK ALBERTI, Member DONALD BROOKS, Member HECTOR RODRIGUEZ, Member MICHAEL SILVERSTEIN, Member

ALSO PRESENT:

INVESTIGATOR JASON PERU

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1	P-R-O-C-E-E-D-I-N-G-S
2	(9:55 a.m.)
3	CHAIRPERSON MILLER: Okay, the
4	next case on our calendar is a fact finding
5	hearing. Is Michael Cherner here?
6	MR. CHERNER: Yes.
7	CHAIRPERSON MILLER: Okay, good.
8	This is with the Bourbon establishment at 2348
9	Wisconsin Avenue Northwest, License number
10	60605 for a one day substantial change
11	application for Taste of Georgetown Event to
12	occur September 13, 2014.
13	Okay. When you have a chance, if
14	you can identify yourself for the record.
15	MR. CHERNER: Yes. Good morning,
16	Members of the Board. Michael Cherner.
17	MS. MIYAHIRA: Yes, hi. I'm Nancy
18	Miyahira, I'm with the Georgetown Business
19	Improvement District.
20	CHAIRPERSON MILLER: Okay. You're
21	Michael Cherner, you're Nancy
22	MS. MIYAHIRA: Miyahira.

	Page 3
1	CHAIRPERSON MILLER: What's your
2	last name?
3	MS. MIYAHIRA: Miyahira. M-I-Y-A-
4	H-I-R-A.
5	CHAIRPERSON MILLER: M-I-Y-A
6	MS. MIYAHIRA: H-I-R-A.
7	CHAIRPERSON MILLER: Thank you.
8	Okay. And you're with what?
9	MS. MIYAHIRA: The Georgetown
10	Business Improvement District.
11	CHAIRPERSON MILLER: Okay, great.
12	And our investigator is here?
13	INVESTIGATOR PERU: Investigator
14	Jason Peru with ABRA.
15	CHAIRPERSON MILLER: Okay. We
16	just want to briefly review your event with
17	you. I understand that Taste of Georgetown,
18	this is not the first Taste of Georgetown
19	event, correct?
20	Ms. MIYAHIRA: Correct.
21	CHAIRPERSON MILLER: All right.
22	And have you been involved with the Taste of

	Page 4
1	Georgetown?
2	MS. MIYAHIRA: Yes, I've been with
3	it since '09. So I can't remember how many
4	Tastes
5	MR. CHERNER: This will be the
6	fifth, the fifth one that we've done together.
7	CHAIRPERSON MILLER: This is the
8	first year you've done it?
9	MR. CHERNER: No, fifth.
LO	CHAIRPERSON MILLER: Fifth year
L1	you've done it.
L2	MS. MIYAHIRA: We've done it
L3	together as far as Mike being involved with
L4	it. But the event's been held for about, this
L5	will be the 21st annual.
L6	CHAIRPERSON MILLER: Okay.
L7	MS. MIYAHIRA: Yes.
L8	CHAIRPERSON MILLER: So I don't
L9	anticipate this is going to be a long hearing.
20	MR. CHERNER: I do have copies of
21	the diagram for the Board if you'd like.
22	CHAIRPERSON MILLER: Okay.

1	MR.	CHERNER:	The	map
_	III.	CUEVNEY.	T116	шар

CHAIRPERSON MILLER: That would be helpful, thank you.

(Off microphone discussion)

CHAIRPERSON MILLER: If you can just give a quick kind of overview and let us know whether there's anything different this year than last year.

MR. CHERNER: So I've been running the beverage pavilion for five years now. The only differences are I was the general manager of Mie N Yu Restaurant, and we have done the substantial change for that restaurant in the past.

And my old assistant general
manager, who is our ABC manager on staff for
a few years, and also the person that was our
main door guy and ID checker, both are at
Bourbon, so that's why we did the agreement
with them is they do their transfer of license
for the day to oversee the event. So it's the
same staff that we've used for the last five

1 years.

The other difference is just that the event has moved from Wisconsin Avenue down to K Street. So it's out of the way of traffic a little more. And so the beverage pavilion is in a different location, but the same general set up in terms of how we have it fenced off and wristbands, and only people that are over 21 in that pavilion.

We still have the MPD detail and everything for the outdoor festival, and the DCRA permit. So other than that, that's the only sort of changes, sort of how it's moved down the hill. So it's on a little bit flatter of a surface for the guests.

CHAIRPERSON MILLER: So you have it in a pavilion?

MR. CHERNER: Yes. If you see on the color copy, down at the bottom there's a small white box. That's the beer and wine pavilion. It's basically the taxi cab stand area in front of Washington Harbor.

1		And	l so tha	at will	be	blocki	ng it
2	off.	And then	on the	black	and	white	sheet,

3 that's the actual pavilion with the fencing.

And then everywhere that they see there's a trash can, what we found is the easiest to attach the signs that say no alcohol outside of this pavilion at that front entrance where the trash cans are. And then on the trash cans inside, all alcohol must be consumed inside this pavilion are the two types of signs that we have for that.

CHAIRPERSON MILLER: So you have in the application that you expect 10,000 persons. 10,000 persons --

MS. MIYAHIRA: I think it depends. This is a five hour event. Usually we've had, it depends on the year and the weather. So it usually fluctuates between 5,000 and 10,000 people. Last year was actually a lighter year. It was a very hot day, we held it in early June.

MEMBER SILVERSTEIN: Can you speak

	1 450
1	up, or speak into the mic?
2	MS. MIYAHIRA: Sure. It
3	fluctuates between 5,000 and 10,000 people
4	depending on the weather. And last year was
5	very hot. It was early June, so that's hence
6	we've moved it to September.
7	And so we've had as high levels of
8	attendance as 10,000, but we've also had lower
9	levels at 5,000.
10	MR. CHERNER: And the beverage
11	pavilion itself, the most number of sales that
12	we've had in that pavilion are 1,000 of the
13	three ticket pack.
14	So we've never had more than 1,000
15	people over the five hours within that
16	beverage pavilion. So an average of about 150
17	people in the pavilion at any given time at a
18	maximum.
19	The other thing that we have done
20	is we've sort of turned the MPD officers on
21	site that day and said if you need us, if you

think that we're getting close to where it's

Recreational Detail Officers that we have on

	rage 10
1	board for this event.
2	MEMBER SILVERSTEIN: But what do
3	you assume would be the largest
4	MS. MIYAHIRA: Number of people at
5	any time?
6	MEMBER SILVERSTEIN: number of
7	people at the event at its peak?
8	MS. MIYAHIRA: Probably about
9	1,000 to 1,500 people, per se. I mean, you
10	know, and they're meandering through, I don't
11	know the distance, but there's about 30 to 35
12	tasting booths. They're separate from the
13	wine and beer pavilion.
14	MEMBER SILVERSTEIN: Okay. Mr.
15	Alberti? Oh, I'm sorry.
16	CHAIRPERSON MILLER: I think you
17	have 16 security written on your application,
18	but I thought I heard you just say 11 MPD?
19	MR. CHERNER: Eleven MPD detail,
20	and then we always have two members at the
21	door that are our normally evening security
22	that were at Mei N Yu and now at Bourbon that

	_
1	do the ID check.
2	And then we have two that rotate
3	in to relive them at different points. And
4	then we have myself and our ABRA manager that
5	have both handled those situations when we
6	were running restaurants.
7	So that's where I got to that 15
8	number was the people that weren't MPD
9	detailed, but they're still sort of part of
10	team of security if that makes sense.
11	CHAIRPERSON MILLER: Okay, and
12	this number, is this the same, this security
13	number, is this the same as last year and the
14	years before?
15	MR. CHERNER: I believe it's the
16	same as last year. I'm not sure of the years
17	prior to that.
18	CHAIRPERSON MILLER: Okay. And do
19	you remember how you arrived at that number
20	last year?
21	MR. CHERNER: For?
22	CHAIRPERSON MILLER: For 16. You

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1	know, did you confirm with MPD, is this what
2	the Board ordered you last year? Or do you
3	recall how you got to that number?
4	MR. CHERNER: You know, I've
5	always listed it in sort of our packet when
6	we've had the questions, and always sort of
7	mentioned it when I've been asked to sort of
8	go through the questionnaire. I don't
9	remember the Board ever asking if it was
10	enough or not in the past.
11	We've always talked about making
12	sure it was the risk management, the cups for
13	water were different than the beverage. I
14	don't remember that being something that we
15	had discussed.
16	CHAIRPERSON MILLER: Okay.
17	MS. MIYAHIRA: Yes, and our
18	operations director is not here today, John
19	Weavenson. He does confer with MPD on the
20	entire, of course, event security.
21	CHAIRPERSON MILLER: Who is that?
22	MS. MIYAHIRA: John Weavenson, our

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1	operations director at the Georgetown Bid.
2	CHAIRPERSON MILLER: Okay.
3	MS. MIYAHIRA: He could not be
4	here today.
5	CHAIRPERSON MILLER: Okay. All
6	right. Other questions? Mr. Alberti?
7	MEMBER ALBERTI: Welcome back. I
8	thought I recognized you before, but I didn't
9	think it was Bourbon. So now I understand.
10	MR. CHERNER: No, not a problem.
11	MEMBER ALBERTI: So the alcohol is
12	contained in that one service area, right?
13	MR. CHERNER: Yes.
14	MEMBER ALBERTI: Consumption and
15	service. So that's my most concern. So how
16	large is that area?
17	MS. MIYAHIRA: It's about 100
18	feet?
19	MR. CHERNER: Yes, I believe it's
20	about 100 feet wide, and about 30 feet across.
21	MEMBER ALBERTI: Okay, so
22	MR. CHERNER: And I mean, the

The idea is when people leave our pavilion to have a taste of things, that they'll go get the food for the food booths that are outside of that pavilion, and then hopefully service the Georgetown businesses for drinks throughout the day for full consumption of beverages.

MEMBER ALBERTI: Right.

MR. CHERNER: So it's just supposed to be a tasting area during the festival.

MEMBER ALBERTI: Okay, so will they bring food in?

MR. CHERNER: They can bring food in with them, but they can't take the drinks out.

MEMBER ALBERTI: Yes, okay. So just on that, the northern edge of that

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MEMBER ALBERTI: So you answered

itself, there's all of us there.

wasn't really control from our end on top of

it.

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water, bottled water available.

have to purchase that.

21

22

People don't

MS. MIYAHIRA:

sells online at TasteofGeorgetown.com.

21

22

Yes, there are pre-

1	INVESTIGATOR PERU: So everyone
2	that shows up is going to be ID'd on site for
3	the
4	MR. CHERNER: Correct. No one's
5	allowed in the pavilion that's under 21. And
6	you have to have 100 percent ID. So we have
7	had some issues with some older guests that
8	don't bring ID, but we explain to them that we
9	need to have an ID as part of sort of what we
10	tell the Board that we're going to do for the
11	event.
	_
12	INVESTIGATOR PERU: And I
	INVESTIGATOR PERU: And I understand it's contained by a fence, but are
13	
12 13 14 15	understand it's contained by a fence, but are
13 14	understand it's contained by a fence, but are they getting wrist bands before they enter, or
13 14 15	understand it's contained by a fence, but are they getting wrist bands before they enter, or how is this
13 14 15 16	understand it's contained by a fence, but are they getting wrist bands before they enter, or how is this  MR. CHERNER: Yes, at the ID check
13 14 15 16	understand it's contained by a fence, but are they getting wrist bands before they enter, or how is this  MR. CHERNER: Yes, at the ID check we do wrist bands as well.
13 14 15 16 17	understand it's contained by a fence, but are they getting wrist bands before they enter, or how is this MR. CHERNER: Yes, at the ID check we do wrist bands as well. INVESTIGATOR PERU: Wrist bands,
13 14 15 16 17 18	understand it's contained by a fence, but are they getting wrist bands before they enter, or how is this MR. CHERNER: Yes, at the ID check we do wrist bands as well.  INVESTIGATOR PERU: Wrist bands, is there a color of the wrist band?
13 14 15 16 17 18 19	understand it's contained by a fence, but are they getting wrist bands before they enter, or how is this  MR. CHERNER: Yes, at the ID check we do wrist bands as well.  INVESTIGATOR PERU: Wrist bands, is there a color of the wrist band?  MR. CHERNER: I'm not sure yet.

	3
1	wrist bands for the entire event.
2	INVESTIGATOR PERU: For the entire
3	tasting pavilion? Okay.
4	MR. CHERNER: For the beverage
5	pavilion. Yes, there's no
6	INVESTIGATOR PERU: Okay.
7	MR. CHERNER: The event on the
8	street is open. There's no fencing for the
9	actual Taste of Georgetown event.
LO	INVESTIGATOR PERU: Okay, okay.
L1	So it's going to be just a solid color.
L2	You're not sure what that's going to be
L3	exactly yet?
L <b>4</b>	MR. CHERNER: No.
L5	INVESTIGATOR PERU: Okay.
L6	MR. CHERNER: And we were told in
L7	the past to use the tape wristbands because we
L8	were told that's better than the ones with the
L9	clip because they can be stretched off and
20	onto people's wrists. We normally get the
21	tape, the paper and tape ones so that
22	INVESTIGATOR PERU: Who's

INVESTIGATOR PERU:

Yes.

MR. CHERNER:

21

22

And that's all

	1430 14
1	I have, Madam Chair.
2	CHAIRPERSON MILLER: Okay, do you
3	have any concerns about the security or
4	anything?
5	INVESTIGATOR PERU: No. You know,
6	they mentioned 16, I mean, 11 MPD detail. You
7	know, I see MPD's going to be closing the
8	street. So you're saying that you're going to
9	have 16 total for the whole event. That's
10	including the pavilion, correct? Did I
11	misunderstand that?
12	MR. CHERNER: Correct, 11 MPD and
13	then five of our staff.
14	INVESTIGATOR PERU: Then five of
15	your guys.
16	MR. CHERNER: And so for the
17	actual beverage pavilion, we'll have our five
18	plus the two MPD that are stationed at the
19	front entrance to the alcohol pavilion.
20	INVESTIGATOR PERU: Okay.
21	CHAIRPERSON MILLER: Okay, good.
22	Thank you. All right, any other questions?

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1	All right. You have a good track record, and
2	I appreciate your going over the details with
3	us here.
4	And I'm going to move that we
5	approve this application. Do I have a second?
6	MEMBER RODRIGUEZ: Second.
7	CHAIRPERSON MILLER: Mr. Rodriguez
8	seconded the motion. All those in favor, say
9	aye.
10	(Chorus of ayes)
11	CHAIRPERSON MILLER: All those
12	opposed?
13	(No audible response)
14	CHAIRPERSON MILLER: All those
15	abstaining?
16	(No audible response)
17	CHAIRPERSON MILLER: Motion passes
18	five, zero, zero. Okay.
19	MS. MIYAHIRA: Thank you.
20	CHAIRPERSON MILLER: Have a great
21	event. We'll get this back to you.
22	MS. MIYAHIRA: Thank you very

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1	much.
2	MR. CHERNER: September 13th, we
3	hope to see you there.
4	(Whereupon, the hearing in the
5	above-entitled matter was concluded at 10:10.)
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L5	
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L9	
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