

DISTRICT OF COLUMBIA
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ALCOHOLIC BEVERAGE CONTROL BOARD
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MEETING

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IN THE MATTER OF: :

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Pub Crawl :

Event Date: December 8, 2012 :

Applicant: Alex Lopez and :Fact Finding

Michael Bramson, on behalf of :Hearing

Project DC Events :

Event Name: DC Santa Crawl 2012:

Neighborhood: Dupont Circle :

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NOVEMBER 28, 2012

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

PRESENT

RUTHANNE MILLER, Chairperson

NICK ALBERTI, Member

DONALD BROOKS, Member

MIKE SILVERSTEIN, Member

ALSO PRESENT

ABYIE GHENENE, ABRA

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

2 1:40 p.m.

3 CHAIRPERSON MILLER: This is a
4 fact finding hearing for a pub crawl, and the
5 date of the pub crawl is December 8th, 2012.
6 And the Applicant in this case is Alex Lopez
7 and Michael Bramson on behalf of Project DC
8 Events. And the name of the event is DC Santa
9 Crawl 2012 in Dupont Circle.

10 Then why don't we do introductions
11 for the record?

12 MR. LOPEZ: Hi, I'm Alex Lopez,
13 one of the partners of Project DC Events. So
14 pretty much DC Santa --

15 CHAIRPERSON MILLER: Wait a
16 second. Let me get -- we're still getting --

17 MR. LOPEZ: I'm sorry. DC Santa
18 Crawl in a nutshell is just a holiday --

19 CHAIRPERSON MILLER: But I just
20 want to get the introductions first for the
21 record.

22 MR. LOPEZ: Oh, okay.

1 CHAIRPERSON MILLER: Okay?

2 INVESTIGATOR GHENENE: ABRA
3 Investigator Abyie Ghenene.

4 CHAIRPERSON MILLER: Okay. Just
5 so we know who's here right now. And I know
6 that I guess your partner Michael Bramson is
7 on his way, correct?

8 MR. LOPEZ: Yes, hopefully he's
9 just in the elevator right not.

10 CHAIRPERSON MILLER: Okay. And I
11 just wanted to tell you, if you haven't been
12 before the Board before for one of these
13 proceedings, this is just what we call a fact
14 finding. And no one is under oath or no
15 evidence is introduced. We use this as an
16 opportunity to find out more about your event
17 and an opportunity for you to ask any
18 questions you might have. And then also
19 obviously the Board with the investigator to
20 review the procedures that we've outlined, and
21 then to make any kind of recommendations for
22 improvement if we see that there are some

1 issues. Okay?

2 MR. LOPEZ: Okay.

3 CHAIRPERSON MILLER: Now I know
4 you wanted us to wait for your partner. Would
5 you feel comfortable at least starting, just
6 giving us an overview?

7 MR. LOPEZ: Oh, yes, definitely.
8 Definitely. Definitely.

9 CHAIRPERSON MILLER: Okay.
10 Because we do have a hearing afterwards, so if
11 you could start?

12 MR. LOPEZ: Right, right, right.
13 So DC Santa Crawl in a nutshell is just a
14 holiday bar crawl, so our participants or
15 guests, you know, are going to show their
16 holiday spirit, you know, dress up and just go
17 from bar to bar to celebrate the holiday. It
18 does take place on December 8th. The times
19 are from 2:00 to 9:00 p.m. and registration
20 starts at 1:00 p.m. at BlackFinn Saloon. And
21 registration ends at 5:00.

22 So I mean in that time span, you

1 know, people can definitely sign up. They
2 will redeem their tickets at the registration
3 booth. They will show ID just to make sure
4 that, you know, the name on the ticket and the
5 ID match. And then after that, you know, the
6 guest can either, you know, stay at BlackFinn
7 or they can go to another bar. And once they
8 get to the other bar, IDs will be checked once
9 again by security.

10 When they register, they will be
11 handed a wristband, a custom wristband with,
12 you know, designs, our company name, so they
13 cannot be replicated. They will also be
14 handed a mug with the name of the event. And
15 that's how they're able to, you know, like get
16 their drink specials.

17 Also with that, we've partnered up
18 with Toys for Tots because we definitely want
19 to help a cause at the same time. So for
20 every guest that participates and donates a
21 toy, they will get a free beer on Miller Lite.
22 So that's one of the things that we're really,

1 really proud of, because we're going to have
2 Marines at BlackFinn with a box of toys just
3 to help a cause and help kids for Christmas.

4 Also with that, we have picked up
5 -- it's a brand new company. They're called
6 myTaxi. It's pretty much -- if you guys know
7 Uber, it's a mobile app-based. So pretty much
8 what myTaxi does is they work with the
9 taxicabs in D.C. So it's the same thing as
10 Uber. You can, you know, download the
11 application, see which cabs are nearby and
12 they pick you up. And you can rate them from,
13 you know, like one star bad service, five
14 stars awesome service. So that's one of the
15 things we want to provide our guests. We
16 definitely want a good guest experience.

17 And also with that, we just want a
18 safe drive for them. We definitely don't want
19 to encourage drunk driving. We don't want to
20 encourage binge drinking. And that's a lot of
21 the stuff that we have on our marketing
22 materials as well. You can guys can see the

1 map. And we have a hotline, too. So that
2 hotline, if you call it, it gets forwarded to
3 myself and Mike. Just in case something
4 happens, you know, we want to be there just
5 to, you know, help.

6 And, yes, I mean as far as the
7 event, that's it in a nutshell.

8 CHAIRPERSON MILLER: Okay. Thank
9 you. And you're Michael Bramson?

10 MR. BRAMSON: Yes. I apologize.

11 CHAIRPERSON MILLER: That's okay.
12 We just were starting with an overview --

13 MR. BRAMSON: Okay.

14 CHAIRPERSON MILLER: -- of your
15 event. Okay. So I have a few questions.
16 Other Board Members may ask some questions.

17 Registration. Are you having
18 online registration as well --

19 MR. LOPEZ: Yes.

20 CHAIRPERSON MILLER: -- in
21 advance?

22 MR. LOPEZ: Yes.

1 CHAIRPERSON MILLER: And how much
2 does it cost? Does it cost anything to
3 register?

4 MR. LOPEZ: Yes, ma'am. Early
5 bird was \$10. Regular price right now is 15.
6 And day of the event is \$20.

7 CHAIRPERSON MILLER: Okay. How
8 many people do you expect to participate? Do
9 you have any idea?

10 MR. LOPEZ: How many what?

11 CHAIRPERSON MILLER: People do you
12 expect to participate.

13 MR. BRAMSON: Well, right now we
14 have 300 registered.

15 CHAIRPERSON MILLER: Yes.

16 MR. BRAMSON: So we're actually
17 under pace in what we originally thought in
18 our security plan. So I don't think max will
19 hit over 1,000. I think it will be maybe 800
20 to be realistic.

21 MR. LOPEZ: Eight hundred to a
22 thousand will be realistic.

1 MR. BRAMSON: Eight hundred to a
2 thousand would be --

3 MR. LOPEZ: Eight hundred to a
4 thousand.

5 CHAIRPERSON MILLER: Eight hundred
6 to a thousand is your goal, or the max, or
7 both?

8 MR. BRAMSON: I think kind of
9 both.

10 CHAIRPERSON MILLER: Okay.

11 MR. BRAMSON: I mean, right now
12 we're at 300. So we only have, you know, a
13 week-and-a-half, so we're hoping for more, but
14 we could only end up with, you know, a couple
15 more hundred.

16 CHAIRPERSON MILLER: And does your
17 security plan contemplate 1,000, or what does
18 it plan for?

19 MR. BRAMSON: Well, we were
20 keeping the bars up to date, so if -- you
21 know, right now they know we have a 1,000
22 people, so plan accordingly. We're still --

1 told them we're still on target to hit between
2 800 and 1,000, so I mean right now they're
3 expecting that. I honestly -- even if we
4 don't hit that, people may register the day
5 of, so I'm not going to -- you know, if it
6 goes over 1,000, we'll start telling the bars,
7 you know, we're past our capacity.

8 CHAIRPERSON MILLER: So you're
9 giving them the numbers and they're making
10 plans --

11 MR. BRAMSON: With their security

12 CHAIRPERSON MILLER: -- for their
13 own security? Okay.

14 Oh, have you done this before?

15 MR. BRAMSON: Yes, we did the
16 Summer Crawl DC.

17 CHAIRPERSON MILLER: Oh, you did?
18 Okay. This summer?

19 MR. BRAMSON: Yes.

20 MR. LOPEZ: Yes, September 22nd.

21 CHAIRPERSON MILLER: How did that
22 go?

1 MR. LOPEZ: It went well. We had
2 -- I think we had about 800 -- 700 to 800
3 participants, and it went flawlessly. The
4 establishments were really happy. Our guests,
5 they had a fun time. A lot of them are
6 actually returning participants. And it was
7 a blast for us hosting it as it was for the --
8 I mean the establishments would have us
9 participate with them.

10 MR. BRAMSON: We had no complaints
11 from any of the bouncers or from the managers.
12 We talked to all of them the next day, day of.
13 We always kept in constant communication and
14 we ran into no problems. We were very lucky
15 on that.

16 CHAIRPERSON MILLER: Okay. So are
17 you doing things basically the same way, or
18 have you changed anything as a result of your
19 experience?

20 MR. BRAMSON: I mean we haven't
21 really changed much just because I mean it ran
22 smoothly. So we didn't -- I think we're going

1 to have more staff on our end again based on
2 numbers.

3 MR. LOPEZ: I would say the only
4 thing that we're doing different is we are
5 partnering up with a food truck --

6 CHAIRPERSON MILLER: Yes.

7 MR. LOPEZ: -- just so our guests
8 can have, you know, like a deal along the way.
9 They sell empanadas/salteñas for \$4. And just
10 for DC Santa and for Toys for Tots they
11 decided to do it for 2.50. And at the same
12 time it gives our guests, you know, like a
13 chance to like, you know, get some food while
14 they go to the next bar and stuff like that,
15 because honestly it's winter, it's a long walk
16 from one bar to another one. So if they see
17 a food truck and stuff at the same time, they
18 can just eat and hang out and --

19 MR. BRAMSON: All the
20 establishments have food specials, but we
21 feel, you know, if they go in there and maybe
22 it's too crowded or they're not going to want

1 to sit down, that we wanted to have like a
2 separate food entity that would be able to
3 feed them.

4 CHAIRPERSON MILLER: So is the
5 food truck going to move around, or is it
6 going to be stationed in one place, or do you
7 know?

8 MR. LOPEZ: Stationed.

9 CHAIRPERSON MILLER: Stationed?

10 MR. LOPEZ: And we're going to
11 have it on our map.

12 MR. BRAMSON: What? On where your
13 registration is? Where is it?

14 MR. BRAMSON: No, we're not going
15 to have it at registration. We're going to
16 have it more near the bulk of the bars, which
17 would be Mighty Pint, Irish Whiskey and
18 Public, like that location, because that's
19 where we saw that the majority of people ended
20 up --

21 CHAIRPERSON MILLER: Yes.

22 MR. BRAMSON: -- at the last

1 crawl.

2 CHAIRPERSON MILLER: Okay.

3 MR. BRAMSON: We feel they'll
4 start at BlackFinn. BlackFinn will have some
5 food specials. And they have a little more
6 space. Like they have a good dining area. So
7 when they start making their way towards the
8 other bars and -- we felt it ended up there.
9 That's where we want to put the food truck.

10 CHAIRPERSON MILLER: Okay. Great.
11 Do Board Members have questions?

12 MEMBER BROOKS: I've got a couple
13 questions, Madam Chair.

14 CHAIRPERSON MILLER: Okay. Yes.

15 MEMBER BROOKS: Thank you. Are
16 you planning to be around on that day and
17 time?

18 MR. BRAMSON: Will we be around?

19 MEMBER BROOKS: Yes.

20 MR. BRAMSON: Yes.

21 MEMBER BROOKS: Okay. And is
22 there a central phone number for participants

1 -- I mean the clubs or taverns that they could
2 call if something -- if they notice someone
3 sort of acting up, acting out, could they call
4 a central number to alert -- you know,
5 describe who they are and alert the other bars
6 that these folk are in the process of perhaps
7 visiting them also?

8 MR. BRAMSON: They'll all have
9 each other's numbers, but I mean what we
10 decided they'll have -- we'll be the central
11 contact. So they'll call us. And then since
12 we have a relationship with each manager, we
13 would say, well, you know, this -- I guess
14 you're saying a group was rowdy, this --

15 MEMBER BROOKS: Yes.

16 MR. BRAMSON: -- group is being
17 very rowdy.

18 MEMBER BROOKS: Right.

19 MR. BRAMSON: You know, maybe
20 double-check -- you know, make -- because just
21 because you have a wristband does not get you
22 entry into the bar. So if we say, well, you

1 know, this group of -- dressed -- because you
2 know it's a themed crawl, so these group of
3 guys are dressed up in elf suits and they're
4 walking to the bar and, you know, they're
5 being rowdy, they're starting trouble. You
6 know, let the other bouncers know if they're
7 heading in that direction. So if they're
8 heading in that direction, I'd call up Mighty
9 Pint, Irish Whiskey or just send a text out,
10 be like, well, this group, you know, you may
11 want to watch out or let them cool off a
12 little bit before they come in. And, you
13 know, the bouncers who have -- you know, will
14 make that last call since it's their bar.

15 MEMBER BROOKS: Okay. So the
16 participating bars will know to do that?

17 MR. BRAMSON: Yes.

18 MEMBER BROOKS: Call you --

19 MR. BRAMSON: Yes.

20 MEMBER BROOKS: -- if that's
21 something that occurs?

22 MR. BRAMSON: Yes, that's what we

1 did last time.

2 MEMBER BROOKS: Okay.

3 MR. BRAMSON: I mean, fortunately
4 no one ended up calling us, but that was the
5 plan of action.

6 MEMBER BROOKS: All right.

7 MR. LOPEZ: And if you look at the
8 bar crawl map that every participant gets --

9 MEMBER BROOKS: Yes.

10 MR. LOPEZ: -- we do have a
11 hotline there, too. And that number gets
12 forwarded to my cell phone and Mike's cell
13 phone and two other staff members.

14 MEMBER BROOKS: I see it. Okay.
15 Hotline. Okay. Okay. All right. and the
16 Metropolitan Police Department, do you guys
17 need to notify them that you guys are having
18 this?

19 MR. LOPEZ: Yes, I actually talked
20 to Ms. Walker. She said I had to -- I mean
21 after the hearing just to notify them. I have
22 the contact for who we have to contact as far

1 as the Metropolitan Police Department. So
2 that's one of the things that we're going to
3 do either, you know, after this meeting or
4 tomorrow just to give them a heads up. The
5 last event we did contact them and they
6 actually -- we saw them drive by twice
7 BlackFinn just to see --

8 MEMBER BROOKS: Okay. So what
9 number, or what location, or what precinct
10 would you notify?

11 MR. LOPEZ: What number did we
12 have last time?

13 MEMBER BROOKS: Any idea? I have
14 no idea.

15 MR. LOPEZ: For the number of --

16 MEMBER BROOKS: The police.

17 MR. LOPEZ: Yes, the police.

18 MEMBER BROOKS: Well, that's okay.

19 If you don't --

20 MR. LOPEZ: I have it on my phone
21 if you --

22 MEMBER BROOKS: I don't

1 necessarily need it, but is that specific
2 Metropolitan Police district office that you
3 have to --

4 MR. LOPEZ: Yes, I mean, it was a
5 contact that was given to me by I believe Ms.
6 Jenkins.

7 MEMBER BROOKS: Okay. All right.
8 Good enough. Okay. Thank you.

9 CHAIRPERSON MILLER: Other
10 questions?

11 (No audible response.)

12 CHAIRPERSON MILLER: I have a
13 couple more. I think you made reference to
14 the number of staff might adjust depending on
15 the number of participants?

16 MR. BRAMSON: Yes.

17 CHAIRPERSON MILLER: So could you
18 explain, you know, the ratio of staff to
19 participants that you planned for.

20 MR. BRAMSON: Well, the last crawl
21 we had 800 people and we had 15 staff, and we
22 thought that was -- I mean, that was plenty.

1 If we go over that, we'd probably add on
2 additional.

3 CHAIRPERSON MILLER: Okay.

4 MR. BRAMSON: A lot of people
5 didn't want to volunteer and, you know, help
6 out, but we were happy with our staff and they
7 were extremely helpful with people. And I had
8 a couple of guests to me at the end of the
9 night and be like, well, your staff was great.
10 They were so helpful. You know, some people
11 were actually lost along the way and they were
12 like, oh, they directed us. Because what we
13 do is everyone starts off at the registration
14 bar and then we send out staff out into the
15 streets kind of just -- you know, we were
16 wearing teal blue shirts, so it was very
17 obvious that we were the staff. And so people
18 saw -- you know, I was walking around --

19 CHAIRPERSON MILLER: Oh, good.

20 MR. BRAMSON: -- and a group of
21 people were just lost. And I was like, you
22 know, go this way. This is the way you want

1 to go. Look at your map and --

2 CHAIRPERSON MILLER: Oh, that's
3 great. So you actually go out and watch for
4 -- if anybody needs assistance?

5 MR. BRAMSON: Yes, we actually
6 like send out people to kind of do the walk
7 and, you know, maybe take a different route in
8 case people got lost. And that's what I did.
9 I actually went a street further down than
10 what the map said and there I found a group of
11 people lost.

12 CHAIRPERSON MILLER: Okay. Do you
13 know what you're going to wear this time?

14 MR. BRAMSON: We're going to wear
15 Santa hats this time.

16 CHAIRPERSON MILLER: Okay.

17 MR. BRAMSON: Blue ones because we
18 feel people might be wearing the red ones.

19 CHAIRPERSON MILLER: Okay.

20 MR. BRAMSON: But we'll be wearing
21 a different color. We're not sure, blue,
22 green, but it will be a different color.

1 CHAIRPERSON MILLER: So you'll be
2 easily identifiable though?

3 MR. BRAMSON: Yes.

4 CHAIRPERSON MILLER: And this is
5 my last question: Do you have some kind of a
6 meeting with all the establishments to discuss
7 what the plan is, or how do you communicate
8 with them?

9 MR. BRAMSON: Well, we've spoken
10 to each one individually. And then we always
11 send -- the last crawl we sent out an email at
12 the very end. Some managers called me just to
13 clarify certain things. We do meet with the
14 BlackFinn staff because of the registration,
15 so we feel like that's the most important one
16 to be on point. So we meet with them. We
17 went an hour before the crawl just to set up,
18 meet staff, kind of discuss the security plan.
19 And then from there, you know, everyone else
20 is -- you know, when we go along to the actual
21 bar, we'll, you know, talk to the manager
22 again that day of.

1 CHAIRPERSON MILLER: Okay.

2 MR. BRAMSON: But everything's
3 usually done over the phone and email ahead of
4 time.

5 CHAIRPERSON MILLER: Okay. And
6 finally actually, these establishments that
7 are part of your pub crawl now, were any of
8 them part of the pub crawl that you did
9 before, or they're all new?

10 MR. BRAMSON: Yes, I --

11 MR. LOPEZ: A majority of them
12 were. Public bar was. BlackFinn was. The
13 Mighty Pint was. Irish Whiskey was. You now,
14 so four of them were.

15 CHAIRPERSON MILLER: Okay. Mr.
16 Ghenene, do you have some questions?

17 INVESTIGATOR GHENENE: Yes, ma'am.

18 CHAIRPERSON MILLER: Okay.

19 INVESTIGATOR GHENENE: Thank you.
20 First I was reading the application that you
21 said that you were going to make it mandatory
22 that the IDs are checked with you guys when

1 they sign in and they're also going to be
2 double-checked at all the participating
3 establishments. Did I read that correctly?

4 MR. BRAMSON: Well, we wouldn't be
5 checking. There would be --

6 INVESTIGATOR GHENENE: Well, not
7 you guys, but you're saying --

8 MR. BRAMSON: The registration
9 bar. Yes, the registration bar will be
10 checking their IDs. And then when they go
11 into any other bar -- so say they start off at
12 BlackFinn, the registration bar. They get
13 their ID checked. They go to Public. Just
14 because they have a wristband does not gain
15 them entry at all. I mean the bouncers are
16 not even supposed to look at the wristband,
17 just the ID scan.

18 INVESTIGATOR GHENENE: Okay. So
19 I'm to understand that everyone's going to be
20 checked at the establishments as well?

21 MR. BRAMSON: Yes. Yes, sir.

22 INVESTIGATOR GHENENE: Okay. What

1 do the wristbands say, because it says up
2 there unique or custom? What do they say?

3 MR. LOPEZ: We partnered up with
4 myTaxi, so they're going to be an event
5 sponsor. So pretty much we're going to -- it
6 will be their logo with their app.

7 INVESTIGATOR GHENENE: App name?

8 MR. LOPEZ: And we also thought it
9 was beneficial because when people want to get
10 home at night, instead of driving or trying to
11 -- I mean, they can just download the app
12 which they'll have on their wrist and they'll
13 be able to get home safely.

14 INVESTIGATOR GHENENE: Okay. I
15 also read in your application that Mike
16 Kaufman is the -- who's the head of security
17 at BlackFinn --

18 MR. BRAMSON: Yes.

19 INVESTIGATOR GHENENE: -- will
20 also be the head of security for the entire
21 event?

22 MR. BRAMSON: I mean he will be

1 the main point of contact just because they're
2 the registration bar. So if he sees any
3 issues or anything -- I mean, the bouncers
4 will have his number, so they can contact him.

5 INVESTIGATOR GHENENE: Okay.

6 MR. BRAMSON: But I feel like
7 they're going to contact us ahead of them, you
8 know, ahead of him to contact.

9 INVESTIGATOR GHENENE: So --

10 MR. BRAMSON: We have the
11 relationship with them, so I feel like they're
12 going to contact us or him. But if they want
13 to, they can go directly to him.

14 INVESTIGATOR GHENENE: Okay. So
15 but he's the main point of contact for
16 security purposes?

17 MR. BRAMSON: Yes.

18 INVESTIGATOR GHENENE: Okay. And
19 is he comfortable with that?

20 MR. BRAMSON: Yes.

21 INVESTIGATOR GHENENE: Okay. I
22 also noticed that between the application and

1 the map that you guys gave me today the
2 emergency hotline number is different. Which
3 number are you guys going to use?

4 MR. LOPEZ: Oh, they're different?

5 INVESTIGATOR GHENENE: Yes.

6 MR. LOPEZ: Oh, that's probably a
7 typo. Sorry about that.

8 INVESTIGATOR GHENENE: Well, in
9 the application it says (202) 455-8888 and on
10 the map it says (202) 643-5790.

11 MR. LOPEZ: Yes, it should be the
12 one of the map. Sorry about that.

13 INVESTIGATOR GHENENE: Okay. And
14 who's answering that line?

15 MR. LOPEZ: That hotline gets
16 forwarded to myself and Mike.

17 INVESTIGATOR GHENENE: Okay.

18 MR. LOPEZ: And I mean it's a
19 Google number, so depending on what -- you
20 know, like how big the event is and stuff like
21 that, we're definitely going to have the
22 number forwarded to their phones, too.

1 INVESTIGATOR GHENENE: Who's
2 "they?"

3 MR. LOPEZ: To our staff.

4 INVESTIGATOR GHENENE: So who's --

5 MR. LOPEZ: So we have --

6 INVESTIGATOR GHENENE: --

7 answering this phone?

8 MR. LOPEZ: So, myself, Mike --

9 INVESTIGATOR GHENENE: Okay.

10 MR. LOPEZ: -- and Johnny.

11 INVESTIGATOR GHENENE: Okay. So
12 one of the three of you guys?

13 MR. LOPEZ: Yes.

14 INVESTIGATOR GHENENE: And were
15 you guys -- was this event thrown last year
16 around this time?

17 MR. LOPEZ: No.

18 INVESTIGATOR GHENENE: No? I
19 remember there being a pub crawl where they
20 had some kind of reusable cup that could be
21 frozen, like a mug of some sort. That wasn't
22 you guys?

1 MR. BRAMSON: No, it wasn't us.

2 INVESTIGATOR GHENENE: Okay.

3 MR. BRAMSON: But we do have a
4 mug, but it's not --

5 INVESTIGATOR GHENENE: Okay.

6 MR. LOPEZ: It wasn't us.

7 INVESTIGATOR GHENENE: Okay. And
8 so to get back to this mug, is that the only
9 promotional item that you guys are giving
10 away?

11 MR. BRAMSON: Well, we're giving a
12 free beer if they donate a toy for Toys for
13 Tots.

14 INVESTIGATOR GHENENE: Okay.

15 MR. BRAMSON: And then that's it.
16 I mean everyone gets entered into a raffle.

17 INVESTIGATOR GHENENE: Okay.

18 MR. BRAMSON: They win like a Red
19 Bull jersey, a gift card to BlackFinn for
20 dinner.

21 MR. LOPEZ: So also one of the
22 cool things about this crawl that we didn't

1 have last summer, too, is that myTaxi is
2 setting up a booth right next to our
3 registering table. So pretty much -- I mean
4 what they're going to do is, so you know,
5 they're going to have staff on board wearing
6 myTaxi shirts and stuff like that. They want
7 to meet people, introduce themselves. We're
8 a new service. You know, please, you know,
9 download our app and you can get home safely
10 tonight. I mean, we're cheaper than Uber
11 because we partner up with the D.C. cabs. So
12 that's one of the things that, I mean, we
13 really, really like about them. You know,
14 they were happy and stoked to be partnering up
15 with us because we definitely want our guests
16 to get back home safe, I mean, whether it be
17 to Arlington or Bethesda or anywhere in D.C.
18 We think that's really, really cool and that's
19 one of the reasons we decided to have them on
20 our wristbands just in case.

21 INVESTIGATOR GHENENE: And then
22 you guys on your flyer you've got eight bar

1 listed as the participating bars. Are there
2 any additional bars that are participating?

3 MR. BRAMSON: It's just the eight
4 on there.

5 INVESTIGATOR GHENENE: Just the
6 eight?

7 MR. BRAMSON: Yes.

8 INVESTIGATOR GHENENE: Okay.

9 CHAIRPERSON MILLER: Okay. I just
10 have follow up. The wristbands that say
11 myTaxi on them, they also have the phone
12 number, or no?

13 MR. BRAMSON: I mean it's an app
14 on their -- it's an app. So it would be
15 myTaxi's logo and the way to download their
16 app.

17 CHAIRPERSON MILLER: Oh, I thought
18 though the wristbands were going to say myTaxi
19 on them?

20 MR. BRAMSON: Right, the
21 wristbands.

22 CHAIRPERSON MILLER: Yes. Just

1 myTaxi, not a telephone number? I'm just --

2 MR. BRAMSON: Do they have a
3 telephone? I mean I don't even --

4 MR. LOPEZ: I mean pretty much
5 they're a mobile-based business.

6 CHAIRPERSON MILLER: Oh, you do it
7 by app? Okay. That's what you're saying?

8 MR. LOPEZ: Yes, it's an app.

9 MR. BRAMSON: It's honestly the
10 same thing as Uber.

11 CHAIRPERSON MILLER: Yes. Okay.
12 Okay. This last question is the people who
13 are checking IDs at registration, who are
14 they? Do they have experience in checking
15 IDs?

16 MR. BRAMSON: Yes, I mean it's the
17 bouncers that those establishments have had,
18 you know, every weekend night.

19 CHAIRPERSON MILLER: And at
20 registration?

21 MR. BRAMSON: At registration, we
22 -- our staff is not checking any IDs because

1 we're not experienced with that. It's the
2 staff of BlackFinn that will be checking IDs
3 at registration.

4 CHAIRPERSON MILLER: Well, didn't
5 you say they were going to be checked twice,
6 once at registration and once at --

7 MR. BRAMSON: Well, no, they're
8 going to be checked at -- twice as in when
9 they go to another bar. Because basically to
10 get into the registration area they have to be
11 -- they get checked by a bouncer.

12 CHAIRPERSON MILLER: Okay.

13 MR. BRAMSON: And then they get
14 their wristband. But when they go to another
15 bar in a different area, they'll get
16 rechecked.

17 CHAIRPERSON MILLER: Okay. Any
18 other questions from Board Members?

19 (No audible response.)

20 CHAIRPERSON MILLER: All right.
21 Sounds good. Okay. And I assume all your
22 places were approved by staff at ABRA. Am I

1 correct, or no? All the establishments that
2 are participating.

3 MR. BRAMSON: I assume.

4 CHAIRPERSON MILLER: Did you run
5 them by our staff to make sure that they were
6 qualified?

7 MR. BRAMSON: We assumed --

8 MR. LOPEZ: Yes, they're
9 qualified. I know Black Rooster Pub and
10 Recessions, like they also did Lindy's this
11 past Halloween, so I mean they're definitely
12 there.

13 CHAIRPERSON MILLER: Okay. Mr.
14 Ghenene, just to double-check, have you had a
15 chance to look at the list of establishments
16 participating?

17 INVESTIGATOR GHENENE: No.

18 CHAIRPERSON MILLER: Okay. So I
19 think what I just would like to suggest is --
20 you know, to cross ever T and dot every I, is
21 if you could just take a look at that list.

22 And then we'll just hold issuing

1 the order until he does that.

2 Can you do it this afternoon?

3 INVESTIGATOR GHENENE: Yes.

4 CHAIRPERSON MILLER: Yes? Okay.

5 We just want to make sure. Sometimes there
6 are VAs that prohibit the participation, or
7 they've had certain violations.

8 MR. LOPEZ: Definitely.

9 Definitely.

10 CHAIRPERSON MILLER: Okay. Yes.

11 INVESTIGATOR GHENENE: I just want
12 to be sure that it's just the four listed on
13 the flyer.

14 CHAIRPERSON MILLER: Four?

15 INVESTIGATOR GHENENE: It's not
16 the one that's -- there's like four or five
17 additional ones in the application. I just
18 want to make sure that we're talking about the
19 four that are on this flyer.

20 CHAIRPERSON MILLER: Are we
21 talking about eight?

22 INVESTIGATOR GHENENE: I'm sorry,

1 the eight. I apologize. The eight, not the
2 additional ones that are in the application.

3 MR. LOPEZ: Yes, sir. Yes, the
4 ones on the flyer.

5 INVESTIGATOR GHENENE: So just
6 these right here?

7 MR. LOPEZ: Yes, sir.

8 INVESTIGATOR GHENENE: All right.

9 MR. LOPEZ: And the ones on the
10 map pretty much.

11 INVESTIGATOR GHENENE: The map?

12 MR. LOPEZ: Yes, the map and
13 flyer.

14 INVESTIGATOR GHENENE: So I'll
15 check the ones --

16 CHAIRPERSON MILLER: Okay. So
17 basically the Board has signed off, but we're
18 just going to hold off on issuing it until we
19 make sure that all those establishments are
20 qualified. And then you'll be able to go
21 ahead. Okay?

22 MR. LOPEZ: Thank you very much.

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CHAIRPERSON MILLER: All right.

Thank you very much.

MR. BRAMSON: Thank you.

(Whereupon, the hearing was
concluded at 2:05 p.m.)

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