

DISTRICT OF COLUMBIA

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ALCOHOLIC BEVERAGE CONTROL BOARD

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PUBLIC MEETING

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IN THE MATTER OF: :

PUB CRAWL :

EVENT: DECEMBER 15, 2012 :

Applicant: Katherine :Fact Finding

Hollimon, on Behalf of Red :Hearing

Frog Events; Snow Day :

Neighborhood Dupont Circle/ :

M Street :

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December 5, 2012

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

PRESENT

RUTHANNE MILLER, CHAIRPERSON

NICK ALBERTI, Member

DONALD BROOKS, Member

HERMAN JONES, Member

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

10:12 a.m.

CHAIRPERSON MILLER: The next case on our calendar is a Fact-Finding Hearing for Pub Crawl. The date of the event is December 15th, 2012. The Applicant is Katherine Hollimon on behalf of Red Frog Events. And the event name is Snow Day. The neighborhood is Dupont Circle/M Street.

We're just going to wait a minute for our investigator to come.

MS. HOLLIMON: Okay.

CHAIRPERSON MILLER: Thank you.
Okay.

While we're waiting for an investigator to come, I just want to address one case which is going to be continued and put that on the record.

(Whereupon, off the record at 10:13.)

CHAIRPERSON MILLER: Okay.

Here we go. Now, we were just

1 waiting for you.

2 If the parties can then introduce
3 themselves for the record?

4 MS. HOLLIMON: Sure. I'm Katie
5 Hollimon, representing Red Frog Events
6 regarding this Snow Day Bar Crawl Event.

7 INVESTIGATOR PARKER: I'm
8 Investigator Parker for ABRA.

9 CHAIRPERSON MILLER: Thank you.

10 Ms. Hollimon, have you appeared
11 before the Board before?

12 MS. HOLLIMON: I have. Last year
13 was actually our first event in the
14 Washington, D.C. area.

15 CHAIRPERSON MILLER: Oh, good.

16 MS. HOLLIMON: I see a few
17 familiar faces.

18 CHAIRPERSON MILLER: Okay. Good.
19 So, you know this is a Fact-Finding hearing.
20 No testimony and evidence. We just want to
21 find out more about the Pub Crawl and it gives
22 us a chance to ask questions and also is you

1 have questions of us.

2 Okay. So, why don't we just start
3 with if you can give us an overview of the Pub
4 Crawl?

5 MS. HOLLIMON: Sure. Our Snow
6 Day, it's a holiday theme Pub Crawl centered
7 around kind of the ugly Christmas sweaters
8 which have become a trend in the last few
9 years.

10 The event itself is taking place
11 in the Dupont Circle on the street area.
12 There's a list of bars. If you'd like, I can
13 read through them all.

14 CHAIRPERSON MILLER: How many are
15 there?

16 MS. HOLLIMON: There are nine
17 confirmed and 11 should be event.

18 CHAIRPERSON MILLER: Okay. You
19 can name them then.

20 MS. HOLLIMON: Sure. It's Front
21 Page, which is one of our registration pick-up
22 areas, Mad Hatter, The Mighty Pint, Black Fin

1 which is the second pick-up area, 19 Bar, The
2 Bottom Line, Recessions, James Hobban, Irish
3 Whiskey. And then the two establishments that
4 may be added on would be Fiesta Lounge and
5 Buffalo Billiards should our participants
6 grow.

7 CHAIRPERSON MILLER: I'll just ask
8 you, has our investigator, ABRA staff reviewed
9 the list of establishments to make sure that
10 they're qualified to participate in a Pub
11 Crawl?

12 MS. HOLLIMON: On the initial
13 application Fiesta Lounge was not included so
14 if there isn't enough time to review that
15 specific establishment I'm removing that from
16 the event completely.

17 CHAIRPERSON MILLER: Which one is
18 that?

19 MS. HOLLIMON: Fiesta Lounge.

20 CHAIRPERSON MILLER: All the other
21 ones have been reviewed?

22 MS. HOLLIMON: Yes, they were on

1 the initial application and I haven't heard
2 anything.

3 CHAIRPERSON MILLER: You think
4 they've been reviewed?

5 MS. HOLLIMON: I assume, yes.

6 CHAIRPERSON MILLER: You assume
7 they've been reviewed. Okay. All right.

8 I didn't mean to interrupt you but
9 I believe you're having 4,000 people?

10 MS. HOLLIMON: That's the
11 anticipated. Currently, there are just under
12 900 people signed up. It's very hard to gage
13 so that's why I listed 4,000 as of yet it
14 might be closer to the 3,000 range.

15 CHAIRPERSON MILLER: What are the
16 hours?

17 MS. HOLLIMON: From 1:00 p.m.
18 until 8:00 p.m.

19 CHAIRPERSON MILLER: And do you
20 have a security plan?

21 MS. HOLLIMON: Yes, I've been
22 working with Detective Scott Earhardt of the

1 Special Operations Division and per his
2 request and from our plan last year, just
3 based off the size of this event, we'll be
4 contracting, I believe, it's 10 members of 10
5 off-duty officers and then one reimbursable
6 detail which is to placed at the Front Page.

7 And the actual officer's names and
8 contact information is to be decided tomorrow
9 and if need be I can forward that information
10 on to Mr. Earhardt.

11 CHAIRPERSON MILLER: You're have
12 10 officers, police officers is that what you
13 said?

14 MS. HOLLIMON: Yes.

15 CHAIRPERSON MILLER: Okay. Not
16 private security but actually police officers?

17 MS. HOLLIMON: Actual MPD members.

18 CHAIRPERSON MILLER: Okay. And
19 what's your system for checking IDs?

20 MS. HOLLIMON: As far as checking
21 IDs and as listed on Appendix A, our
22 registration system has an age requirement to

1 be 21 years or older. So, if someone were to
2 fudge their actual birthday, we'll be checking
3 IDs at the time of registration or, excuse me,
4 at the time of check in. And then also every
5 single bar will be rechecking IDs. Despite
6 having a wristband, they're going to be
7 basically getting their ID checked 11 times
8 throughout the day.

9 CHAIRPERSON MILLER: Okay. So, at
10 registration at the first check who is going
11 to do that?

12 MS. HOLLIMON: Red Frog Event
13 staff members.

14 CHAIRPERSON MILLER: Okay. Are
15 they people who normally check IDs in the
16 course of business?

17 MS. HOLLIMON: Yes, at our other
18 events it's the same staff who has been
19 briefed and checks IDs. But also, again, each
20 bar will have their own security who typically
21 checks their -- I'm at a loss of words for
22 just bar-goers' IDs.

1 CHAIRPERSON MILLER: Okay. Do you
2 have some kind of communication plan between,
3 you know, the main places and all the other
4 bars?

5 MS. HOLLIMON: Yes.

6 CHAIRPERSON MILLER: You know,
7 between you. I mean who is in charge if there
8 is any emergencies or questions?

9 MS. HOLLIMON: Yes, each bar
10 manager has my cell phone number and I and
11 another co-worker of mine will also be out and
12 we're going -- our plan for the day is to
13 split the bars in half so we're not
14 overwhelmed if something were to go wrong.
15 And then I've been, again, in contact with
16 Detective Earhardt and will be in touch as far
17 as coordinating should there be an incident.

18 CHAIRPERSON MILLER: And will the
19 participants will they have a telephone number
20 to call if they have a concern or an
21 emergency?

22 MS. HOLLIMON: As of yet, no, but

1 I'm happy to set up and have them call into
2 our office.

3 CHAIRPERSON MILLER: Okay.

4 MS. HOLLIMON: If you'd like.

5 CHAIRPERSON MILLER: We have been
6 having pub crawls do that lately so that there
7 is one central place they can call.

8 MS. HOLLIMON: Perfect. I can
9 implement that, no problem.

10 CHAIRPERSON MILLER: Okay. Also,
11 what's come up in other hearings is there's
12 been like plans for transportation if someone
13 gets inebriated like a number they can call.
14 Do you have anything like that?

15 MS. HOLLIMON: We have been
16 promoting not to drink and drive, of course,
17 to have a designated driver. We're happy to
18 partner up with a taxi service in the area if
19 you'd like, but as of yet, we've just been
20 promoting the Metro and other --

21 CHAIRPERSON MILLER: Metro.

22 MS. HOLLIMON: -- transportation.

1 CHAIRPERSON MILLER: Okay.

2 Well, I'd like to hear from our
3 investigator, too, before I, you know, impose
4 that requirement and it may depend on the
5 locality too but I know some have been doing
6 that and it looks like a good idea.

7 MS. HOLLIMON: Sure.

8 CHAIRPERSON MILLER: Board
9 Members, any questions? Mr. Brooks?

10 MEMBER BROOKS: Yes, how many
11 participants did you have last year
12 approximately?

13 MS. HOLLIMON: Last year we
14 actually had our max of 1,500.

15 MEMBER BROOKS: You did have
16 1,500. And you called it Snow Day? Are you
17 predicting snow?

18 MS. HOLLIMON: I am not. Not with
19 this weather.

20 MEMBER BROOKS: Okay. All right.
21 This is not Chicago. D.C. don't get snow very
22 often.

1 Okay. That's all I have.

2 CHAIRPERSON MILLER: Okay. Mr.
3 Parker?

4 MR. PARKER: I was at the event
5 last year monitoring and I believe I was at
6 the hearing also. So, there were 1500, I
7 guess, paid participants. How many people do
8 you think were just in the Dupont Circle area
9 wearing ugly sweaters drinking that were drawn
10 there because of your event?

11 MS. HOLLIMON: As far as that we
12 have working really diligently with the bars
13 this year to have exclusivity for people who
14 actually signed up. So, should there be
15 people just kind of showing up to the area,
16 they won't be able to get into the bars. But
17 as far as people just kind of trickling in
18 last year, it's tough to say. I know I
19 noticed a few people without wristbands just
20 kind of dressed up.

21 MR. PARKER: Right.

22 MS. HOLLIMON: So, as far as an

1 estimate, just based off the size I would say
2 maybe 300 to 400 people.

3 MR. PARKER: Oh, so your pub crawl
4 is going to have exclusivity of these bars for
5 these seven hours so only your people will be
6 able to get -- because some they're mixed in
7 with regular patrons.

8 MS. HOLLIMON: Right and that's --
9 that was one of the issues last year because
10 the bars reached capacity so quickly.

11 MR. PARKER: Right.

12 MS. HOLLIMON: I'm sure you
13 noticed so as far as 1:00 p.m. to 8:00 p.m. it
14 should only be our participants who signed up.

15 MR. PARKER: This was last year
16 and I'll pass this up to the Board.

17 It was a concern I had in that
18 this is as being a participant they were
19 issued one of these mugs but the mug has like
20 a floating liquid in it so basically what was
21 happening. People even though they were
22 promoting people to dump before they left each

1 bar, people were outside with -- drinking from
2 these mugs and, you know, assumed that it as
3 alcoholic beverage by me.

4 MS. HOLLIMON: Sure.

5 MR. PARKER: Because of the way
6 they were drinking, you know, they could
7 either pour from a private supply or maybe
8 they didn't dump all of it out. So, just with
9 that floating liquid it kind of massed that if
10 there is a liquid in there or if it's empty,
11 it looks the same. And it was promoting like
12 I said the 18th and Connecticut, that whole
13 block, there were 1,500 people outside at one
14 point in the night. I mean, from my -- from
15 what I seen. In that block generally on a
16 Friday or Saturday, it's jam packed with
17 people.

18 I sent an email to Ms. Jenkins I
19 think on the night of this incident from last
20 year. I'm sorry, I wasn't prepared to bring
21 it but I summarized the event in that this was
22 almost double the amount of people in that

1 18th and Connecticut block. And this is after
2 the event. So, this is going -- if the event
3 technically is over at 8:00 p.m., I'm talking
4 at 10:00 or 11:00 at night, there were still
5 people lingering with the holiday sweaters and
6 walking around with mugs and, you know,
7 consuming alcohol in public space. Or, I
8 mean, I obtained this cup who I made pour out
9 a beer. So, he was standing in the corner of
10 18th and M. So, that's, you know -- I
11 understand, you know, the idea I guess is a
12 souvenir glass, but with the floating liquid
13 it makes it tough to identify people who are
14 drinking and people who are just, I guess,
15 getting a souvenir mug.

16 So, if you have anything. Will
17 you be using the same ones this year?

18 MS. HOLLIMON: We will be and I
19 apologize. I didn't realize that was an issue
20 last year. If possible, we have made the
21 investment already and purchased them, but we
22 will be, again, having MPD officers at the

1 stations at each bar so hopefully that will
2 help the issue and I can insure that Detective
3 Earhardt is aware and I can pass that
4 information on if that would be acceptable for
5 you.

6 MR. PARKER: Okay. And with the
7 10 officers, so you talked to Detective
8 Earhardt. So, you said there was one
9 reimbursable detail officer and then 10
10 officers. Are they assigned to that section
11 or are they officers who will be working
12 exclusively for your event or are they the
13 night life detail who is already in the area?

14 MS. HOLLIMON: They will be
15 exclusively for our event.

16 MR. PARKER: So, the 10 officers,
17 so you paid for 11 officers?

18 MS. HOLLIMON: Yes.

19 MR. PARKER: Okay.

20 MS. HOLLIMON: I can actually show
21 you the --

22 CHAIRPERSON MILLER: While you're

1 looking for that I just want to note for the
2 record that Mr. Jones has joined us. Okay.

3 MEMBER JONES: Thank you, Madam
4 Chair.

5 MR. PARKER: Okay. That's okay.
6 All right. That's what I wanted to see.
7 Okay.

8 And, I guess, the detail for the
9 area will already be on duty also and that's
10 additional police staff will be at least in
11 the 18th and Connecticut block. Some of the
12 places like Black Fin is a little distance
13 away. Do you anticipate people walking from
14 Black Fin up to Bottom Line or Front Page?

15 MS. HOLLIMON: That either or
16 public transportation or tax cab services.

17 MR. PARKER: Okay. I just want to
18 express to the Board that, you know, was a lot
19 of people. We was closer, you know, later in
20 the night there were a lot of people outside
21 in public space outside on the sidewalks
22 drinking. They weren't intoxicated. No one

1 was really overly belligerent. There weren't
2 any major issues that, you know, we couldn't
3 handle or the police couldn't handle. But the
4 drinking and the officers that were there on
5 the detail mentioned it to me also and like I
6 said, it was -- they were trying to have
7 people dump, so they had a bucket at the door
8 every place. So, when you walked out the
9 people had to turn their cup upside down but
10 if they're given a mug like this it still
11 promotes public drinking even that in that
12 they can pour from their own supply. And that
13 is the only issue I have from last year. And
14 it was a lot of people.

15 CHAIRPERSON MILLER: There were a
16 lot of people last year?

17 MR. PARKER: Yes, I mean, I got
18 there -- well, I don't know if I -- I went to
19 the check-in locations definitely but later in
20 the night at 10:00 or 11:00 there were twice
21 as many people that are normally in that 18th
22 and Connecticut block.

1 CHAIRPERSON MILLER: Do you know
2 about how many people that was?

3 MR. PARKER: I said it looked like
4 1,500 outside just giving -- and that's an
5 estimate.

6 CHAIRPERSON MILLER: Okay.

7 MR. PARKER: But it's based on the
8 fact that I, you know, that's one of our
9 regular areas that we monitor and a lot of the
10 people did not have the wristbands and that's
11 what I was mentioning to Ms. Hollimon is that
12 this event is highly publicized through social
13 media or whatever they use. A lot of people
14 know about it. Some people may have missed
15 the check-in time or may not go out between
16 that 1:00 and 8:00 p.m. period. But they'll
17 still go out at the regular time they normally
18 would go out, 10:00 or 11:00 at night and
19 they'll wear the holiday sweaters and the, you
20 know, Santa Claus costumes or whatever they
21 wear and go this area where they know the
22 other club crawlers are. And it just makes

1 for a lot of people.

2 CHAIRPERSON MILLER: So, the
3 concern again is that this one will be more
4 than twice the amount of people if we were to
5 approve what's been asked? I think they're
6 asking for 4,000.

7 MR. PARKER: I mean, it doesn't --
8 it's not a concern. I mean, the area is built
9 to -- if you added up the capacity for these
10 places, I'm not even sure if that would be
11 4,000. But, you know, that's one issue that
12 may come up. If they have exclusivity in
13 those places, if there's 4,000 participants,
14 if you added up all these capacities it won't
15 be 4,000. I don't have the specific, you
16 know, but I'm pretty sure.

17 So, it's just going to be an issue
18 of where the people are going to go. There
19 will be, you know, if it's -- whether it's
20 cold weather or not, to Mr. Brooks point, I
21 think snow would make it better, it will be
22 more people.

1 That's not really concerning. I
2 think the area can handle it and with the 11
3 additional officers to the detail that's
4 already in the 18th and Connecticut area, I
5 think that will be 16 officers and that should
6 be enough.

7 CHAIRPERSON MILLER: Okay. And,
8 Mr. Parker, did you get to review the list of
9 establishments?

10 MR. PARKER: I just got it now.
11 I'm sorry, I got it at the last minute today.

12 CHAIRPERSON MILLER: Okay.

13 MR. PARKER: The information. All
14 the establishments have been part of pub
15 crawls before. I'm not sure if Irish Whiskey,
16 but I can check Irish Whiskey and the other
17 one you added was Fiesta.

18 MS. HOLLIMON: yes.

19 MR. PARKER: We can check them to
20 make sure but all the other ones are regulars
21 for -- I think they've been approved as part
22 of other pub crawl applications.

1 CHAIRPERSON MILLER: Okay.

2

3 MS. HOLLIMON: I'll also be sure
4 to just send out another email specifically to
5 all of the GMs, each establishment to be aware
6 to remind all their staff to remind all of the
7 participants to toss out their drink as well
8 as we always send sort of a pre-event email
9 and that's something that we can highlight
10 too.

11 MR. PARKER: And tell the
12 establishments that the violation will be on
13 them if they allow someone to leave with an
14 alcoholic beverage. It will be something that
15 we'll be looking at this year.

16 CHAIRPERSON MILLER: Ms. Hollimon,
17 I have a question with respect to Mr. Parker's
18 concern about that mug which makes it
19 difficult to tell whether there's alcohol in
20 it or not. And I heard you say that you've
21 already made an investment in purchasing all
22 these mugs.

1 What if you were to give them out
2 at the end when people were leaving as opposed
3 to the beginning? Are people served in those
4 mugs?

5 MS. HOLLIMON: They are. It's
6 part of kind of what people enjoy as a
7 souvenir cup for the day.

8 CHAIRPERSON MILLER: For the day
9 as part of the event. Okay.

10 Mr. Alberti.

11 MEMBER ALBERTI: Hi, thank you for
12 your questions, Mr. Parker.

13 I want to address a couple of
14 things. First, the cups. He made a remark
15 that there were possibly people out on the
16 street drinking out of the cups after 8:00
17 p.m. So, can we get a commitment that the
18 bars will cease serving people in the cups at
19 8:00 p.m.?

20 MS. HOLLIMON: Absolutely.

21 MEMBER ALBERTI: So, I know they
22 would like to continue with the happy event

1 but it presents a problem.

2 The other commitment I'd like you
3 to make is that next year we won't have
4 floating liquid.

5 MS. HOLLIMON: Absolutely.

6 MEMBER ALBERTI: Because if I'm
7 here next year and you have floating liquid
8 you're going to be -- it's going to be wasted
9 money. I'm not going to approve it.

10 MS. HOLLIMON: Sure, we will --

11 MEMBER ALBERTI: All right.

12 MS. HOLLIMON: -- take another
13 look at the mugs and change that.

14 MEMBER ALBERTI: All right.

15 The other point is this capacity
16 issue. And the best way I can say is if the
17 maximum capacity of all the bars added
18 together is not as large as the number of
19 participants you're expecting, the simplest
20 way to say it, it doesn't compute.

21 MS. HOLLIMON: Right.

22 MEMBER ALBERTI: So, even if you

1 think about, well, some people will be
2 wandering between bars and so, you know, you
3 could -- you could have a little bit more, but
4 I don't think you can because then it's almost
5 certain -- it's very likely you're going to
6 end up having lines outside some of these
7 places. I don't think we really want that.

8 So, I would ask that you evaluate
9 the capacity of the establishments and then
10 come up and present us with a more reasonable
11 figure before we approve this. I assume you
12 can do that quickly. I mean, I assume that
13 you can do that very quickly. Contact these
14 places, find -- they know what their capacity
15 is, I'm sure and come up with a more
16 reasonable estimate.

17 Mr. Parker.

18 MR. PARKER: One thing if I may,
19 Mr. Alberti is that the 4,000 I'm sure Ms.
20 Hollimon will say is over a seven-hour period.
21 So, there may be early comers and there may be
22 late comers, you know. I don't know exactly

1 if at one time there will be 4,000 people in
2 the bars. But what I'm saying is, my point is
3 that's a large number and it's, you know,
4 whenever they come, it's going to be a large
5 crowd.

6 MS. HOLLIMON: Sure. And I was
7 just going to mention that as well that it's
8 certainly not 4,000 people all at once. It's
9 pretty staggered throughout the day.

10 We do have a high period which is
11 about 2:00 p.m to 3:0 p.m. As far as checking
12 people in that's our busiest time. But when
13 divided all out between these establishments
14 it's roughly 465 people per bar which
15 obviously the Mighty Pint is an establishment
16 that can hold 100 people but the whole
17 billiards can hold 700 so just looking at a
18 rough estimate and based off, it's not 4,000
19 all at once. I feel confident that the
20 establishments will be able to handle it. But
21 should you feel something else, I'm happy to
22 either minimize the anticipated number or add

1 more establishments if that's feasible.

2 MEMBER ALBERTI: Ms. Miller, I'm
3 concerned but it's just a guessing game right
4 now and so I'm willing to see what happens
5 this year. Investigator Parker I'm sure will
6 be out there and hopefully we'll see.

7 CHAIRPERSON MILLER: Okay.

8 MEMBER ALBERTI: But it is of some
9 concern.

10 CHAIRPERSON MILLER: Okay. I did
11 ask Mr. Parker whether he was concerned and
12 you said not that concerned with the officers
13 that were being provided.

14 MR. PARKER: I would just like to
15 and Ms. Hollimon's email to the establishments
16 and advise that their capacity will be
17 enforced on this night so they can hold the
18 line. It may not be ideal. A lot of these
19 places do have sidewalk cafes where they could
20 maybe diverse some of the crowd but just
21 advise them that they'll be -- their capacity
22 will be enforced regardless of whether they're

1 participating in the pub crawl or not. So,
2 it's up to them to maintain the entry and exit
3 as far as when they hit their number or when
4 they hit their whatever, capacity that needs
5 to be enforced.

6 I don't want to imply that, you
7 know, the event can't have 4,000 people
8 because it can, I think, and I think it was
9 actually close to that, you know, last year as
10 far as people in the area. And the area's
11 night life is always other places to go.

12 MEMBER ALBERTI: Okay.

13 CHAIRPERSON MILLER: Okay. Mr.
14 Jones?

15 MEMBER JONES: Thank you, Madam
16 Chair.

17 You offered up an affirmative
18 response when Board Member Alberti asked for
19 a commitment from you and you said you would
20 definitely be able to honor that commitment in
21 terms of making sure the establishments did
22 not serve after a certain time.

1 MS. HOLLIMON: Yes.

2 MEMBER JONES: Yes. How are you
3 going to go about securing that or honoring
4 that commitment?

5 MS. HOLLIMON: As far as that goes
6 my plan just in here today is to relay that
7 information not only to the GMs at each bar
8 but also to Detective Earhardt and his team.
9 They are dismissed shortly after 8:00 p.m. I
10 can have them stay through 9:00 p.m. if you'd
11 prefer. But just enforcing and going into
12 each establishment to insure that no one is
13 being poured any drinks in the mugs.

14 MEMBER JONES: And the entities
15 that are going into each establishment to
16 insure that they're whom again?

17 MS. HOLLIMON: Members of MPD.

18 MEMBER JONES: MPD so it's going
19 to be -- you're going to rely on MPD to
20 enforce this rule that you've given in a
21 commitment to Member Alberti to enforce to
22 make sure you're going to follow through on

1 this?

2 MS. HOLLIMON: As well as it's
3 right at 8:00 p.m. will be a little difficult
4 for every Red Frog Event staff member but I'm
5 definitely a floater that day and am able to
6 check on establishments starting at 8:00 p.m.,
7 no problem. It's just a matter of getting all
8 of our hands there.

9 MEMBER JONES: Okay. Would you
10 feel more comfortable giving a window so that
11 like from 8:00 to 9:00 you'll insure that
12 between this time period you will have touched
13 all the establishments, whether it's you
14 personally or someone who is in your direct
15 employ to insure that you can honor the
16 commitment that you made to Board Member
17 Alberti?

18 MS. HOLLIMON: Definitely. In
19 order to honor, I would love to give myself an
20 hour window just to insure that with my own
21 eyes I can honestly say that I will have been
22 at each bar.

1 MEMBER JONES: Okay. Thank you.

2 Thank you, Madam Chair.

3 CHAIRPERSON MILLER: Okay.

4 Question?

5 MEMBER BROOKS: Yes, I'll do a
6 question or two to Investigator Parker.

7 Approximately how many ounces does
8 that cup contain?

9 MR. PARKER: It looks bigger but
10 think it may be 16.

11 MS. HOLLIMON: It's, and, yes, and
12 the ones that we ordered this year are
13 actually 12 ounces.

14 MEMBER BROOKS: Okay.

15 MR. PARKER: Well, this one is a
16 pint so --

17 MEMBER BROOKS: Okay. So, 12
18 ounces then rather than 16?

19 MS. HOLLIMON: Yes.

20 MEMBER BROOKS: Okay. So, if a
21 person presents that to a bartender and wanted
22 a cocktail will that be filled with a

1 cocktail?

2 MS. HOLLIMON: At this point it's
3 up to the bar's discretion. Should you feel
4 differently, I'm happy to relay information
5 via email as well to not allow that.

6 MEMBER BROOKS: Okay. No, I'm
7 just curious because if it's last year if you
8 ordered a 16 ounce bloody mary that's a huge.

9 MR. PARKER: Okay. That's what
10 been advertised at the bars, right, at each of
11 the bars?

12 MS. HOLLIMON: Yes.

13 MR. PARKER: So, are any of the
14 specials for spirits?

15 MS. HOLLIMON: Yes, it's \$3.00 a
16 mixed drink but we do have the bars decide if
17 they want to use their own glassware or the
18 mug.

19 MEMBER BROOKS: Okay. Thank you,
20 Madam Chair.

21 CHAIRPERSON MILLER: They don't
22 have to fill it either. They could fill it

1 half way. Correct?

2 MS. HOLLIMON: Exactly.

3 CHAIRPERSON MILLER: I have a
4 question. Some of this involves commitment by
5 the bars. First, the establishments commit
6 that they will not pour alcohol into the mug
7 after 8:00 p.m., I think that's what you want.
8 You're then just checking to make sure that
9 happens. Right?

10 MS. HOLLIMON: Yes.

11 CHAIRPERSON MILLER: Do you have
12 them making other commitments like commit to
13 anything, you know, to be a part of this pub
14 crawl?

15 MS. HOLLIMON: Yes, and in our
16 current agreement that we have out which I'll
17 be sure next year to revamp and put in the
18 8:00 p.m. clause as well but they commit to
19 the drink deals and commit to being fully
20 staffed for the event because last year I'm
21 sure you noticed that they were a little bit
22 unprepared because they didn't really take our

1 word for having that m any people out to a
2 first year bar crawl. But that's just the
3 agreement.

4 CHAIRPERSON MILLER: Okay. But
5 you could ask for a commitment but you already
6 have them sign based on the previous--

7 MS. HOLLIMON: Sure. And I'm
8 happy to send out an LOI outlining these new
9 clauses as well. It's not a problem.

10 CHAIRPERSON MILLER: Okay. Okay.

11 MS. HOLLIMON: I'm sure too once
12 they know the violation would be on their
13 hands that they'd be happy to sign that.

14 CHAIRPERSON MILLER: Okay. So,
15 there could be a commitment not to serve in
16 those mugs after 8:00 p.m.?

17 MS. HOLLIMON: Yes.

18 CHAIRPERSON MILLER: All right.

19 Are you a profit or a nonprofit?

20 MS. HOLLIMON: We are a for profit
21 company --

22 CHAIRPERSON MILLER: For profit.

1 MS. HOLLIMON: -- but we do
2 partner, not specifically with this event, but
3 with our other events. I'm not sure if you're
4 familiar with Warrior Dasher Firefly Music
5 Festival. Those are our biggest too but we do
6 partner with Saint Jude Research.

7 CHAIRPERSON MILLER: Okay. Okay.

8 I had two other thoughts and one
9 is, to try to get less people in the area who
10 aren't a part of this event. Maybe the bars
11 could put on their website that from 1:00 to
12 whatever the hour of this event that they are
13 closed to the public or they're closed for a
14 private function or however they want to do it
15 in the event that might help. Because we're
16 not talking about just 4,000 people. We're
17 talking about other people coming to the area.

18 And my only other comment is we
19 were talking before about transportation
20 options. I wouldn't want to push, you know,
21 push that you partner with a certain taxi or
22 anything. I just think on a pre-event

1 information it would be a good idea to put
2 other options, you know, to the Metro and,
3 you know, whatever taxis or some telephone
4 number that they could call if they needed
5 public transportation.

6 MS. HOLLIMON: I can definitely
7 have that in there.

8 CHAIRPERSON MILLER: Okay.
9 Anything else? Okay.

10 So, basically, I think that what
11 I'm hearing is that the application, you know,
12 looks good for us to approve with just some
13 minor changes or additions that we talked
14 about just now. The commitments on the bar
15 not serve after 8:00 in those mugs and adding
16 to the pre-event information about other
17 transportation with phone number and your
18 phone number -- emergency phone number. And
19 whatever number you want that to be. The bar
20 put out that they're closed to the public
21 during that time period.

22 Am I missing anything else? Okay.

1 And Mr. Parker was just going to
2 double-check a couple of the establishments,
3 make sure they're okay?

4 MR. PARKER: Yes, and I haven't
5 seen Irish Whiskey but I'll check before the
6 event.

7 CHAIRPERSON MILLER: Okay.

8 MR. PARKER: They'll be fine.

9 CHAIRPERSON MILLER: Okay. We're
10 just discussing how to proceed.

11 At this point we feel comfortable
12 in signing off on your application, but you
13 know, we're trusting you to follow through on
14 what you've committed to do and you can
15 supplement this office if you do anything in
16 writing and it will be added to your
17 application that's on file. But we're going
18 to give you the green light today to go ahead
19 and do all those things.

20 If Mr. Parker finds that some
21 establishment on the list is not qualified it
22 would have to be "X'd" out.

1 MS. HOLLIMON: Of course, no
2 problem.

3 CHAIRPERSON MILLER: Okay. They
4 wouldn't be allowed to participate. Okay.

5 And that's what we'll do. Get the
6 application and sign off on it.

7 Do you have any questions?

8 MS. HOLLIMON: No, just thank you
9 all so much for your time. I will be sure to
10 get in touch with Mr. Parker and email him all
11 of the additional information as well as
12 commitments from each establishment.

13 Is there someone from the Board
14 who I should be forwarding or --

15 CHAIRPERSON MILLER: Ms. Jenkins,
16 our general counsel. Martha Jenkins. Because
17 we wouldn't want to have all that information,
18 especially, Mr. Parker but also Ms. Jenkins,
19 so the day of the event, you know, it's all
20 there to see, you know, yes, the bar has been
21 put on notice, etcetera, that they see we're
22 doing these things.

1 MS. HOLLIMON: I've worked with
2 Ms. Jenkins before so I'll be sure to email
3 you that.

4 CHAIRPERSON MILLER: Okay. Great.
5 Great.

6 Oh, Mr. Jones, you have a
7 question?

8 MEMBER JONES: I don't have a
9 question.

10 CHAIRPERSON MILLER: Okay.

11 MEMBER JONES: Just a cautionary
12 statement. ABRA is going to be out and it
13 will be out in force. A lot of the liability
14 does tend to fall on the establishments but
15 this is your event and this will reflect --
16 how this turns out will reflect on you going
17 forward as well. So, I would encourage you
18 even though the liability does fall a lot on
19 the establishment that you do all you can to
20 insure that they honor their commitment like
21 you're going to honor your commitment to us.

22 MS. HOLLIMON: Of course. Thank

1 you very much.

2 CHAIRPERSON MILLER: Okay. Thank
3 you. Good luck.

4 MS. HOLLIMON: Thanks.

5 (Whereupon, the above matter was
6 concluded at 10:48 a.m.)

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