

1 GOVERNMENT OF THE DISTRICT OF COLUMBIA
2 ALCOHOLIC BEVERAGE REGULATION ADMINISTRATION
3 ALCOHOLIC BEVERAGE CONTROL BOARD
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6 IN THE MATTER OF :

7 Applicant: Arielle Mortimer :

8 Date of Event: September 24, 2016:

9 Event: Nivek Events :

10 90s Bar Crawl :

11 Neighborhood Multiple Premises:

12 Size of Event: 2000 - 5000 :

13 - - - - -X

14 Wednesday, August 10, 2016

15

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

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1 BOARD MEMBERS PRESENT

2 NICK ALBERTI, BOARD MEMBER

3 JAMES SHORT, BOARD MEMBER

4 MIKE SILVERSTEIN, BOARD MEMBER

5 RUTHANNE MILLER, BOARD MEMBER

6

7 ALSO PRESENT:

8 GRACE WAHLBRINK

9

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

2 CHAIRPERSON ANDERSON: We're back on the
3 record. We have a fact finding hearing for a pub
4 crawl application, Ariel Mortimer, date of event
5 September 24, 2016: 90s Bar Crawl. Can you
6 please approach and identify yourselves for the
7 record, please?

8 MS. WAHLBRINK: Good afternoon, I'm Grace
9 Wahlbrink on behalf of Ariel.

10 CHAIRPERSON ANDERSON: All right.

11 MR. Good afternoon, dkdkdk for the Alcoholic
12 Beverage Regulation Administration.

13 CHAIRPERSON ANDERSON: Good afternoon. All
14 right, so, I know that you're representing the --
15 what's your name again, ma'am, please?

16 MS. WAHLBRINK: Grace Wahlbrink.

17 CHAIRPERSON ANDERSON: Ms. Wahlbrink, okay.
18 All right, why don't you tell us a little bit
19 about this pub crawl pub crawl. Just give us
20 some background information about it, also why
21 you believe -- you're asking for 2000 to 5000
22 people -- why you believe those numbers are

1 appropriate for the area and just some background
2 information about your pub crawl, please.

3 MS. WAHLBRINK: Yeah, so it's a 90s bar
4 crawl, which we have held here in the Dupont area
5 before and came before the board and got approval
6 for the June 5th event. So, this is a very
7 similar process. The same bars will be involved.
8 Here's a list and the plan that we submitted, so
9 Front Page, Black Finn, The Mad Hatter, Sign of
10 the Whale, Irish Whiskey, Recession, Public
11 Rumors, Ozio, Dirty Martini and the Bottom Line.
12 There's a map available for you in our
13 application that shows which bar are involved and
14 how far away they are. Essentially there will be
15 a registration, to sell tickets and then have
16 coordinated with the bars to set drink specials
17 for purchase during the hours of the crawl and,
18 as far as the participant numbers, we have worked
19 with these bars before, and we know their
20 capacity well exceeds that and us combined worked
21 with them on about 5000 attendees in the past
22 crawls.

1 CHAIRPERSON ANDERSON: You said that -- what
2 was the last pub crawl you said we had approved?
3 Which one was that?

4 MS. WAHLBRINK: That was a 90s bar crawl that
5 happened June 5th.

6 CHAIRPERSON ANDERSON: And how many -- what
7 numbers were approved in that one?

8 MS. WAHLBRINK: It was a lot smaller. That
9 one we had initially submitted 2000 to 5000 but
10 as a result of our promotion efforts, and our
11 first time going through the review process, we
12 scaled it back to 200 to 500 and ended up having
13 about 300 participants, so we did get approval,
14 although we weren't sure how many people would
15 show up at that time.

16 CHAIRPERSON ANDERSON: Okay. So, you had
17 this event in June, you scaled it back to -- you
18 said 300 people showed up, so how do you know
19 2000 to 5000 how do you know that's a good
20 number?

21 MS. WAHLBRINK: Yeah, so we have -- we're
22 going to be starting the promotion process a lot

1 earlier this time. Last time we didn't know how
2 the ABRA process would go so we didn't want to
3 push it through our promotion -- our normal
4 promotion cycle. Typically we've run this event
5 in other cities and we've gotten 2000 to 3000 in
6 a lot of the cities and we have past history of
7 running bar crawls in this area and gotten up to
8 5000 participants. So, that's part of the range.

9 CHAIRPERSON ANDERSON: All right. Mr. Suero?

10 MR. SUERO: Do you have purchased tickets
11 online for this event and do you have a cap at
12 some point or not?

13 MS. WAHLBRINK: The cap will depend on the
14 occupancy that we are permitted, but we can set a
15 cap on our tickets.

16 MR. SUERO: Also, your paperwork says that
17 you have some type of security. Can you be more
18 elaborate on what kind of security you've got.

19 MS. WAHLBRINK: Yeah, so we submitted in our
20 plan -- there's an attachment with the security.
21 There is -- so we have said that we are going to
22 coordinate with local law enforcement which we

1 did when we sent the notes to Commander Grisham.

2 We review --

3 MR. SHORT: What was that about Commander
4 Grisham?

5 MS. WAHLBRINK: Yes.

6 MR. SHORT: What was that?

7 MS. WAHLBRINK: Yes, we sent a notification
8 to him and got follow-up to say that that was
9 fine and he had received the notification.

10 MR. SHORT: He said what in his follow-up?

11 MS. WAHLBRINK: He said that it was fine and
12 he confirmed that he had received the
13 application.

14 MR. SHORT: Do you have a copy of that -- he
15 said it was fine?

16 MS. WAHLBRINK: I don't in front of me. I
17 have the commission that we sent to him and I can
18 follow up.

19 MR. SHORT: I understand that, but you make
20 sure we get something here that says MPD said
21 it's fine to have 5000 people.

22 MS. WAHLBRINK: Yeah.

1 MR. SHORT: Okay. I need that in writing.

2 MS. WAHLBRINK: Yes.

3 MR. SHORT: If it's not in writing then you
4 may have a problem with this one vote.

5 MS. WAHLBRINK: Via e-mail, so I'll send -- I
6 can forward it after the hearing.

7 MR. SHORT: Go ahead and finish up. I'll
8 follow up with my questions.

9 MS. WAHLBRINK: Okay, just let me make a note
10 of that. So, yes?

11 MR. SUERO: The security that you're
12 providing, is it uniform security, are they
13 identifiable in some way?

14 MS. WAHLBRINK: Yes, they'll be wearing T-
15 shirts and they're also people that are working
16 the registration will be [inaudible 1:46].

17 MR. SUERO: I understand you're doing
18 wristbands?

19 MS. WAHLBRINK: Yes.

20 MR. SUERO: What color?

21 MS. WAHLBRINK: They are highlighter yellow.

22 MR. SUERO: Are they paper or are they

1 plastic? What are they?

2 MS. WAHLBRINK: They're paper.

3 MR. SUERO: I know on your list you have
4 several places but I looked at -- I guess this is
5 regarding the trash pickup the next day?

6 MS. WAHLBRINK: Mm hmm.

7 MR. SUERO: And it includes the Huxley. Is
8 the Huxley also one of the establishment?

9 MS. WAHLBRINK: No, that was actually a
10 misprint.

11 MR. SUERO: So the Huxley is not one of your
12 stops?

13 MS. WAHLBRINK: No.

14 MR. SUERO: Okay. So, you have -- according
15 to this -- you have a type of advertisement that
16 clearly identifies that you must be at least 21
17 or older to obtain alcohol?

18 MS. WAHLBRINK: Yes.

19 MR. SUERO: You have wristbands for people to
20 indicate that they have been checked for
21 identification --

22 MS. WAHLBRINK: Yes.

1 MR. SUERO: -- to ensure that they're the
2 right age?

3 MS. WAHLBRINK: Yes.

4 MR. SUERO: You have some -- is it Uber or
5 Lyft, that you've made arrangements to have
6 designated drivers as well?

7 MS. WAHLBRINK: Yeah, Lyft. We have a --

8 MR. SUERO: So, you have some kind of car
9 backup, all right. So, in your alcohol
10 advertisements are you having anything that says
11 "all you can drink?"

12 MS. WAHLBRINK: No.

13 MR. SUERO: You don't?

14 MS. WAHLBRINK: The participants will pay for
15 drinks, each of their drinks, they'll just
16 purchase the ticket to the [inaudible 1:47].

17 MR. SUERO: Okay, so it's one drink at a
18 time.

19 MS. WAHLBRINK: Yeah.

20 MR. SUERO: And you're going to get that
21 information from the board when it comes to the
22 commander of the MPD.

1 MS. WAHLBRINK: Yeah.

2 MR. SUERO: And your personnel will be very
3 visible and available if need be? And I see you
4 have two spots for registration?

5 MS. WAHLBRINK: Yeah.

6 MR. SUERO: And they are the Front Page and
7 Black Finn, is that correct? Okay. Thank you.

8 MR. ALBERTI: Since the chair isn't here,
9 does anyone else have questions?

10 MS. MILLER: I do.

11 MR. ALBERTI: Go ahead.

12 MS. MILLER: Good afternoon. I just want to
13 follow up on the numbers question, okay?

14 MS. WAHLBRINK: Yeah.

15 MS. MILLER: I thought I heard you say that
16 June 5th you had 300 in the same neighborhood?

17 MS. WAHLBRINK: Yes.

18 MS. MILLER: Okay, so you're -- to go from
19 300 to 5000 seems like quite a leap, so I wanted
20 to ask you if you could elaborate more how you
21 can substantiate that number.

22 MS. WAHLBRINK: Yeah. So, in the past we've

1 done -- Unique Events is the same company that
2 has done Snow Day Bar Crawl in the past and we've
3 gotten 5000 participants for this event.

4 MS. MILLER: What neighborhood?

5 MS. WAHLBRINK: In the same Dupont area.

6 MS. MILLER: Snow Day, you've done how many?
7 5000 events?

8 MS. WAHLBRINK: Yeah, I think it was around
9 5000.

10 MS. MILLER: How many events?

11 MS. WAHLBRINK: For the past three years, I
12 believe we've been running it.

13 MS. MILLER: Three years -- a few events or
14 one a year? Or --

15 MS. WAHLBRINK: One a year.

16 MS. MILLER: One a year, so you've probably
17 done 3. Are they different seasons? Are they
18 winter?

19 MS. WAHLBRINK: Yeah, during the winter.

20 MS. MILLER: Okay. Same establishments?

21 MS. WAHLBRINK: Mm hmm.

22 MS. MILLER: And you did 5000?

1 MS. WAHLBRINK: Yeah.

2 MS. MILLER: And you didn't have any
3 problems?

4 MS. WAHLBRINK: No, we had no problems. We
5 had a security plan. This was before all of the
6 regulations were enacted but we pretty much
7 followed the same process that we are during
8 this, which is having security available,
9 providing wristbands , doing a cap for ticket
10 sales once we hit the limit of 5000, so -- and we
11 experienced no problems.

12 MS. MILLER: And what are the hours?

13 MS. WAHLBRINK: The hours are from 2:00 to
14 10:00 p.m.

15 MS. MILLER: And is that about the same hours
16 you did for the Snow Day?

17 MS. WAHLBRINK: Yeah, the exact same.

18 MS. MILLER: Okay, so you've done 5000 same
19 neighborhood in the past no problem. Okay. I
20 think you also said you know the capacity of
21 these establishments.

22 MS. WAHLBRINK: Yeah. I don't have that

1 information in front of me, but I can pull --
2 that's something that we ask from every bar
3 before we sign them on to work with us, so we
4 have a total of that.

5 MS. MILLER: You have it? You could submit
6 it?

7 MS. WAHLBRINK: Yeah.

8 MS. MILLER: Because it looks like -- I don't
9 know if you have 11 establishments here so it
10 would be like 400 for each of the -- I mean.

11 MS. WAHLBRINK: Yeah, some of them are bigger
12 than others and others are much smaller, so it
13 would be around -- I would say it would be the
14 average, but, if it turns out that that's not the
15 case, we would obviously lower the number based
16 on the number of bars that truly would sign on.
17 Right now, we've had initial conversations but
18 haven't 100% signed on all of the bars.

19 MS. MILLER: Do you take into account that
20 there will be other people at the bars outside of
21 your pub crawl when you estimate your number
22 capacity?

1 MS. WAHLBRINK: We don't because we speak
2 with the bars about what they're comfortable
3 with, but we're very transparent with the bars
4 about the volume of people and that it would very
5 likely push out some of their more normal crowd
6 if it were the case, and so that's how we -- we
7 make sure that the bars are aligned with that
8 before we pursue it -- before moving forward.

9 MS. MILLER: Okay, and I think there's a 2000
10 number and a 5000 number?

11 MS. WAHLBRINK: Yeah.

12 MS. MILLER: Could you just elaborate what
13 those numbers present?

14 MS. WAHLBRINK: Yeah, so 5000 is the max that
15 we've done for another crawl in the same area,
16 but 2000 is -- I think that's very optimistic for
17 a new crawl. This is a new event for this area
18 so we anticipate -- and it hasn't had the years
19 of buildup as the other events have -- so we
20 anticipate being closer to the 2000 to 3000 mark,
21 just based on what we've seen with other cities
22 with this brand.

1 MS. MILLER: Okay, so recently we have
2 approved some pub crawls in the nature of 2000 to
3 2500.

4 MS. WAHLBRINK: Okay.

5 MS. MILLER: Is that a number that you could
6 be successful with?

7 MS. WAHLBRINK: Probably, but I would want to
8 make sure -- I think -- we haven't started our
9 ticket sales yet so it's hard to know if that --
10 but I can -- I can run back and crunch the
11 number.

12 MS. MILLER: Okay, I'm just asking you that
13 as one -- as one member, but I do know that there
14 have been pub crawls in that area with those
15 numbers.

16 MS. WAHLBRINK: Okay.

17 MS. MILLER: And we've gotten capacities from
18 other pub crawl groups.

19 MS. WAHLBRINK: Okay.

20 MS. MILLER: Okay, thank you.

21 MS. WAHLBRINK: Thank you.

22 CHAIRPERSON ANDERSON: Let me ask just a

1 follow-up question. You said you need to go back
2 and crunch the numbers. What does that mean?

3 MS. WAHLBRINK: I'm sorry. I would have to
4 go back and make sure that all of the capacities
5 of each of the bars would line up to the -- oh,
6 you mean for 2000 to 2500?

7 CHAIRPERSON ANDERSON: Yes.

8 MS. WAHLBRINK: Oh, that would just be about
9 confirming with the team of what is sustainable
10 versus what we can make a profit on and whatever.

11 CHAIRPERSON ANDERSON: Explain that.
12 Elaborate that further. I need you to elaborate
13 that further. What do you mean by "sustainable -
14 - is it profitable"? I need you to elaborate
15 that more.

16 MS. WAHLBRINK: Yeah, so we put a certain
17 amount of -- like, a certain amount of marketing
18 dollars to promote the crawl and then we also
19 have purchase costs with wristbands and also any
20 kind of -- any kind of promotional partnerships
21 with other brands. And, so, I would just have to
22 make that with the average ticket price at 2000

1 we would still be able to turn the profit that we
2 want with that, if that makes sense.

3 CHAIRPERSON ANDERSON: This is to help you,
4 so that's why I need to -- that's why I'm asking
5 these questions, so, how much does it cost to do
6 this type of thing? I mean approximate -- how
7 much does it cost you to do the steps -- for the
8 promotions, for the tickets. I'm not playing a
9 game with you, I need you to tell me. So, what
10 one of the reasons when I said to you -- because
11 I know it's clear to you that the board has
12 problems with numbers. So, you're going to be
13 asked numbers.

14 MS. WAHLBRINK: Okay.

15 CHAIRPERSON ANDERSON: So, when you're asked
16 numbers, you need to say what the numbers mean to
17 you, what numbers can you live with if the board
18 says 1000 then you -- if you believe that's not
19 sustainable, then you need to say, 'you know
20 what, I don't think that is.' So, that's one of
21 the reasons when we're asking numbers, you need
22 to -- at least this is what I expect from you --

1 you to tell me why is it that you're asking for
2 these numbers, why these numbers -- why you
3 believe these numbers are appropriate and why is
4 it that you believe the board should approve
5 these numbers and not 1000 as maybe someone might
6 ask for.

7 MS. WAHLBRINK: Yeah.

8 CHAIRPERSON ANDERSON: That's at least where
9 I'm coming from when I ask the questions.

10 MS. WAHLBRINK: Okay. So, for the 5000,
11 because -- the reason that we went so high for
12 that is that we've done it sustainably in the
13 past in this area and so in an ideal case
14 scenario, for our business model, it would be --
15 that's -- you know -- what we've determined as
16 our capacity of what we can do with -- like, in a
17 way that is safe and not overcrowding area, yet
18 still meeting the demand. So, when we did the
19 5000 we cut it -- cut off ticket sales because we
20 knew that we couldn't fairly support those
21 people. As far as numbers of the profit, it
22 depends per -- I mean, the numbers of the

1 marketing costs and all of that stuff associated,
2 it depends on how our marketing program has gone
3 and we have not yet launched our promotion around
4 that. Do I think that 2000 to 2500, just based
5 on what I know from other cities, could be
6 reasonable for us? Yes. But I have not yet gone
7 back and really reviewed how well -- how many
8 people we can get for a certain amount of
9 marketing budget and what ticket sales would look
10 like, if that -- yeah, and I'm happy to answer.
11 I'm not trying to be shady or not be direct with
12 the information. I just don't have it all in
13 front of me.

14 CHAIRPERSON ANDERSON: But I'll just say --
15 I'm telling you that board members are asking
16 about questions and you need to be prepared to
17 answer the questions, because clearly I think you
18 have known by now where certain board members
19 stand, so if you have numbers, you need to be
20 clear with the board why is it that these numbers
21 are sustainable for you. That's just my view to
22 you. So, that's why I'm asking the questions

1 from those perspectives.

2 MS. WAHLBRINK: Yeah, thank you.

3 CHAIRPERSON ANDERSON: Yes, Mr. Short?

4 MR. SHORT: Good afternoon, [inaudible
5 1:56].

6 MS. WAHLBRINK: Good afternoon.

7 MR. SHORT: You mentioned that you've done
8 these pub crawl in cities throughout the country,
9 is that right?

10 MS. WAHLBRINK: Yes.

11 MR. SHORT: Can you name the cities?

12 MS. WAHLBRINK: Yeah, so, just off the top of
13 my head we are --

14 MR. SHORT: Not off the top of your head.
15 How many have you actually had? You mentioned
16 that you've had a lot of experience --

17 MS. WAHLBRINK: Oh, we've 20 this year at
18 least.

19 MR. SHORT: Excuse me?

20 MS. WAHLBRINK: 20 this year at least.

21 MR. SHORT: I didn't under -- what --

22 CHAIRPERSON ANDERSON: They've done 20 this

1 year.

2 MR. SHORT: Okay, what cities?

3 MS. WAHLBRINK: So, New York City,
4 Philadelphia, Pittsburgh, Baltimore, Charlotte,
5 Raleigh, Houston, Dallas, Fort Worth, San Diego,
6 Denver, Boise, Kansas City, Tulsa, Baton Rouge.

7 MR. SHORT: Okay. Out of those cities you
8 named, which one supported 5000 people at one pub
9 crawl?

10 MS. WAHLBRINK: Not all of them.

11 MR. SHORT: Name the ones that do, name the
12 ones --

13 MS. WAHLBRINK: Pittsburgh and New York.

14 MR. SHORT: Huh?

15 MS. WAHLBRINK: Pittsburgh and New York and
16 Philadelphia.

17 MR. SHORT: And so you're aware that you just
18 said Washington, D.C., and cited New York, maybe
19 five times, they have six boroughs, and I think
20 one of their boroughs equals Washington, D.C., so
21 they have large streets, they have -- it's ready
22 for 5000 people.

1 MS. WAHLBRINK: Yeah.

2 MR. SHORT: But the area you'd be using at
3 Dupont circle you think that really would support
4 5000 people?

5 MS. WAHLBRINK: I do.

6 MR. SHORT: You do?

7 MS. WAHLBRINK: We've done it before and
8 we've done it in smaller cities such as
9 Pittsburgh.

10 MR. SHORT: What was the last year you had
11 5000?

12 MS. WAHLBRINK: What was that?

13 MR. SHORT: The last year that you had 5000
14 people. You sold 5000 tickets at a pub crawl in
15 Washington, D.C.

16 MS. WAHLBRINK: 2015.

17 MR. SHORT: 2015. What dates?

18 MS. WAHLBRINK: I believe it was December --
19 it was a mid December Saturday, so I can.

20 MR. SHORT: And what was the name? What was
21 the name of the pub crawl?

22 MS. WAHLBRINK: It was Snow Day Bar Crawl.

1 MR. SHORT: Snow Day. So, do you have any
2 documentation that says you actually sold 5000
3 tickets?

4 MS. WAHLBRINK: Yes.

5 MR. SHORT: How -- how do you prove that?

6 MS. WAHLBRINK: Through ticket sales, we do
7 online ticket sales, so we would pull the numbers
8 from our ticketing platform and the e-mail
9 addresses and --

10 MR. SHORT: Can I ask that you provide that
11 to this board as soon as you can?

12 MS. WAHLBRINK: Yes, yeah.

13 MR. SHORT: Send it to our attorney. And are
14 you also aware that we had a big problem with a
15 pub crawl here in Washington , D.C., that caused
16 new rules to be written and [inaudible 1:59]?

17 MS. WAHLBRINK: Yes, I am aware of that.

18 MR. SHORT: And the police department
19 testified that they couldn't handle that number
20 of people down there in Dupont. That's what the
21 police said. The police said it would cause an
22 awful strain on the resources. So, you have 5000

1 people. How many security will you have for 5000
2 people? If you sell all the tickets. What's the
3 number of security people you will hire to handle
4 5000 people?

5 MS. WAHLBRINK: That is a great question.

6 MR. SHORT: Yeah, it is, it is, okay. I hope
7 you're prepared! I hope -- I hope you're
8 prepared.

9 MS. WAHLBRINK: Our security plan does not
10 list it. We typically have -- working the crawls
11 we typically have about 15 people on site for
12 registration but we're happy to work with
13 whatever that the board recommends as far as
14 security goes.

15 MR. SHORT: Well, if you couldn't tell me
16 right now how many security you would need for
17 5000 why would I want to even consider you having
18 5000? If you don't -- if you don't have any idea
19 with those small, narrow sidewalks how you're
20 going to patrol a crowd of 5000 people with 15
21 security, that means that all this is on the city
22 to do it then, right? Or somebody to do it other

1 than you.

2 MS. WAHLBRINK: Yes, but I --

3 MR. SHORT: You think that's fair?

4 MS. WAHLBRINK: We -- we've never run into a
5 problem before. I understand that D.C. has.

6 MR. SHORT: We've never had a year like we
7 had before, so we had to rethink things.

8 MS. WAHLBRINK: Right.

9 MR. SHORT: And I know you watch the news.
10 You saw what happened in France, you saw what's
11 going on over there in Europe and in a lot of
12 other places. This is the Capitol City of the
13 free world, some people were just biting at the
14 bit for a chance to do some harm here. So, if
15 the police can't handle 5000 because you want to
16 make a profit, what happens to those businesses
17 and things that -- if there is a disaster?

18 MS. WAHLBRINK: I can't answer that but I
19 will say that we, as a company, are willing and
20 able to do what it takes to enforce the amount of
21 security -- like, bring in the number of security
22 that the police force and the board feels is

1 appropriate.

2 MR. SHORT: I told you that there's been
3 testimony before this board that the police
4 department says they can't handle any more. They
5 cannot handle -- overstress their resources. So,
6 knowing that, would you still want to make a
7 profit of 5000, knowing that the police
8 department has testified before this board that
9 that's not sustainable for them?

10 MS. WAHLBRINK: I would love to work with the
11 police to see what is -- what they would
12 recommend as a separate security force that
13 wouldn't be a strain on their resources.

14 MR. SHORT: That sounds great. What do you
15 know about public safety to even want to work
16 with the police? What do you know about public
17 safety to help the police department manage 5000
18 people that they can't handle. They said they
19 can't handle it.

20 MS. WAHLBRINK: Yeah, I would -- well, I
21 would look to them as the leads of public
22 security for --

1 MR. SHORT: They've already said they can't -
2 - they've already testified before this board
3 that they can't handle it, so why would we give
4 you those kinds of numbers if the police
5 department said they can't handle it? So, I
6 mean, are you thinking about your profits? Or
7 are you thinking about the people that will be
8 coming there? Or the businesses in that area
9 that have to survive after something, God forbid,
10 something bad happens. So, I really would like
11 for you to really look at those numbers and we
12 had another pub crawl person come in and they did
13 give us some numbers for the clubs that you're
14 doing. It won't support 5000. No way. So, it
15 might be good for you to make a lot of money. It
16 might be good for you to think you can do the
17 same thing you do in New York, but it's really
18 not practical. I mean, I'm -- I'm speaking to
19 you as a person who has heard a lot of hearings
20 here and knows a little something about public
21 safety, and I would say to you, we don't want to
22 stop you having business, or making a lot of

1 money, but not at the -- I, as a board member, do
2 not want to risk our public and our business area
3 because you want to make money. Do you live in
4 the city?

5 MS. WAHLBRINK: I actually live in Arlington.

6 MR. SHORT: Excuse me?

7 MS. WAHLBRINK: I live in Arlington,
8 Virginia.

9 MR. SHORT: Have you ever had -- have you
10 ever had a bar crawl in Arlington?

11 MS. WAHLBRINK: We have not.

12 MR. SHORT: They have them there, don't they?

13 MS. WAHLBRINK: Yeah, they do.

14 MR. SHORT: But you've never had one there.

15 MS. WAHLBRINK: We've never hosted one.

16 MR. SHORT: You've never had one in Virginia
17 or Maryland?

18 MS. WAHLBRINK: In Baltimore, we have.

19 MR. SHORT: In Baltimore. In Baltimore,
20 Maryland. So, where was your pub crawl in
21 Maryland?

22 MS. WAHLBRINK: It was in -- we've had

1 multiple. We've had them in Fells Point in
2 Baltimore and --

3 MR. SHORT: Fells Point --

4 MS. WAHLBRINK: -- Federal Hill.

5 MR. SHORT: So, you had 5000 people at Fells
6 Point?

7 MS. WAHLBRINK: No, those ones were smaller.

8 MR. SHORT: Oh, okay. I was going to say,
9 boy you are a miracle worker, but. I'm being a
10 little sarcastic, please forgive me. But at any
11 rate, I'm really serious about public safety in
12 Washington, D.C., and there's a lot of them
13 saying within the law enforcement community,
14 public safety community, 'it's not when -- I
15 mean, if, it' when something's going to happen
16 here.' I wouldn't want you to risk yourself or
17 anybody else selling tickets that the police
18 department have already told us they cannot
19 handle. So, I wish that you would, if you could,
20 you're going to provide me a letter from the
21 police department stating that they are going to
22 work with you and I've already told you that they

1 testified here that 5000 is not something they
2 want to even consider anymore. Anymore. Those
3 days seem like they've come and kind of passed.
4 And we don't want to stymie business in this
5 town; we want business in this town. It keeps
6 this board busy and it keeps the businesses busy.
7 But we want you -- I would like to ask you as a
8 board member, now I can't speak for the other
9 board members, but I think that you need to
10 really think about looking at the application.
11 You said the last time you put in for 200 or 300?

12 MS. WAHLBRINK: Well, we originally put in
13 for 2000 or 5000 but when I came for my fact
14 finding hearing I had updated the numbers just
15 based on a low number of ticket sales.

16 MR. SHORT: Okay. So, you're not going to
17 sell any tickets until such time as the board
18 gives the approval, correct?

19 MS. WAHLBRINK: Ideally, no. We --

20 MR. SHORT: Ideally?

21 MS. WAHLBRINK: -- want to -- but no, we
22 won't, we haven't done any, but --

1 MR. SHORT: If you did you'd be illegal --
2 the law doesn't allow you to sell tickets until
3 you get approval.

4 MS. WAHLBRINK: Right, we would -- we would
5 refund them --

6 CHAIRPERSON ANDERSON: That's not true --

7 MR. SHORT: Oh, you can sell?

8 CHAIRPERSON ANDERSON: You can sell, you can
9 sell --

10 MR. SHORT: Okay. Well, but I thought we ran
11 into a problem with that before, but at any rate
12 --

13 MR. SILVERSTEIN: She can sell if she wants.

14 MR. SHORT: Other board members have a
15 situation. I think what we had -- were you here
16 when we had the hearings?

17 MS. WAHLBRINK: Yes.

18 MR. SHORT: And there was a gentleman that
19 was sitting where you're sitting and he said he
20 had sold tickets and ended up overselling?

21 MS. WAHLBRINK: Yes.

22 MR. SHORT: I know you heard all of that.

1 MS. WAHLBRINK: Yeah.

2 MR. SHORT: So, the reason why I'm saying
3 that, and these other board members might
4 disagree with me, but I would think, I would
5 hope, that you would wait until you get approval,
6 because if you don't get approval and you sell
7 tickets, what do you tell people when they want
8 their money back?

9 MS. WAHLBRINK: Yeah, we would fully refund
10 them, but we haven't started selling tickets
11 because we wanted -- I wanted to come to the
12 board and get approval, if possible, or at least
13 take the first step toward that before launching
14 ticket sales.

15 MR. SHORT: Well, the chairman spoke and he
16 asked the question that I've been asking about
17 numbers all along. What number could you
18 honestly work with that you think the police
19 department would be satisfied with?

20 MS. WAHLBRINK: I think that 2000 to 2500 is
21 a reasonable number. I don't know where the
22 police department stands except for the fact that

1 we did share the application that we submitted
2 with the commander.

3 MR. SHORT: You didn't get a response.

4 MS. WAHLBRINK: We did get a response, but --

5 MR. SHORT: What was the response?

6 MS. WAHLBRINK: I don't have it in front of
7 me. I believe it was, just, like 'yes, thank you
8 I've received this.'

9 MR. SHORT: All right, well.

10 MS. WAHLBRINK: But I can share that when I
11 have access to it.

12 MR. SHORT: Okay, I'm not going to be too
13 much [inaudible 2:07] but I just have to say
14 this. I think that you really need to think
15 about public safety along with your profits. You
16 have to balance.

17 MS. WAHLBRINK: Yes.

18 MR. SHORT: That's all I have to share, thank
19 you.

20 CHAIRPERSON ANDERSON: Thank you, Mr. Short.
21 Yes, Mr. Silverstein?

22 MR. SILVERSTEIN: Just the one quick question

1 here on that. Was the response an
2 acknowledgement or an approval?

3 MS. WAHLBRINK: It was -- I, unfortunately
4 Ariel Mortimer, who submitted this, received the
5 approval so I would have to follow up with her.
6 I know that it was a short note and I was -- I
7 don't know that it was -- it said one way or the
8 other. So, I can follow --

9 MR. SILVERSTEIN: So, it may have just been
10 'thank you, we acknowledge your' -- very well.

11 CHAIRPERSON ANDERSON: Mr. Alberti?

12 MR. ALBERTI: Good afternoon, Ms. Mortimer.
13 I hope you're not worn out already.

14 MS. WAHLBRINK: Yeah.

15 MR. ALBERTI: So, easy question. So, what do
16 I get for my entry fee? What is my entry fee or
17 haven't you figured that out yet?

18 MS. WAHLBRINK: Your entrance fee starts at
19 20 dollars for a ticket and then there's kind of
20 a graduated based on how ticket sales are going.

21 MR. ALBERTI: And when you get them?

22 MS. WAHLBRINK: Right.

1 MR. ALBERTI: Okay, so the base is 20?

2 MS. WAHLBRINK: Mm hmm. And for that ticket,
3 that provides you a cup which is a commemorative
4 cup and then a wristband which provides you
5 access to the drink specials that we agree with
6 on the bars.

7 MR. ALBERTI: Okay.

8 MS. WAHLBRINK: And just pays for the
9 coordination of doing that. And then, beyond
10 that the participants are paying of each of their
11 drinks that have been set. So, that's all the
12 conditions.

13 MR. ALBERTI: So they get -- so they get
14 drink specials for their entrance fee, they get a
15 commemorative cup. Have you designed that cup
16 yet?

17 MS. WAHLBRINK: Yeah we have, it's a little
18 12 ounce --

19 MR. ALBERTI: Can you see through it? Is it
20 opaque?

21 MS. WAHLBRINK: Ah, yeah.

22 MR. ALBERTI: It's opaque?

1 MS. WAHLBRINK: They actually change colors
2 depending on whether or not there's liquid in
3 them.

4 MR. ALBERTI: Okay, that's good. I mean,
5 that's at a minimum we want that because we've
6 had problems with people -- we don't want our
7 inspectors to have to look in the glasses. We
8 want to be able to see --

9 MS. WAHLBRINK: Yeah.

10 MR. ALBERTI: -- whether someone's outside
11 with a drink, and it happens. I mean, you've got
12 five -- you have a lot of people come there and
13 not every bar is going to control it so in the
14 future if you do this I'd really like something
15 that you can really kind of see through very
16 easily, so that's my preference. And that's not
17 new, we've told other people that. Do you get in
18 for free if the bar has a cover charge?

19 MS. WAHLBRINK: No, we work with the bars so
20 that none of our -- oh, yeah, you do -- if they
21 do have a cover charge at that time.

22 MR. ALBERTI: Okay, so another stipulation is

1 that at 10:00 the bar -- the pub crawl ends, free
2 admission ends.

3 MS. WAHLBRINK: Correct.

4 MR. ALBERTI: Because that's the end of the
5 bar crawl.

6 MS. WAHLBRINK: Yeah.

7 MR. ALBERTI: We don't want, you know, your
8 freebies, your benefits carrying over past 10:00.
9 That's the end of it so the bars have to
10 understand that free admission stops at 10:00
11 p.m. All right?

12 MS. WAHLBRINK: Yes.

13 MR. ALBERTI: So, how many staff are you --
14 let's say you're planning on 5000. How much
15 staff would you have?

16 MS. WAHLBRINK: So, we would have -- because
17 we have the two registration locations, we would
18 have 8, sorry I'm just doing the math, at each
19 location, which would be 16 for running all of
20 that and then beyond that we have the security
21 detail at the registration location so that would
22 be the two people there originally and then

1 beyond that, we would be happy to work with the
2 police force and/or whomever to kind of determine
3 how many security members we would need.

4 MR. ALBERTI: All right, so -- so -- so --
5 all right, so what you're telling me -- initially
6 you plan to have like two people, two security at
7 each of the registration sites, but no other
8 security throughout the area.

9 MS. WAHLBRINK: We work with the bars so that
10 their --

11 MR. ALBERTI: They have their security.

12 MS. WAHLBRINK: -- their security are
13 checking IDs and are on the streets, but beyond
14 that we would have to figure out what the best
15 is.

16 MR. ALBERTI: So, when you did this last
17 December, what did you have in terms of -- how
18 much staff did you have? You had 5000 last
19 December, right?

20 MS. WAHLBRINK: Yeah, so --

21 MR. ALBERTI: How many staff did you have?

22 MS. WAHLBRINK: We had 12, 13, 14 staff.

1 MR. ALBERTI: Okay. And how many security?

2 MS. WAHLBRINK: Two were security.

3 MR. ALBERTI: Total?

4 MS. WAHLBRINK: Well, everyone is, like, so -

5 -

6 MR. ALBERTI: Two? I mean the security at
7 the registration site. You only had one security
8 at each registration site?

9 MS. WAHLBRINK: One person specifically
10 devoted to checking IDs and making sure that all
11 of that was completely secure. There were six
12 others at each of the registrations that were
13 available and had staff shirts and were --

14 MR. ALBERTI: So who was --

15 MS. WAHLBRINK: Sorry.

16 MR. ALBERTI: So is there a difference? I'm
17 a little confused. Is there a difference between
18 security and staff? Or is it all kind of the
19 same thing?

20 MS. WAHLBRINK: It's one team, but the
21 security is -- there would be, if you were
22 talking about strict security, it would be one

1 person at each registration area.

2 MR. ALBERTI: Okay, I got you.

3 MS. WAHLBRINK: That's what we did in the
4 past.

5 MR. ALBERTI: So, I'm just curious. You were
6 talking about revenue issues with the Chair. So,
7 beside your ticket sales what other revenue
8 streams do you have? I'm trying to understand
9 pub crawls more. So, what are the other revenue
10 streams for you to make a profit -- are there --
11 in your business?

12 MS. WAHLBRINK: So, ticket sale is the vast
13 majority. There are occasionally sponsorship
14 opportunities with different organizations that
15 want to get involved or want to be -- like want
16 to reach the audience.

17 MR. ALBERTI: And will you have any for this
18 one?

19 MS. WAHLBRINK: What was that?

20 MR. ALBERTI: Will you have any sponsorships
21 for this one?

22 MS. WAHLBRINK: Not that we have coordinated

1 at all.

2 MR. ALBERTI: Okay. What other revenue
3 streams?

4 MS. WAHLBRINK: Beyond that, we do a little
5 bit of merchandise for T-shirt ticket sales --

6 MR. ALBERTI: Okay.

7 MS. WAHLBRINK: -- but that's -- all of
8 those are pretty minimal and the vast majority is
9 ticket sales.

10 MR. ALBERTI: And there's no exchange of --
11 do you pay the bars to participate? Do they pay
12 you? Or is this an agreement --

13 MS. WAHLBRINK: It's a mutual --

14 MR. ALBERTI: It's a mutual beneficial
15 agreement and so there's no exchange of revenue?

16 MS. WAHLBRINK: Yeah, no money exchanged
17 between us.

18 MR. ALBERTI: Okay, thank you for that. I
19 think that's all I have. Thank you.

20 MS. WAHLBRINK: Thank you.

21 CHAIRPERSON ANDERSON: Do we have any other
22 questions by any other board members? As far as

1 any final thoughts that you want to make?

2 MS. WAHLBRINK: I just would like to say
3 thank you and I appreciate you having these
4 questions. It helps us to think of the
5 considerations that are important to the city and
6 are important to our constituents. We don't want
7 to step on toes. We don't want to go -- make it
8 a difficult process. So, we're -- like I said,
9 willing and able to do what it takes to work with
10 the board and work with the city to make this a
11 safe and fun event for the participants so we
12 look forward to your feedback on that.

13 CHAIRPERSON ANDERSON: All right. Thank you
14 for your presentation and we will take it under
15 advisement.

16 MS. WAHLBRINK: Yeah.

17 CHAIRPERSON ANDERSON: Thank you.

18 MS. WAHLBRINK: Do we -- so --

19 CHAIRPERSON ANDERSON: I'm not going to vote
20 -- I'm not sure --

21 MS. MILLER: Yeah, I have a question, too,
22 about where we go from here, because it's in

1 September, and today is the last day that the
2 board is here before September. Again, we go on
3 recess for three weeks so I guess I want to ask
4 you -- you know we talked about -- I don't know
5 if you're going to substantiate your numbers more
6 or could you live with the 2000 to 2500 if the
7 board were able to come to that today? Or would
8 you want us hold out for a few weeks and see
9 further greater numbers. I think numbers is one
10 of the big issues here.

11 MS. WAHLBRINK: So -- is there any way --
12 like we could do 2000 to 2500 if that would mean
13 an approval, or would it be more helpful --

14 CHAIRPERSON ANDERSON: I'm sorry, what did
15 you say?

16 MS. WAHLBRINK: I said we could do the 2000
17 to 2500 if that would make things easier for you
18 all. I just don't know if there's any
19 flexibility beyond that expanding, depending on
20 how -- if -- if the sales substantiated it and
21 our information from past ticket sales would --
22 would show that.

1 MS. MILLER: You mean coming back in
2 September and saying "can I ask for a greater
3 number"?

4 MS. WAHLBRINK: I just don't know how the
5 next steps would work, so if it's a question to
6 me about whether or not we get approval or wait
7 three weeks, I would rather get approval at the
8 2500 range, but I didn't know if there's any
9 opportunity to expand that as the board sees fit
10 down the line.

11 CHAIRPERSON ANDERSON: I don't know -- I'm
12 not sure if that's a possibility, but you could
13 always ask. You could always ask. I mean --

14 MR. ALBERTI: I think it's something the
15 board needs to discuss.

16 CHAIRPERSON ANDERSON: Yeah, we can discuss
17 that but I think that -- go ahead, Mr. Alberti,
18 and then I'm going to make a motion.

19 MR. ALBERTI: I think in terms of number of
20 sales, whatever the maximum number is we give
21 you, I just want to make sure you understand
22 that's the number of ticket sales. That's not

1 number of participants. That's number of ticket
2 sales. We've had people come to us and say, 'oh,
3 you know, we get at least 10% of the people don't
4 show up and so we, you know, we'll always sell
5 our tickets.' When we say 5000 then that's the
6 max number of tickets that we're expecting to be
7 sold. That's just an FYI. That's the way we're
8 doing things.

9 MS. WAHLBRINK: Yeah, that's how we do it.

10 MR. ALBERTI: So you always do that, very
11 good.

12 CHAIRPERSON ANDERSON: Let's take a five
13 minute recess, okay? You don't have to leave.
14 Let's take a five minute recess.

15 MS. WAHLBRINK: Okay.

16 CHAIRPERSON ANDERSON: Okay, we're back on
17 the record. Ms. Mortimer?

18 MS. WAHLBRINK: Wahlbrink. Not Mortimer.
19 Yeah, sorry.

20 CHAIRPERSON ANDERSON: No, I know that's not
21 the name.

22 MR. SHORT: I thought it was Mortimer. She's

1 representing Ms. Mortimer.

2 MR. SHORT: Oh, representing her. I'm sorry.

3 CHAIRPERSON ANDERSON: That's why. Ms. Wahl

4 --

5 MS. WAHLBRINK: Wahlbrink.

6 CHAIRPERSON ANDERSON: Wahlbrink. Are you

7 willing to amend your application to have a

8 maximum of 2500?

9 MS. WAHLBRINK: Yes.

10 CHAIRPERSON ANDERSON: If you're willing to

11 amend your application to have a maximum of 5000,

12 I make a motion -- I'm sorry, I mean a maximum of

13 2500 -- I apologize. This should tell you -- you

14 see where my mind is at.

15 MR. SHORT: Would that also include her

16 notification and something from the police

17 department? She said she'll get a letter from

18 them.

19 CHAIRPERSON ANDERSON: Well, since she said

20 she'll give you the -- she'll send you a copy of

21 the letter that they've gotten from the police

22 department. All right, so I make a motion that

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1 concerns that the applicant will amend her
2 application for a maximum of 2500 that the board
3 approve that. Is there a second?

4 MR. SHORT: Second.

5 CHAIRPERSON ANDERSON: Mr. Short has seconded
6 the motion. Those in favor say aye. (chorus of
7 ayes.)

8 MR. SHORT: May I just comment.

9 CHAIRPERSON ANDERSON: Hold on a minute.
10 Those opposed?

11 MR. ALBERTI: I'm um --

12 CHAIRPERSON ANDERSON: Go ahead, Mr. Alberti.

13 MR. ALBERTI: It's not that I oppose, I'm
14 going along with the 2500 but I would have
15 recommended higher. Five thousand -- I think --
16 this licensee did it in December and there was no
17 problem. I think that it's possible to run a
18 good pub crawl there with 5000 although if we had
19 large numbers I'd be looking really closely and
20 scrutinizing it but that's not going to be the
21 case, and I just want to put it on the record
22 that at least one board member is willing to give

1 the industry a chance to go for higher numbers.

2 CHAIRPERSON ANDERSON: I support what was
3 stated by Mr. Alberti. And one of the reasons,
4 one of the questions I had asked you and it's --
5 what I need, and asked her to do, when they come
6 with the numbers, you need to support your
7 numbers. As I've stated to you, you're going to
8 have board members who do not agree with those
9 numbers and so, therefore, when board members ask
10 questions about the numbers and you have to
11 challenge -- I mean, I stated before it is a
12 business and I like the fact you said the
13 possibility of motive.

14 I mean, I have no problem with that, so what
15 I expect, and in the future whatever numbers you
16 come here with, you need to support those numbers
17 and you need to tell the board why is it that
18 these are the numbers that you believe are
19 reasonable to support the endeavor, and that's -
20 - I'll be very transparent. That's my position.
21 I agree with Mr. Alberti. I would have supported
22 the numbers, but the support is not here but that

1 is because -- it's not here because you're not --
2 you're not giving the board -- you're not
3 convincing the board that the numbers do work
4 from a public safety perspective that's
5 appropriate for the area. You should be able to
6 respond to those questions and -- and -- and
7 frankly. Okay? So, we'll sign off on this. I
8 just need you to -- you can go pick up the
9 license today. What you need to do just on the
10 front page of it initial the change of numbers,
11 okay?

12 MS. WAHLBRINK: Yes. Thank you.

13 CHAIRPERSON ANDERSON: You're welcome. The
14 librarian is down there for you and you can take
15 it and go get your license today, okay? Thank
16 you. (Whereupon, the above-entitled matter was
17 concluded.)

18