

PUB CRAWL: ANNUAL BOURBON BASH

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GOVERNMENT OF THE DISTRICT OF COLUMBIA

ALCOHOLIC BEVERAGE REGULATION ADMINISTRATION

ALCOHOLIC BEVERAGE CONTROL BOARD

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IN THE MATTER OF: :

Pub Crawl

Applicant: Daniel Kramer

Date of Event: June 18, 2016

Event: Annual Bourbon Bash

Neighborhood: Multiple Licensed Premises

Size of Event: 500-2,000

FACT-FINDING HEARING

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Wednesday, April 20, 2016

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

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CHAIRPERSON:

DONOVAN W. ANDERSON, Presiding

OTHER PERSONS PRESENT:

NICK ALBERTI, BOARD MEMBER

RUTHANNE MILLER, BOARD MEMBER

JAMES SHORT, BOARD MEMBER

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

2 CHAIRPERSON ANDERSON: So the second pub
3 crawl is for the Annual Bourbon Bash on June 18th, 2016.
4 All right.

5 MR. KRAMER: For -- for the Bourbon Bash I
6 would just note this is in a much smaller geographic
7 area in Chinatown.

8 CHAIRPERSON ANDERSON: Well, why don't you
9 tell us -- so since we just had a fact-finding hearing
10 on another case. So prior to Mr. Leftwich talking about
11 the event why don't you explain to us what is this D.C.
12 Bourbon Bash.

13 MR. KRAMER: So this is a -- this would be
14 the fourth annual event that we've done. The last --
15 this would be the third year I believe in Chinatown
16 after the first year was in DuPont. And so it's a -- a
17 bourbon tasting event that we do right around Father's
18 Day every year. It actually ends up being a popular
19 Father's Day gift which I had no idea would happen, but
20 it worked out. And Chinatown gets a little bit less
21 crowded during the summer because there's less things
22 going on at Verizon unless the Caps go all the way. And

1 you gets a one ounce taste at each place you go. We use
2 measured speed pourers to ensure that there are not
3 over-pourings. That is what is included in the ticket.
4 And then food at the establishments that serve food or
5 anything else that they want to do is a la carte. So
6 this is the kind of inclusive model that we've been
7 using now going on five years, and it has been a success
8 every time we've done it. And that's what I got.

9 CHAIRPERSON ANDERSON: All right,
10 Mr. Leftwich.

11 INVESTIGATOR LEFTWICH: The only question
12 that I have is clarification of check-in, start time,
13 and what time it includes in relation to the time of the
14 entire event.

15 MR. KRAMER: Check in until -- noon to
16 three, event until 10. After 10 done. And that's --
17 that's the case with every event. When the event is
18 over it's over. And if they want to continue their
19 night, they can do it, whatever they want. But the
20 event itself is over and done with.

21 INVESTIGATOR LEFTWICH: And can you speak in
22 regards to your promotional material and what it

1 states -- what information is in that.

2 MR. KRAMER: Everything that we do -- yeah.
3 Happy to. Thank you. Everything that we do says you
4 must be 21 or over with valid ID to participate, enjoy
5 responsibly, do not drink and drive, encourage the use
6 of public transport, on-demand car ridesharing services,
7 and the like. To that I was actually solicited by a
8 parking valet company to do that, to -- to help our
9 participants find parking for which they would give us a
10 cut. I said absolutely not. And also why are you
11 reaching out to us? I -- we don't -- there's -- there's
12 good transportation infrastructure in the district. I
13 don't care what the -- the FTA says about that, I think
14 we have a good subway system, and I encourage people to
15 use it.

16 INVESTIGATOR LEFTWICH: I'm going to
17 acknowledge again that you provided a copy of the e-mail
18 notifying MPD as well as a temporary agreement with the
19 Beltway Cleaning Services.

20 CHAIRPERSON ANDERSON: I -- I haven't
21 seen -- do you know whose going to pick up truck litter
22 for -- for --

1 MR. KRAMER: Good Friends.

2 CHAIRPERSON ANDERSON: Good Friends?

3 MR. KRAMER: The same -- the same as we just
4 did.

5 CHAIRPERSON ANDERSON: Okay. And just one
6 last question, Mr. Leftwich.

7 MR. KRAMER: Yes, sir.

8 CHAIRPERSON ANDERSON: No, for Mr. Leftwich.
9 They're -- all of these establishments are able to
10 participate in a pub crawl?

11 INVESTIGATOR LEFTWICH: Yes, and are in good
12 standing.

13 CHAIRPERSON ANDERSON: All right. Do we
14 have any questions for any for any board members? Yes,
15 Ms. Miller.

16 MS. MILLER: Mr. Kramer --

17 MR. KRAMER: Yes, ma'am.

18 MS. MILLER: -- this is the fourth year,
19 right?

20 MR. KRAMER: Yes, ma'am.

21 MS. MILLER: Okay. Do you have a record of
22 the number of participants each year?

1 MR. KRAMER: If you give me a second, I do.
2 This is one of the smaller ones that we do, and its been
3 in the middle hundreds most I think all three years. It
4 would take me a second to pull that up. But this has
5 never been a four digit event.

6 MS. MILLER: Okay. I mean and I ask because
7 we -- you know, we say the number 500 to 2,000. And I'm
8 sure -- I'm pretty sure Mr. Short could speak for
9 himself -- but that the 500 is probably palatable but
10 the 200 seems, you know --

11 CHAIRPERSON ANDERSON: 2,000 you mean.

12 MS. MILLER: -- 2000 seems high. Right.
13 And if you -- if you even -- you put that in as your
14 maximum. But, you know, we know that normally you're
15 getting 600 or something. It's just good to know I
16 think.

17 MR. KRAMER: Right. Last year was 534. I
18 think the year before was actually a little bit bigger,
19 but it's around there. But again, you know, that's
20 there because I -- I know -- well, I'm -- I'm very
21 confident that especially with the size of the venues in
22 Chinatown and the context of 15, 20,000 people at the

1 Verizon Center 2,000 is -- I mean nothing to these
2 people. I mean the Caps are in the playoffs right now
3 which would make a Caps playoff game the wrong time to
4 do it. But yeah. But -- but even -- even if there
5 would be -- and we've actually come across this. Even
6 if there is a big concert at Verizon Center that night,
7 then, you know, we've -- we've applied for the event to
8 be from 12 to 10. But some venues might say, you know
9 what, we need this to end at eight. And so Ms. Miller's
10 bar might end the event at eight, and the other bars
11 that are farther away might actually go through ten.
12 And that's how we -- we address that.

13 MS. MILLER: Okay.

14 MR. KRAMER: That's rare. But that --

15 MS. MILLER: So -- so when you say
16 anticipated number you really do mean that number and
17 the maximum is just if something happens and you get
18 a --

19 MR. KRAMER: I -- I gave up trying to
20 predict how many people are going to buy tickets to each
21 event.

22 MS. MILLER: Okay.

1 MR. KRAMER: You know, I thought that the
2 Margarita March was a terrible idea and that nobody
3 would come, and it's our biggest event. So I -- the
4 only thing I know is that I -- I don't know, and that's
5 why there's the window.

6 MS. MILLER: Okay. Thank you.

7 CHAIRPERSON ANDERSON: Let me ask you a
8 question, Mr. Kramer. And I think this is something
9 that you need to educate The Board. How do you come up
10 with the numbers? One of the questions -- I mean I
11 don't want The Board to be in a position to say to you
12 that we think 1,000, and you -- you tell us it's 2,000
13 and The Board will just say well, I'm only going to
14 approve 1,000 or I'm only going to approve 500. So when
15 you -- you apply for this event you said 500 to 2,000.
16 How did you come up with these numbers, and are they
17 random? And so when The Board makes its decision if
18 we --

19 MR. KRAMER: Sure.

20 CHAIRPERSON ANDERSON: -- if we decide that
21 2,000 is too large, rather than us just saying 1,500 or
22 -- or 1,000 you tell us how you come up with your

1 numbers so we'll know how to approach the numbers.

2 MR. KRAMER: Right. So these are based on
3 what has worked and what we have seen numerically in the
4 last now -- in the last four-plus years -- five years.
5 So that's part of it. Part of it is the popularity of
6 the event with, you know, the margarita event at the end
7 of this month being quite popular. The Oktoberfest
8 event in September -- because Oktoberfest is in
9 September which took me a while to realize -- that's
10 also a big one. And that's also in part why those two
11 event we do Saturday and Sunday. I -- I -- I --
12 problems are more apt to occur when there's too many
13 people like in the four or five, 6,000 range, when
14 people fudge their numbers, or when bars are overcrowded
15 and people are in the streets not getting in because
16 every place is wall to wall. And they -- they bought a
17 ticket for something, and instead of that something
18 they're standing on a sidewalk. So I'm avoiding --
19 I'm -- my goal is to avoid that. And the way that we do
20 that is by making sure that the venues are ready, that
21 they're spaced out, and that we don't set a route for --
22 that we require them to follow. So these numbers are

1 based on what I'm comfortable with that the venues can
2 handle, what I'm confident that the guests will enjoy.
3 And all of that based upon the experience of the prior
4 events that we've done. Usually it's the exact same
5 thing. The only new thing that we're doing this year
6 event-wise is the LGBT event which I'm guessing based on
7 -- not The Stride of Pride because we haven't had that
8 -- but on the prior everything else. That's -- that's
9 how I'm coming up with these numbers.

10 CHAIRPERSON ANDERSON: Well, and I -- one
11 thing I'll -- and I'll say this to you if when you put
12 numbers there and when you have fact-finding hearings
13 you need to let the -- you need to inform The Board
14 about the numbers, that you're comfortable with the
15 numbers because I -- I -- we'll have discussions and of
16 course Mr. Short as a public safety person and the
17 police is always saying that well, you know, we don't --
18 we don't require -- we think that having more than 1,000
19 in a neighborhood is too much. So you need to make sure
20 that for all the presentations that you -- you let The
21 Board know why -- why you're giving us these numbers and
22 why these numbers are sound numbers for this pub crawl

1 to occur. I just want -- I just want you to know that
2 so you'll know what goes on in The Board's thinking. So
3 if you don't tell us and if we're -- as you hear there
4 are questions about that we believe 2,000 is too much,
5 then you need to say if The Board was to say 1,000, does
6 it makes sense for you to have an event with a 1,000.
7 So you also need to let the -- The Board know that. I'm
8 not saying that I'm -- I'm not saying that I'm going to
9 vote for 1,000. But I'm just letting you know that --
10 based on the questions that are -- that have been asked
11 here -- that you need to be prepared to tell The Board
12 how you got to the numbers and what numbers are
13 reasonable to deal with. Okay. Yes, Mr. Short.

14 MR. SHORT: Mr. Kramer, you were present for
15 all the hearings and you heard the community especially
16 the BIDs and a lot of the business owners who
17 participated that were quite dismayed by what took
18 place. Again, we're going to trust you with the 2,000
19 at this particular time. But just be conscious that we
20 are watching. And I -- I for one as a board member -- I
21 can't speak for the others -- would not like to see ever
22 the community come in here again and complain about pub

1 crawls, ongoing events --

2 MR. KRAMER: Mr. Short, I'm --

3 MR. SHORT: -- take place on our street.

4 MR. KRAMER: -- I'm right with you on that,
5 sir.

6 MR. SHORT: Okay. All right. Well, we'll
7 be watching. And -- and again, your record dictates
8 that right now we will just keep going the way we're
9 going and just -- okay. Once last question I'll ask
10 you.

11 MR. KRAMER: Yes, sir.

12 MR. SHORT: You're the only one that's going
13 to be having a pub crawl at this particular -- at least
14 a licensed pub crawl?

15 MR. KRAMER: As far as I know, yes, sir.

16 MR. SHORT: Okay. Now, should someone try
17 to butt in or someone try to illegally participate
18 during your event what will you do?

19 MR. KRAMER: Well, so I still have the --
20 the hotline that Investigator Puentes (sic) -- excuse me
21 -- Puentes gave me last time so that's the go-to. I'm
22 not the enforcer of ABRA, MPD public safety rules. I'm

1 responsible for what's going on at my venue with my
2 event with my participants. We do have, you know, for
3 the bourbon event -- like most of our events we have not
4 just checking but two forms. They have to have the
5 event specific wrist band which only goes on a set
6 wrist, not left or right -- we choose so it's consistent
7 that way -- and their name on their ticket which they
8 wear around their neck which has to match their ID. So
9 you've got one to match two to match three. If somebody
10 who is not aware of those -- of what the ticket looks
11 like and what the wrist band looks like in advance, I
12 would be impressed with their forgery skills if they
13 could get all of that together within the three hours of
14 check-in.

15 MR. SHORT: Okay. Well, that -- that's a
16 great answer. But again, if someone were to try and
17 attempt to butt in on your licensed and Board approved
18 event, I would -- I would just ask you as best you can
19 notify ABRA and the Metropolitan Police as soon as
20 possible to keep your -- your record clear.

21 MR. KRAMER: Exactly. They're not just a
22 threat to the others. They're a threat to us as well.

1 MR. SHORT: Okay. Thank you. That's the
2 point I'm trying to make. Okay. Thank you very much.
3 That's all I have, Mr. Chair.

4 CHAIRPERSON ANDERSON: All right. Any other
5 questions from any board members? Well, as you -- as
6 you have stated, Mr. Kramer, you enjoy coming to these
7 events. It appears that it's a learning -- it's a
8 learning experience for you. And I -- I do appreciate
9 your -- I mean being -- being here and speaking about
10 the event and defending your position. So I do
11 appreciate that. All right. With that said I then --
12 hearing the presentation, I would support The Board
13 granting -- approving the D.C. Bourbon Bash for June
14 18th, 2016 for maximum participants of no more than
15 2,000 people. Is there a second?

16 MR. ALBERTI: Second.

17 CHAIRPERSON ANDERSON: Mr. Alberti has
18 seconded the motion. All those in favor say aye.
19 [Chorus of ayes]. Opposed. [No audible response].
20 None. Okay. The -- The Board has granted -- and thank
21 you Mr. -- thank you, Mr. Kramer, and -- and please
22 continue to -- to -- as The Board says your reputation

1 precedes you. And so as long as your reputation
2 precedes you then when you come to The Board we might
3 not always have fact-finding hearings. We might just
4 approve it without a fact-finding hearing as long as you
5 uphold your end of the bargain. Okay.

6 MR. KRAMER: Yes, sir.

7 CHAIRPERSON ANDERSON: All right. Thank
8 you.

9 MS. MILLER: Mr. Chairman, do we have a
10 final litter plan on this?

11 CHAIRPERSON ANDERSON: I think yes. Yeah.
12 You have the --

13 MS. MILLER: Okay.

14 CHAIRPERSON ANDERSON: -- Beltway I guess.
15 Yeah.

16 MS. MILLER: We have everything. Okay.
17 Great. Thank you.

18 CHAIRPERSON ANDERSON: All right. All
19 right. Thank you.

20 MR. KRAMER: Thank you.

21 (Whereupon the above-entitled matter was
22 concluded.)