

Capital Reporting Company
In the Matter of: October 27, 2012 and December 15, 2012 Pub Crawl 10-17-2012

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DISTRICT OF COLUMBIA

ALCOHOLIC BEVERAGE CONTROL BOARD

MEETING

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IN THE MATTER OF: :
 :
Pub Crawl :
Days of Event: : Fact Finding
October 27, 2012 and : Hearing
December 15, 2012 :
The names of the establishments :
Participating in the Pub Crawl :
Are available upon request :
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October 17, 2012

The Alcoholic Beverage Control

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

PRESENT

RUTHANNE MILLER, Chairperson
NICK ALBERTI, Member
DONALD BROOKS, Member
HERMAN JONES, Member
CALVIN NOPHLIN, Member
MIKE SILVERSTEIN, Member

ALSO PRESENT

ABYIE GHENENE, OAG

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

2 10:39 a.m.

3 CHAIRPERSON MILLER: Okay. Here we go. Good
4 afternoon. We're back on the record now for a Pub
5 Crawl case --

6 MR. ORLOVE: Okay.

7 CHAIRPERSON MILLER: Let's see. Would you
8 introduce yourself for the record, please?

9 MR. ORLOVE: My name is Matt Orlove.

10 CHAIRPERSON MILLER: Okay.

11 MR. ORLOVE: The main company I work for is
12 called Joonbug. And we started Barcrawls.com two years
13 ago.

14 CHAIRPERSON MILLER: Okay. And Mr. Ghenene,
15 do you want to --

16 MR. GHENENE: ABRA investigator, Abyie
17 Ghenene.

18 CHAIRPERSON MILLER: Thank you. Okay. So I
19 just want to tell you if you -- if you haven't been
20 before us before -- have you?

21 MR. ORLOVE: No, I have not.

22 CHAIRPERSON MILLER: Okay. We have different

1 types of hearings, like, we have some evidentiary-typed
2 hearings where you're under oath and everything. And
3 this is not that. Yours is a more informal hearing
4 where we have a chance to ask you questions about your
5 Pub Crawl and you can actually even ask questions of us
6 and Mr. Ghenene as well.

7 So we just want to -- we want to make sure
8 that you have all your I's dotted, crossed -- T's
9 crossed, it's safe, it's -- you're following the
10 regulations, things like that.

11 MR. ORLOVE: Okay.

12 CHAIRPERSON MILLER: Okay. If you want to
13 just start and give us an overview of what you're
14 planning?

15 MR. ORLOVE: Sure.

16 CHAIRPERSON MILLER: Okay.

17 MR. ORLOVE: So I guess I should start by
18 explaining our company, Joonbug.

19 CHAIRPERSON MILLER: Okay.

20 MR. ORLOVE: Okay. We started in 2001 as a
21 corporate event planning company. Because of 9/11,
22 because of the economy, we kind of had to switch our

1 gears because people just weren't going out as much.
2 So we kind of started doing holiday parties. And we
3 did three New Year's Eve parties for 1400 people. And
4 since 2001 we've gone from doing three parties New
5 Year's Eve to this year doing 100 New Year's Eve
6 parties in different cities around the country.

7 We also do Halloween parties. We're also
8 focusing on Halloween right now. We're doing about 40
9 different parties in certain cities. We started
10 Barcrawls.com two years ago. And we've started to use
11 Barcrawls to sort of build our brand for eventually
12 doing holiday parties. You know, once you go into a
13 city, if you need to, you know, start with a bar crawl
14 with your brand. Eventually the goal is to eventually
15 do bigger New Year's Eve parties and Halloween parties
16 where we actually rent out the venues.

17 DC's a brand-new market for us. And we --
18 when we started doing bar crawls, the first one that we
19 did was just in New York City. It was on Halloween two
20 years ago and we sold 150 tickets. The last one we did
21 was St. Patrick's Day in New York, Boston and
22 Philadelphia. We sold 16,000 tickets. So now, we're

1 going into ten new markets, this is being one of them.
2 So we're probably looking to have between 250, 300
3 people in this bar crawl. And we're looking to
4 obviously continue doing them on major holidays like
5 Halloween and Christmas, St. Patrick's Day, eventually
6 Thanksgiving and New Year's Eve.

7 The way that we do our bar crawls are highly
8 organized. We hire an event manager who will be at a
9 designated registration spot along with a cashier. And
10 basically their job is, when people show up who have
11 already purchased tickets, we check them in. We give
12 them wrist bands. We give them a cup. We give them a
13 map that has all the venues and their drink specials.
14 And then sometimes we'll do special knickknacks. Like,
15 this year, we're doing sunglasses with our branding on
16 them.

17 Once the person checks in and they have their
18 wrist bands, they can go to whatever bars are on the
19 bar crawls between 12:00 and 9:00 p.m. There's no
20 select order that we have to go to a certain bar at a
21 certain time. And once they go to the bar, the bar
22 sees that they have their wrist bands and they can do

1 the drink specials. DC's a little different than the
2 other markets that we're currently in, in that there's
3 this process.

4 So what we've done is to basically work under
5 your rules is we've -- are going to work with a
6 security company and we will have a security guard, who
7 will be at the registration spot. The plan that I
8 originally sent you did not have the name of the
9 person. It did have the company. But I do have the
10 name now for the security guard who will be there. It
11 will either be Dion Harrelson (ph) or Paul Mason (ph).
12 And I have a copy of that if you guys would like to see
13 that.

14 CHAIRPERSON MILLER: Okay.

15 MR. ORLOVE: Should I -- should I just give
16 it to you now or --

17 CHAIRPERSON MILLER: Ms. Walker will get it.

18 MR. ORLOVE: Okay.

19 CHAIRPERSON MILLER: Thank you.

20 MR. ORLOVE: Basically what's going to happen
21 is -- you know, when we do St. Patrick's Day in Boston
22 and there's 8000 people, there's literally lines out

1 the registration spots to get inside. Because this is
2 a much smaller bar crawl, most people don't start at
3 12:00 or 1:00. They come throughout the day. So it's
4 not like crazy lines. So it's really easy to manage.
5 So the person's going to come to the registration.
6 We'll have a table set up. We'll have our banner.
7 We'll have our event manager. We'll have the cashier
8 and we'll have the security guard.

9 While we're checking them in, in order for us
10 to check them, the security guard's going to check
11 their IDs first to make sure that they're obviously
12 over age. Once they get the okay, we can check them in
13 and we can give them all their -- all their wrist bands
14 and their cups and everything to go on to the bar
15 crawl. If anyone's under the age of 21, even if they
16 purchased a ticket, we do say on our tickets you have
17 to be 21 for the event. On all of our marketing it does
18 say that you have to be 21. We're not going to be able
19 to let them in.

20 In terms of the bars, they work under their
21 rules. If anyone's obviously too drunk -- this is
22 besides if they're 21 because they're still going to

1 have to check to make sure people are still 21. I'm
2 sure they will anyways. But if there's someone who's
3 being unruly or drunk or there's fights, they're
4 obviously allowed to not allow them into the venue.

5 If anyone shows up to our registration spot
6 at the same time, we're not going to let them do it
7 either. So that's

8 CHAIRPERSON MILLER: Okay.

9 MR. ORLOVE: Yeah.

10 CHAIRPERSON MILLER: Have you coordinated
11 with any other agencies?

12 MR. ORLOVE: I'm sorry?

13 CHAIRPERSON MILLER: Have you coordinated
14 with any other agencies like MPD or anyone like that?

15 MR. ORLOVE: No.

16 CHAIRPERSON MILLER: Our police department?

17 MR. ORLOVE: I don't even know -- no, I have
18 not.

19 CHAIRPERSON MILLER: No, okay. Are you going
20 to have just one security guard or what's the --

21 MR. ORLOVE: We're going to have one security
22 guard. We're -- you know, we're -- our goal is 300

1 people for this bar crawl. But realistically, because
2 it's our first one, it's probably more going to be,
3 like, 150 people.

4 CHAIRPERSON MILLER: Okay.

5 MR. ORLOVE: If we get to a certain number,
6 where you guys feel more comfortable, it's no problem
7 for us to hire another security guard.

8 CHAIRPERSON MILLER: Well, they're going to
9 be going at different operations which may have their
10 own security as well, correct?

11 MR. ORLOVE: Yeah. I mean, for us in
12 checking in, their job for us is to work directly for
13 us. They're not working for the bar. So the bar, I'm
14 sure, has their own bouncers at the front checking IDs.
15 Ours is just to make sure that the people who are --
16 who are going on to our bar crawls are over the age.

17 CHAIRPERSON MILLER: That's the purpose of
18 your security guard?

19 MR. ORLOVE: Yes. He's checking IDs.

20 CHAIRPERSON MILLER: Is -- does the -- do you
21 know what kind of training or experience that guard
22 will have had in checking IDs?

1 MR. ORLOVE: Well, I contacted this company
2 called -- I think it's Blueline. They're based in
3 Maryland.

4 CHAIRPERSON MILLER: Okay.

5 MR. ORLOVE: And I went through exactly what
6 was needed in a security guard. And they said this
7 would hopefully be -- whatever they're bringing on to
8 us has the experience in doing it.

9 CHAIRPERSON MILLER: They told you
10 specifically?

11 MR. ORLOVE: Yes.

12 CHAIRPERSON MILLER: Okay. Are you selling
13 any tickets online?

14 MR. ORLOVE: We're selling tickets online,
15 yes.

16 CHAIRPERSON MILLER: Okay. So if someone's
17 underage and buys it online and then they come to
18 register --

19 MR. ORLOVE: They're not going to be able to --

20 CHAIRPERSON MILLER: Right.

21 MR. ORLOVE: -- to get a wrist band at the
22 check-in.

1 CHAIRPERSON MILLER: Right. Okay. So you've
2 done bar crawls in Boston and New York, right?

3 MR. ORLOVE: Boston, New York and
4 Philadelphia.

5 CHAIRPERSON MILLER: With many more people;
6 is that right?

7 MR. ORLOVE: Yes. Yeah.

8 CHAIRPERSON MILLER: How is -- how -- I'm
9 just curious. How is our system different?

10 MR. ORLOVE: You don't have to go through --
11 you know, the government does really kind of intervene
12 on it. They kind of just do it. And there are some
13 markets -- you know, Boston has certain rules that you
14 have to abide by. Like, you can't do drink specials in
15 Boston at all. So we don't advertise it as a drink
16 special bar crawl. It's more along the lines of a
17 social event that you can be a part of.

18 Maryland, you know, we want to go into
19 Baltimore. They have a rule where -- they have a Board
20 that is not government. It's more like a group of all
21 the bars and you kind of have to work with them. So
22 it's a little different. I mean, so you're not

1 breaking a rule by doing a bar crawl in New York but,
2 you know, I think that a lot of cities are starting to
3 get a little - - you know, a lot of them don't want to
4 do bar crawls, mainly because of the drunkenness, but
5 it hasn't come to that yet.

6 So this is the first time I've had to, you
7 know, meet (inaudible).

8 CHAIRPERSON MILLER: Do you have an emergency
9 contact for the people that are participating in the
10 pub crawl?

11 MR. ORLOVE: In terms of --

12 CHAIRPERSON MILLER: In terms of, you know,
13 let's say somebody gets highly intoxicated or somebody
14 gets in a fight or something related to one of the bars
15 or something. I mean, is there a -- is there a contact
16 for them to call?

17 MR. ORLOVE: The bars or a person?

18 CHAIRPERSON MILLER: Well, both but I --

19 MR. ORLOVE: Bars do. The bars have me.

20 CHAIRPERSON MILLER: They do?

21 MR. ORLOVE: They can --

22 CHAIRPERSON MILLER: Okay.

1 MR. ORLOVE: -- call my cell phone any time.

2 CHAIRPERSON MILLER: Okay.

3 MR. ORLOVE: I have a team that works under
4 me that works in each market. So I have a person that
5 they could also contact there. Our office -- we're
6 doing 40 Halloween parties that night. So our office
7 is completely full. If someone called our Joonbug
8 office, we've got telemarketers, customer service.
9 We've got event managers. We've got a whole entire
10 full -- like, 60 or 70 people in the office that will
11 answer calls.

12 CHAIRPERSON MILLER: Do you -- do you have
13 some kind of a -- I think you may but some kind of a
14 flyer or --

15 MR. ORLOVE: Yes.

16 CHAIRPERSON MILLER: What? Oh --

17 MR. ORLOVE: Sorry.

18 CHAIRPERSON MILLER: Okay. That has certain
19 information on it for --

20 MR. ORLOVE: Yeah.

21 CHAIRPERSON MILLER: -- the people who
22 register? Okay.

1 MR. ORLOVE: So this is just a flyer. We
2 have posters that are up in front of the -- at each of
3 the venues too. It's kind of the same thing, just a
4 little bit bigger. And if you go onto our website,
5 which is Barcrawl.com and click on, "Washington, DC,"
6 there's information about all the venues, information
7 about the bar crawl in general. There's a map so you
8 can see where all the bars are.

9 CHAIRPERSON MILLER: Okay.

10 MR. ORLOVE: Yeah, of course.

11 CHAIRPERSON MILLER: So I open a letter --
12 there's -- I'll take a shot at asking questions in a
13 minute. But I just wanted to ask you -- I think that
14 I've seen with some pub crawls that they're given,
15 like, information that may have on it an emergency
16 contact, public transportation that's available, you
17 know, in the event that they've been drinking too much
18 and aren't driving, you know, things like that.

19 MR. ORLOVE: Yeah.

20 CHAIRPERSON MILLER: And so --

21 MR. ORLOVE: Well, on this one it's --

22 CHAIRPERSON MILLER: Yeah.

1 MR. ORLOVE: -- it's actually really small.
2 So, you know, next time we'll make it a little bit
3 bigger but it does say that we promote public
4 transportation. You have that you are 21 -- this is on
5 the bottom.

6 CHAIRPERSON MILLER: Oh, okay. Right, right.

7 MR. ORLOVE: We do not have a set form, like,
8 you know, someone that's on hand to take people. If
9 it's needed, we can definitely take care of that ASAP
10 and make sure we have someone that's available at the
11 registration to drive people home.

12 CHAIRPERSON MILLER: Okay. I want to let
13 some others ask questions. Mr. Alberti?

14 MR. ALBERTI: Hi. Mr. Orlove, first of all,
15 with notifying MPD, it's a requirement. All right? We
16 want to make sure that whenever we have a pub crawl
17 that Metropolitan Police are aware of the activity so
18 that they can, you know, pay a little more attention
19 today or -- yours is pretty small but, you know, when
20 it gets a couple thousand people it becomes more -- you
21 understand that.

22 MR. ORLOVE: Right, right.

1 MR. ALBERTI: And the reason I'm saying this
2 to you about the larger ones is it sounds to me that --
3 if this goes well, I guess the -- I'm assuming that
4 you're going to probably want to do larger ones here.

5 MR. ORLOVE: Yes.

6 MR. ALBERTI: Yeah, that's what I thought.
7 Okay. So if you talk to our General Counsel Martha
8 Jenkins, she can fill you in on how to contact MPD and
9 make it really easy for it. And it's not that hard.

10 MR. ORLOVE: Okay.

11 MR. ALBERTI: Okay.

12 MR. ORLOVE: Okay. Thanks.

13 MR. ALBERTI: Okay. Ms. Miller asked you
14 about communications and you said that you -- I think
15 you probably have, like, a central place where your
16 staff is. It -- I think the question really is more
17 focused on local communication. And this is really
18 important when you have a larger crowd. What we like
19 the organizers to do is have a central number locally -
20 - all right -- so that if a bar (missing audio) you
21 know, there's a (missing audio) tell you how he's
22 dressed.

1 All right. And his group of friends just
2 left here and they are wasted. You'd better not let
3 the (missing audio) the next place. We need you -- we
4 need someone -- we need organizers just to call all of
5 the establishments and spread the word.

6 MR. ORLOVE: Okay.

7 MR. ALBERTI: Be on the lookout for this
8 group of people because they're only going to be
9 causing trouble and they've already had too much. So
10 that's what we want you to do. So you need to have a
11 central number where the bar owners can call and you
12 need to have a contact at each of the -- at each of the
13 licensed establishments and let them know if there's
14 anything they need to be aware of.

15 MR. ORLOVE: Okay.

16 MR. ALBERTI: All right. In larger crowd,
17 you're going to probably need more people to do that.
18 If yours is a larger event, I'd ask you to have
19 security people who could actually kind of roam the
20 area and be there to help out with the establishments
21 if something arises.

22 MR. ORLOVE: Okay.

1 MR. ALBERTI: All right. But this, again, is
2 a small event so I'm not sure you need that. So that's
3 very important. All right. And it's just a safety
4 thing. I mean, we don't see a lot of that happening
5 and we hope it doesn't happen but we want to be
6 prepared in case -- in case it does. And it's an easy
7 thing to do.

8 MR. ORLOVE: Okay.

9 MR. ALBERTI: Is there admissions to -- I
10 mean, do you have to pay to do the pub crawl?

11 MR. ORLOVE: Yes. So --

12 MR. ALBERTI: How much is it?

13 MR. ORLOVE: So online it's \$10.

14 MR. ALBERTI: Okay.

15 MR. ORLOVE: Once you pay for your ticket,
16 you get everything from us. And then the bars make
17 whatever profits they make from the drinks.

18 MR. ALBERTI: Got you. All right.

19 MR. ORLOVE: The price might -- we might put
20 the price up a little bit at the door if someone wants
21 to buy a ticket. So it might go from, like, \$10, \$15
22 or \$20.

1 MR. ALBERTI: Okay, okay. What is the
2 purpose of the cups?

3 MR. ORLOVE: The cups?

4 MR. ALBERTI: Yeah.

5 MR. ORLOVE: Drink.

6 MR. ALBERTI: No. But, I mean, is that what
7 they're going to get the drink special in or is it just --

8 MR. ORLOVE: Sometimes --

9 MR. ALBERTI: -- for them to take home or --

10 MR. ORLOVE: It's -- like, we use it for
11 branding as a souvenir. So, like, the cups, depending
12 on the bar crawl -- like, this one's going to be red
13 but it has, like, our logo, which is Barcrawls.com.

14 MR. ALBERTI: So I go -- let's say I go to
15 McFadden's and I want -- might want a beer.

16 MR. ORLOVE: Yeah.

17 MR. ALBERTI: All right.

18 MR. ORLOVE: They could use the cups because
19 the cups are 12 ounces. But --

20 MR. ALBERTI: They don't have to?

21 MR. ORLOVE: They don't have to. Yeah.

22 MR. ALBERTI: Okay. So it's not, like,

1 present the cup and we're going to -- and then each bar
2 is going to fill it up for you?

3 MR. ORLOVE: No.

4 MR. ALBERTI: That's not the idea?

5 MR. ORLOVE: They could use those cups.

6 MR. ALBERTI: They could. They could. Yeah.

7 MR. ORLOVE: Like, we have them --

8 MR. ALBERTI: Okay.

9 MR. ORLOVE: -- for, like (inaudible) use.

10 MR. ALBERTI: All right. And the reason I
11 ask is -- is if the cup is the vehicle for which you
12 would get your drink every place, we want to make sure
13 that the bartenders are looking at -- looking for the
14 cup and the wrist band so that someone just doesn't
15 pass of the cup. Well, that's something you need to
16 instruct people, "You've got to be looking for the
17 wrist band as well as the cup." We don't people
18 passing off the cup. You don't want people in your pub
19 crawl that aren't -- haven't paid.

20 MR. ORLOVE: Right.

21 MR. ALBERTI: So -- and the bar owners don't
22 either. So --

1 MR. ORLOVE: And one thing we do is, you only
2 get one cup. If you lose your cup for some reason, you
3 know, if you, like --

4 MR. ALBERTI: Yeah, right.

5 MR. ORLOVE: -- you have to come back to the
6 registration. You have to buy another one.

7 MR. ALBERTI: Okay. Okay. But just beware
8 of, you know --

9 MR. ORLOVE: (Inaudible) --

10 MR. ALBERTI: You've been through this. You
11 know people cheat. I have no other questions right
12 now. Thank you.

13 MR. ORLOVE: Can I say one thing?

14 MR. ALBERTI: Sure.

15 CHAIRPERSON MILLER: Sure.

16 MR. ORLOVE: So the city manager/event
17 manager who is running this event here, her name's
18 Maria. She's a senior -- I think she's in her last
19 semester at GW. She actually had interned for us in New
20 York. So I have her actually as the main person in
21 Washington, DC. So to go to what you were -- your
22 concern was about a local person --

1 CHAIRPERSON MILLER: Uh-huh.

2 MR. ORLOVE: -- she will be the local person.
3 I'll make sure -- she does know the contacts of these
4 venues. But I'll make sure that they know that they
5 can go to her and at the same time, she should go to
6 them if there's any issues as well.

7 MR. ALBERTI: Okay. Great.

8 MR. ORLOVE: I'm always there too in case
9 anyone needs me.

10 MR. ALBERTI: Great. Very good.

11 CHAIRPERSON MILLER: I think she should also
12 be a contact for the individuals in case there's a
13 problem.

14 MR. ORLOVE: Yes.

15 CHAIRPERSON MILLER: Okay. So somehow you
16 would need to convey that to the participants.

17 MR. ORLOVE: Okay.

18 CHAIRPERSON MILLER: Other questions? Yes,
19 Mr. Brooks.

20 MR. BROOKS: Yes. Thank you, Madam Chair.
21 Did you say that you're going to have 40 events on
22 Halloween?

1 MR. ORLOVE: Yes.

2 MR. BROOKS: Okay.

3 MR. ORLOVE: We do -- oh, I'm sorry. Go
4 ahead.

5 MR. BROOKS: No, go ahead.

6 MR. ORLOVE: So our events that we do are,
7 you know -- we work with clubs or we work with bars.
8 We do sophisticated events like AMC Times Square. We
9 actually turn that into a night club on New Year's Eve.
10 So our events we're doing are not bar crawls.

11 MR. BROOKS: Uh-huh.

12 MR. ORLOVE: They're actually -- we work with
13 the venues. On New Year's Eve we'll buy them out or
14 we'll make some sort of deal for Halloween. And we
15 sell tickets and people go to those events.

16 MR. BROOKS: Okay.

17 MR. ORLOVE: None of them are in DC.

18 MR. BROOKS: Okay. So you're doing 40 across
19 the country? Is that what it is?

20 MR. ORLOVE: This year in -- for Halloween,
21 we're doing New York, Philadelphia, AC and Miami. And
22 we also sell tickets for venues all over the country.

1 So there might be a venue in LA who's doing a party on
2 Halloween. They'll use our system, like, Ticketmaster
3 or Want Tickets and we'll sell tickets for them.

4 MR. BROOKS: Okay. And on the 27th of
5 October, where will you be?

6 MR. ORLOVE: I will be in New York.

7 MR. BROOKS: Okay. All right. Thank you,
8 Madam Chair.

9 CHAIRPERSON MILLER: Okay. Other questions?
10 Did you find the participating establishments or did
11 Maria?

12 MR. ORLOVE: I did.

13 CHAIRPERSON MILLER: You did? Okay.

14 MR. ORLOVE: Yes.

15 CHAIRPERSON MILLER: And is this your first
16 time in DC?

17 MR. ORLOVE: Physically?

18 CHAIRPERSON MILLER: No. I mean, doing this
19 kind of work? I mean, not never, you know.

20 MR. ORLOVE: Yeah, this is our first time
21 doing any event, you know, in DC.

22 CHAIRPERSON MILLER: So how did you select

1 the establishments?

2 MR. ORLOVE: Well, we have a relationship
3 with East Coast Saloons. They're the ones who own Sign
4 of the Whale and McFadden's. The CEO of my company is
5 actually best friends with their number one person.
6 Their company has three bars in New York. They've got
7 bars in Philadelphia, Chicago, Boston. So we work with
8 them everywhere.

9 CHAIRPERSON MILLER: Okay.

10 MR. ORLOVE: This -- they were obviously the
11 first -- the first people we contacted when we decided
12 to go into DC. They had the knowledge about the
13 market. And obviously we just want to work with them.

14 CHAIRPERSON MILLER: Okay. Good. Thank you.
15 Okay.

16 MR. ALBERTI: Just real quick before -- so
17 this is two events we're talking about here, right?

18 MR. ORLOVE: Yes. Well --

19 MR. ALBERTI: The 27th and then December
20 15th?

21 MR. ORLOVE: December 15th. It's a
22 Christmakkah (ph) one. They're usually even a little

1 bit smaller than Halloween typically is. But those are
2 the first two.

3 MR. ALBERTI: Okay.

4 MR. ORLOVE: We would like to do St.

5 Patrick's Day as well. I just didn't fill out a --

6 MR. ALBERTI: Sure.

7 CHAIRPERSON MILLER: Are the establishments
8 going to be the same?

9 MR. ORLOVE: Yes.

10 CHAIRPERSON MILLER: Oh, okay.

11 MR. ORLOVE: We wanted to do -- to pick an
12 area. So we kind of, like, focus in that.

13 MR. ALBERTI: That's smart.

14 CHAIRPERSON MILLER: Okay. Mr. Ghenene?

15 MR. GHENENE: Thank you. So just to go back
16 to one of the questions asked earlier, are there any
17 drink specials directly associated with the cup that
18 you're issuing?

19 MR. ORLOVE: No.

20 MR. GHENENE: Okay. And do you know the
21 drink specials that are --

22 MR. ORLOVE: Well, let me -- let me -- we do

1 -- bars usually do draft beers.

2 MR. GHENENE: Okay.

3 MR. ORLOVE: So I guess you could consider
4 that associated with the cup. But a lot of bars just
5 don't want to use the cups. They use their own.

6 MR. GHENENE: Okay. But no liquor drinks,
7 spirit drinks associated with the cup?

8 MR. ORLOVE: We do mixed drinks -- well mixed
9 drinks they have. But again, it's not really
10 associated with the cup.

11 MR. GHENENE: Okay. Do you know what any of
12 the drink specials are being offered?

13 MR. ORLOVE: I do. I don't have them with me
14 but I can give you an idea of what typically bars do.
15 We usually do \$2 drafts. We'll --

16 MR. GHENENE: I guess -- and I don't mean to
17 cut you off.

18 MR. ORLOVE: Yeah.

19 MR. GHENENE: I don't want to know typically
20 as far as the 40 other events. I want to know for this
21 event which specials you guys have worked out.

22 MR. ORLOVE: I would need to actually look on

1 my phone --

2 MR. GHENENE: Okay.

3 MR. ORLOVE: -- and get back -- I'd rather
4 just back to you on it --

5 MR. GHENENE: Okay.

6 MR. ORLOVE: -- today.

7 MR. GHENENE: No problem.

8 MR. ORLOVE: So I could give you a call.

9 MR. GHENENE: No problem. You mentioned that
10 this woman, Maria --

11 MR. ORLOVE: Yes.

12 MR. GHENENE: -- who's a GW senior --

13 MR. ORLOVE: Uh-huh.

14 MR. GHENENE: -- is kind of running the event
15 for you --

16 MR. ORLOVE: Uh-huh.

17 MR. GHENENE: -- in DC. So does that mean
18 that you're advertising to a college crowd?

19 MR. ORLOVE: No. She's in -- when we're
20 doing our marketing, we're in front of the bars.

21 MR. GHENENE: Okay. But, I mean, she's a
22 senior undergraduate student?

1 MR. ORLOVE: Yes.

2 MR. GHENENE: Okay.

3 MR. ORLOVE: But she's not -- we're not
4 marketing on the college campuses.

5 MR. GHENENE: Uh-huh.

6 MR. ORLOVE: Like, all the street promotion
7 stuff we're doing are -- would be in front of the bar.
8 Like, they put a Sign of the Whale on that street.

9 MR. GHENENE: Okay. On the street.

10 MR. ORLOVE: And she's not actually doing the
11 promoting. She's sort of like the facilitator --

12 MR. GHENENE: Okay.

13 MR. ORLOVE: -- to the street promoters and
14 the photographers --

15 MR. GHENENE: Okay.

16 MR. ORLOVE: -- make sure they have their
17 supplies and all this stuff.

18 MR. GHENENE: Okay. I also noticed on your
19 flyer -- and I haven't been to the website --

20 MR. ORLOVE: Yeah.

21 MR. GHENENE: -- but on your flyer it only
22 references, "Insane drink specials."

1 MR. ORLOVE: Uh-huh.

2 MR. GHENENE: Will there be any food specials
3 as well?

4 MR. ORLOVE: We're going to be working with
5 Sign of the Whale and do half off an entree.

6 MR. GHENENE: So for one of the eight
7 establishments you have food specials?

8 MR. ORLOVE: Yes. If we need to, we will
9 make sure we get them in more than one.

10 MR. GHENENE: Is that going to be on any of
11 your flyers or your ads or anything?

12 MR. ORLOVE: So on the actual map that we
13 give out --

14 MR. GHENENE: Uh-huh.

15 MR. ORLOVE: -- when you -- when you first
16 register, it'll have all the bars that are
17 participating and all the drink specials. If there's a
18 food special, it'll be listed on that bar. If somebody
19 wants food, they'll notice it'll say, like, "Half off
20 an appetizer." They'll know to go to Sign of the Whale
21 for that.

22 MR. GHENENE: Okay. And you're going to

1 submit that map to the Board before?

2 MR. ORLOVE: I can, yes.

3 MR. GHENENE: When?

4 CHAIRPERSON MILLER: I think it's seven days
5 before. Are we -- is that --

6 MR. ORLOVE: We will -- we will print the
7 copy today.

8 CHAIRPERSON MILLER: Okay.

9 MR. ORLOVE: And we will send it to you guys.

10 MR. GHENENE: It'll have the specials and
11 stuff on there?

12 MR. ORLOVE: Correct.

13 CHAIRPERSON MILLER: Can I just -- you --
14 might you put the contact number on there then too or
15 what?

16 MR. ORLOVE: The contact number for?

17 CHAIRPERSON MILLER: Well, we were talking
18 about having a contact number like --

19 MR. ORLOVE: Yes.

20 CHAIRPERSON MILLER: -- Maria's in case of --

21 MR. ORLOVE: Yes.

22 CHAIRPERSON MILLER: -- emergency or

1 something.

2 MR. ORLOVE: Yep.

3 CHAIRPERSON MILLER: Okay.

4 MR. ORLOVE: It might be tomorrow.

5 CHAIRPERSON MILLER: Okay.

6 MR. ORLOVE: You have to, like, do the layout
7 and everything.

8 CHAIRPERSON MILLER: Okay. That's fine.

9 MR. GHENENE: Do you have an example of the
10 wrist bands that are going to be issued?

11 MR. ORLOVE: I don't.

12 MR. GHENENE: Okay.

13 MR. ORLOVE: But I'll tell you what they look
14 like.

15 MR. GHENENE: Sure.

16 MR. ORLOVE: They're all going to be red.

17 MR. GHENENE: Okay.

18 MR. ORLOVE: And they're all going to have
19 Barcrawls.com logos all completely around it.

20 MR. GHENENE: Okay.

21 MR. ORLOVE: Like, with the map I can just
22 send you guys -- I'll scan it and send it to you guys

1 as well.

2 MR. ALBERTI: Are they the ones that are --
3 you tear them off, you can't reuse them?

4 MR. ORLOVE: No. Yeah, you can't. They're,
5 like -- they're tape ones.

6 MR. ALBERTI: The tape ones that --

7 MR. ORLOVE: So you would have to, like, rip
8 it off.

9 MR. ALBERTI: Okay. Great.

10 MR. GHENENE: I think that's all I have.

11 CHAIRPERSON MILLER: Okay. Good.

12 MR. GHENENE: Oh, I'm sorry.

13 CHAIRPERSON MILLER: Yeah, uh-huh.

14 MR. GHENENE: One more.

15 CHAIRPERSON MILLER: Okay.

16 MR. GHENENE: You mentioned that there's one
17 location for check-in. What's the name of that stop?

18 MR. ORLOVE: Sign of the Whale.

19 MR. GHENENE: Sign of the Whale.

20 MR. ORLOVE: I'm sorry, I'm sorry. Buffalo
21 Billiards.

22 MR. GHENENE: Buffalo Billiards?

1 MR. ORLOVE: Yeah.

2 MR. GHENENE: Okay. Thank you.

3 CHAIRPERSON MILLER: So do you plan on having
4 Maria be the contact person and facilitator in December
5 as well as far as you know?

6 MR. ORLOVE: I'm not sure because she
7 graduates in December.

8 CHAIRPERSON MILLER: Okay.

9 MR. ORLOVE: I mean, I really -- I would hope
10 she could.

11 CHAIRPERSON MILLER: Right.

12 MR. ORLOVE: If not, we're going to have to
13 bring on somebody else.

14 CHAIRPERSON MILLER: Okay. Is she 21?

15 MR. ORLOVE: Yes.

16 CHAIRPERSON MILLER: Okay. All right. Then
17 it sounds like the only outstanding item would be --
18 oh, well, the map and the -- which will show the food
19 specials and the contact information, correct?

20 MR. ORLOVE: Correct.

21 CHAIRPERSON MILLER: Now, I just want to
22 confirm -- I believe that your list of participating

1 venues is okay --

2 MR. ORLOVE: Okay.

3 CHAIRPERSON MILLER: -- that we're not aware
4 of any problems with these establishments. Yeah, legal
5 has checked this. Okay.

6 MR. ORLOVE: Perfect.

7 MR. ALBERTI: One more comment?

8 CHAIRPERSON MILLER: Yes. Yeah, go ahead.

9 MR. ALBERTI: Mr. Orlove, I wish you well.
10 All right. And I wish you ever success and I'm
11 assuming that if it's successful, you're going to do
12 larger ones. So if you do larger ones and you come
13 back before us, I would like you to bring whoever's
14 going to be locally managing it so they can hear first
15 hand of our concerns. That's why we saw -- I mean, this
16 is a small one. So, I mean, you can convey it and --

17 MR. ORLOVE: I thought when I was coming in
18 today, I was just going to sit in front of someone in
19 their office (missing audio).

20 MR. ALBERTI: No, you've been very, very
21 helpful and very -- great information. Thank you.

22 CHAIRPERSON MILLER: So if the -- this map

1 will be coming to us by Stan or you -- or email or you
2 or what?

3 MR. ORLOVE: Yeah, I'll be back in the office
4 tomorrow. So I have to have our IT, like, work on the
5 map because there's a whole entire, like, way of -- how
6 we position everything. It might not be the actual map
7 in that the other side might not have it ready because
8 I don't know if it's going to be printed yet. But
9 you'll have the side with all the information on it.

10 CHAIRPERSON MILLER: Okay.

11 MR. ALBERTI: Got you.

12 CHAIRPERSON MILLER: Perfect. And that's
13 going to be for both events; is that correct?

14 MR. ORLOVE: I can do that.

15 CHAIRPERSON MILLER: Am I -- I just want to
16 make sure what we're doing as well. We have an
17 application for two events that we're --

18 MR. ORLOVE: Yeah.

19 CHAIRPERSON MILLER: Okay. Then --

20 MR. ORLOVE: I can get it for both events.

21 CHAIRPERSON MILLER: All right. Okay. So I
22 think what's going to happen is then here -- we're

1 going to approve this but I -- we may wait until the
2 map comes in to issue that approval. Is that a problem
3 for you being --

4 MR. ORLOVE: Absolutely not.

5 CHAIRPERSON MILLER: Oh, okay. Yeah.

6 MR. GHENENE: Ms. Miller, I apologize.

7 CHAIRPERSON MILLER: Oh, what do you -- do
8 you have a suggestion?

9 MR. GHENENE: No. I was just reviewing the -
10 - this contract with Blueline Security.

11 CHAIRPERSON MILLER: Okay.

12 MR. GHENENE: And on the back page, where it
13 speaks about the tasks that the Blueline Security
14 Services will provide, it lists six different things.
15 None of them speak to ID checking. And if he's going
16 to be primarily the person checking IDs, I guess I'm
17 just curious on that.

18 CHAIRPERSON MILLER: No, that's a good point.
19 I kind of raised that earlier because I didn't know the
20 purpose of the security guard. And then when you said
21 it was checking IDs, I said, "Well, you know, do they
22 have experience checking IDs?" And you said you're

1 under the impression that they do.

2 MR. ORLOVE: Yes.

3 CHAIRPERSON MILLER: However, it's not
4 evident then in this agreement. And maybe you can get
5 some further written documentation from them saying
6 that they do have experience in --

7 MR. ORLOVE: Of course. And I didn't
8 actually - - I told the guy, like, I wanted to wait
9 until I was done with this before I actually hired
10 them.

11 CHAIRPERSON MILLER: Okay.

12 MR. ORLOVE: So after this, I'll call them to
13 say we hire -- like, that we'll hire them as security
14 but they need to, like, just include this on the
15 contract that they check IDs.

16 CHAIRPERSON MILLER: And then --

17 MR. ORLOVE: But there as a verbal thing that
18 I spoke with him about what they need to do. He said
19 it was totally fine; they could do it. And I didn't
20 see the task order. So I'll make sure that it's in
21 there.

22 MR. GHENENE: Okay. Great.

1 CHAIRPERSON MILLER: And that they represent
2 somehow that they actually do that kind of thing --

3 MR. ORLOVE: Right.

4 CHAIRPERSON MILLER: -- that they have
5 experience. Yeah, okay. All right. So that'll come
6 in tomorrow too -- or whenever.

7 MR. ORLOVE: I'll have everything -- I'm
8 going to send everything at the same time.

9 CHAIRPERSON MILLER: Okay. Good. It just
10 has to be at least a week ahead. So --

11 MR. ORLOVE: Okay.

12 CHAIRPERSON MILLER: And the event is October
13 27th, right?

14 MR. ORLOVE: I'm going to -- I'm going to get
15 -- try to get to you guys tomorrow.

16 CHAIRPERSON MILLER: Tomorrow would be good.

17 MR. ORLOVE: Yeah.

18 CHAIRPERSON MILLER: Okay. Great. Thank
19 you.

20 MR. ORLOVE: Am I sending this to -- who am I
21 going to --

22 CHAIRPERSON MILLER: Martha --

1 MR. ORLOVE: Martha?

2 CHAIRPERSON MILLER: Our General Counsel
3 Martha Jenkins.

4 MR. ORLOVE: Okay. Cool.

5 CHAIRPERSON MILLER: Okay. And if you have
6 any other questions afterwards, feel free to ask her --

7 MR. ORLOVE: Okay. Great.

8 CHAIRPERSON MILLER: -- or Mr. Ghenene, you
9 know.

10 MR. ORLOVE: Oh, thanks.

11 CHAIRPERSON MILLER: Yeah.

12 MR. ORLOVE: So when we do eventually want to
13 do another event --

14 CHAIRPERSON MILLER: Uh-huh.

15 MR. ORLOVE: -- and everything works to be,
16 like, the next two, when I -- when I do the
17 application, does this -- do I have to come back in
18 here -- I'm going to have to come back in here and do
19 it again?

20 CHAIRPERSON MILLER: We'll see. You mean in
21 the next spring or something?

22 MR. ORLOVE: Like, if we did St. Patrick's

1 Day, like, are you guys going to -- are you guys going
2 to see me every time we do an event?

3 CHAIRPERSON MILLER: Well, we'll have to see.
4 I mean --

5 MR. ORLOVE: Fine.

6 CHAIRPERSON MILLER: -- we'll evaluate it if
7 it comes in and we think we need to see you again.

8 MR. ORLOVE: Okay.

9 CHAIRPERSON MILLER: Well, if we think that
10 everything's the same, we might not.

11 MR. ORLOVE: Okay. Cool.

12 CHAIRPERSON MILLER: Okay. Thank you. Well,
13 good luck with it.

14 MR. ORLOVE: Thank you very much.

15 CHAIRPERSON MILLER: Have fun. Okay. So
16 that concludes our hearings for today. And we'll --
17 we're going to recess and we'll come back to do our
18 agenda in a little while.

19 (WHEREUPON, at 1:30 p.m., the hearing was
20 concluded.)

21

22

1 CERTIFICATE OF NOTARY PUBLIC

2

3 I, ERICK McNAIR, the officer before whom the
4 foregoing hearing was taken, do hereby certify that the
5 testimony appearing in the foregoing pages was recorded
6 by me and thereafter reduced to typewriting under my
7 direction; that said transcription is a true record of
8 the testimony given by said parties; that I am neither
9 counsel for, related to, nor employed by any of the
10 parties to the action in which this hearing was taken;
11 and, further, that I am not a relative or employee of
12 any counsel or attorney employed by the parties hereto,
13 nor financially or otherwise interested in the outcome
14 of this action.

15

16

17

18

ERICK McNAIR

19

Notary Public in and for the

20

District of Columbia

21

22 My commission expires: July 14, 2016

1 CERTIFICATE OF TRANSCRIPTION

2

3 I, MIRANDA PENNACHI, hereby certify that I am not
4 the Court Reporter who reported the proceeding and that
5 I have typed the transcript of the proceeding using the
6 Court Reporter's notes and recordings. The
7 foregoing/attached transcript is a true, correct and
8 complete transcription of the proceedings.

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14 Date

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