

Capital Reporting Company
In the Matter of: September 22, 2012 Pub Crawl 09-12-2012

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DISTRICT OF COLUMBIA

ALCOHOLIC BEVERAGE CONTROL BOARD

MEETING

-----:
IN THE MATTER OF: :
 :
Pub Crawl :
Date of Event: : Fact Finding
September 22, 2012 : Hearing
The names of the establishments :
Participating in the pub crawl :
Are available upon request :
-----:

September 12, 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, ABRA

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2	<p>1 PROCEEDINGS 2 3:09 p.m. 3 CHAIRPERSON MILLER: Okay. We're now on the 4 afternoon calendar. And we have first on this calendar 5 a fact finding for a Pub Crawl application. The 6 applicant is Michael Bramson. Is he here? 7 MR. BRAMSON: Right. 8 CHAIRPERSON MILLER: Okay. Are you ready to 9 come forward? 10 MR. BRAMSON: How Are you guys doing? 11 BOARD MEMBER: Good. How are you? 12 CHAIRPERSON MILLER: How are you? 13 MR. BRAMSON: Good, good. Thank you. 14 CHAIRPERSON MILLER: Did you have lunch? 15 MR. BRAMSON: Sure. 16 CHAIRPERSON MILLER: Thank you. 17 MR. ALBERTI: Summer's over. When's the last 18 day of summer? 19 MR. BROOKS: It's autumn -- it's the autumn 20 crawl. 21 MR. ALBERTI: When is the last day of summer? 22 MR. BROOKS: Pretty close.</p>	4	<p>1 CHAIRPERSON MILLER: Okay. 2 MR. BRAMSON: No, this is the first one. 3 CHAIRPERSON MILLER: All right. Good. Well, 4 it's different from the hearing that was on before you 5 -- before this. And we don't take any testimony or no 6 cross-examination, anything like that. We just want to 7 find out more information about the pub crawl. And 8 then we'll let you know if we think that you might need 9 to do something different to make it safer or more 10 compliant with the regulations. 11 That's -- so that's what this hearing is 12 about. 13 MR. BRAMSON: All right. 14 CHAIRPERSON MILLER: And is this your first 15 pub crawl? 16 MR. BRAMSON: Yes, it is. I've been in the 17 business promotions, night -- like, night life for the 18 last three years. But this will be our first day 19 crawl. We're branching out to day events. This will be 20 our first one. 21 CHAIRPERSON MILLER: Okay. And how many 22 establishments are going to be participating in this?</p>
3	<p>1 CHAIRPERSON MILLER: So after you sign in, 2 you should introduce yourselves for the record when 3 you're ready. 4 MR. BRAMSON: Sure. For the record I'm 5 Michael Bramson. 6 CHAIRPERSON MILLER: Okay. 7 MR. LOPEZ: And I'm Alex Lopez. 8 CHAIRPERSON MILLER: Michael Bramson and Alex 9 what? 10 MR. LOPEZ: Yeah, Alex for short but Alejandro 11 is my first name. 12 CHAIRPERSON MILLER: Oh, I'm sorry. Yeah, 13 what's your last name? 14 MR. LOPEZ: Lopez, L-O-P-E-Z. 15 CHAIRPERSON MILLER: Okay, okay. All right. 16 And you -- our investigator's with us. 17 MR. GHENENE: Abyie Ghenene, investigator for 18 ABRA. 19 CHAIRPERSON MILLER: All right. So this is a 20 fact finding hearing. And I don't know if you've 21 attended one before. 22 MR. BRAMSON: We don't know.</p>	5	<p>1 MR. BRAMSON: Five so far. And we have a 2 couple -- I mean, back-ups. As the participants 3 increase, we want to make sure there's enough space for 4 everybody. So -- but as of right now, it looks like 5 we'll be keeping with the five. 6 CHAIRPERSON MILLER: Five. What's your -- 7 what's the maximum you would have? 8 MR. BRAMSON: The maximum -- what would you 9 say, 1000? Oh, you mean -- oh, sorry, establishments? 10 It's, like -- 11 CHAIRPERSON MILLER: Okay. 12 MR. BRAMSON: Establishments? I think -- I 13 don't think we'd pass seven. I think that (inaudible). 14 CHAIRPERSON MILLER: Okay. So five to seven 15 and you have five? 16 MR. BRAMSON: Yeah, right. 17 CHAIRPERSON MILLER: Okay. And have you 18 checked out those five places with ABRA to make sure 19 that they're -- they can do it? 20 MR. BRAMSON: Actually -- 21 CHAIRPERSON MILLER: That there aren't any, 22 you know, violations pending or if they don't have a</p>

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6	<p>1 voluntary agreement that might prevent them or things 2 like that? 3 MR. LOPEZ: I haven't done that either. 4 MR. BRAMSON: I mean, they all told us they 5 hadn't been. So we assumed -- 6 MR. LOPEZ: Yeah. 7 MR. BRAMSON: They gave -- they gave us 8 thumbs up when it came to us. They're reputable 9 establishments in DC as well. So -- and they're 10 participating in other crawls. So we assumed they -- 11 CHAIRPERSON MILLER: Okay. I see them listed 12 in your application. What's -- where is -- where does 13 this take place? What -- is it downtown down at -- 14 MR. BRAMSON: It's a Dupont area. 15 CHAIRPERSON MILLER: Uh-huh. 16 MR. BRAMSON: The check-in will be -- the 17 registration will be BlackFinn, 16th and I. 18 CHAIRPERSON MILLER: Right. Okay. And how 19 are you checking that the participants are 21 years? 20 MR. BRAMSON: The bouncer at BlackFinn -- 21 they will have several bouncers checking IDs. Once 22 they check an ID, they'll get a wrist band to enter the</p>	8	<p>1 no surprises. But we don't think it'll reach that 2 high. So we were leaning more to the 300-500 range. 3 CHAIRPERSON MILLER: Okay. So they -- where 4 -- just people just show up by going to BlackFinn? 5 That's it? 6 MR. BRAMSON: No. We have online 7 registration. 8 CHAIRPERSON MILLER: You do? 9 MR. BRAMSON: Yeah. 10 CHAIRPERSON MILLER: Okay. 11 MR. BRAMSON: So that's how we're keeping the 12 bars updated on the ticket sales. So -- and in the 13 contract with the bars, we've said that we'll keep them 14 updated so if we're reaching a certain number, they'll 15 staff more security people. And so I think -- I mean, 16 they already staff security per night. So if we're at 17 any capacity at a venue, we'll staff the four or five 18 that are supposed to be there. 19 CHAIRPERSON MILLER: So you're actually in 20 communication with telling them -- 21 MR. BRAMSON: Yeah. 22 CHAIRPERSON MILLER: -- how your numbers are</p>
7	<p>1 event. We made it very clear -- and we have contracts 2 with the bars -- that wrist band does not guarantee 3 them access. So we check ID at the door at every 4 single bar. But the wrist band is more for the staff, 5 just so the bartenders and managers know they're part 6 of the crawl as opposed to the people who are just 7 there watching the games. 8 But, yes, the bouncers will be checking their 9 IDs. We have a staff but they aren't qualified to be 10 checking IDs. 11 CHAIRPERSON MILLER: How many staff do you 12 have? 13 MR. BRAMSON: We're going to have -- right 14 now we have ten. We're needing -- we're hoping to have 15 14. 16 CHAIRPERSON MILLER: Oh, you -- are you 17 hoping to have 1000 participants? Is that what the 18 1000 referred to? 19 MR. BRAMSON: No. We were saying before that 20 the very, very max that would -- because we're to give 21 -- but we anticipated a max. We just wanted to be safe 22 and throw that number out there just in case there was</p>	9	<p>1 growing and they are responding with lining up 2 security? 3 MR. BRAMSON: Uh-huh. 4 CHAIRPERSON MILLER: Okay. What's the hours 5 for this crawl? 6 MR. BRAMSON: 2:00 to 9:00 p.m. And 1:00 7 p.m. 8 is the -- you can start right -- you can 9 start the registration. So -- but the specials don't 10 start until 2:00. 11 CHAIRPERSON MILLER: Okay. 12 MR. BRAMSON: And registration ends at 5:00 13 also. 14 CHAIRPERSON MILLER: Did you say specials are 15 at 2:00? 16 MR. BRAMSON: Specials start at 2:00. 17 Specials start -- 18 CHAIRPERSON MILLER: Okay. What are your 19 specials? 20 MR. BRAMSON: It's the food specials. It's 21 the game day menus for each bar. And then we actually 22 pick up a sponsor. Because I know one of the questions</p>

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10	<p>1 was to have -- you know, to promote food. So we picked 2 up Pizano's in the Dupont area right -- located -- 3 they're going to have \$2 slices for anyone 4 participating. The drink specials are \$3 beers and \$4 5 liquor drinks. 6 CHAIRPERSON MILLER: Okay. And can you tell 7 us any more about your general operational plans, 8 security plans for that day? 9 MR. BRAMSON: Yeah, another thing that we 10 came up is we want to -- although we'll be in contact 11 with all the managers and -- well, and within security 12 -- we want each security team to be in contact with 13 each other. So we're actually handing out, like, 14 index. We'll go ahead earlier in the day and hand out 15 cards of every single manager and bounce -- the head 16 bouncer so that they can be in contact with other bars. 17 For example, you know, say there's a rowdy 18 group in one bar. They can let them know, "Hey, you 19 know, they just -- we just kicked them out and they're 20 leaving. Be careful. You know, watch out for these 21 people." Because -- just because you have a wrist band 22 does not mean you get access to the bar. You have to -</p>	12	<p>1 CHAIRPERSON MILLER: Yeah, go ahead, Mr. 2 Brooks. 3 MR. BROOKS: I have just a procedural 4 question here. 5 CHAIRPERSON MILLER: Yeah. 6 MR. BROOKS: On your summer crawl information 7 plan -- you got a copy of that, right? 8 MR. BRAMSON: Yeah. 9 MR. LOPEZ: Yes, sir. 10 MR. BROOKS: Looking at Public Bar, the 11 address on Page 1 -- 12 MR. BRAMSON: Yeah. 13 MR. BROOKS: -- and then looking at Page 2, 14 Public Bar, it's a different address. 15 MR. BRAMSON: That is just a typo. It's 16 actually the first address, the one on the first page. 17 MR. BROOKS: The one on the front page. 18 Okay. 19 MR. LOPEZ: And also to go a little bit 20 farther as far as our plan and stuff, I mean, I've been 21 in contact with Ms. Walker. She's been a sweetheart as 22 far as helping us out with this. And --</p>
11	<p>1 - the bouncer has to let you in. It's still up to the 2 establishment whether you get in or not regardless of a 3 wrist band or ID or anything. 4 So -- and that's our main focus. Mike 5 Hoffman (ph) is going to be the head security at 6 BlackFinn. 7 CHAIRPERSON MILLER: Uh-huh. 8 MR. BRAMSON: And I think he's registered 9 with ABRA. So 10 CHAIRPERSON MILLER: So is he going to be the 11 head security in general? 12 MR. BRAMSON: You mean head of security at 13 Black -- 14 CHAIRPERSON MILLER: Is there going to be 15 somebody that -- 16 MR. BRAMSON: Yeah, yeah, exactly. 17 CHAIRPERSON MILLER: Yeah. 18 MR. BRAMSON: So he's going to have the 19 contact for everybody. And so 20 CHAIRPERSON MILLER: All right. Other 21 questions from Board members? 22 MR. BROOKS: Yeah.</p>	13	<p>1 MR. ALBERTI: Uh-oh. A sweetheart. 2 MR. LOPEZ: And, you know, we wanted to do 3 everything possible in our hands just to (A) be able to 4 answer all of your questions in the most detailed 5 manner, and as well as complying with everything that 6 was handed out to us. So as far as our marketing 7 material, you know, we have included, "You must be 21 8 years old -- years or older to participate." We've 9 included the, "Please drink responsibly." We're also 10 done our best to promote food. Thus us -- we're going 11 to have 3 Pizano's Pizza and subs just to, you know, 12 promote food and give our participants \$2 slices of 13 pizza. 14 And with that said, also we want back on our 15 side and, you know, we want to promote public 16 transportation. We have, like, "No drinking and 17 driving," clause on there too. You know, we gave them 18 links to Uber. We, you know, gave them, like, links to 19 the -- to the Metro system, you know, like, what metro 20 stations are close to the participating bar. So all 21 that stuff as far as our marketing material, as far as 22 our website, I mean, it has been added also.</p>

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14	<p>1 CHAIRPERSON MILLER: That's great. And will 2 the individuals be just going to these establishments 3 in any order they want or is there an order? Like, 4 they're going to go at different times a different one? 5 MR. LOPEZ: No. I mean, all we want is for 6 them to register at BlackFinn. And they can go as -- 7 they can stay there all day or they can -- they go at 8 their own pace wherever they want. So they could stay 9 or they could go or they can skip as many as they want. 10 I mean, it's completely up to them. Assuming people 11 have their favorite, so they'll stay at those or -- 12 CHAIRPERSON MILLER: Just they pay a set 13 price and then things are free or how does this work? 14 MR. LOPEZ: They get -- they pay a set price. 15 And then they get access to all the bars. They get 16 access to the food and drink specials and we're handing 17 out a pair of sunglasses for everyone participating. 18 CHAIRPERSON MILLER: Okay. I guess also do 19 you have a plan for emergencies or -- such as, you 20 know, if somebody, you know, is intoxicated or, you 21 know, either in-between or at one of these 22 establishments or, you know, something, some kind of</p>	16	<p>1 registration because that's, I think, the most 2 important time. But throughout the event, they'll just 3 be on the street, walking around. They'll be, you know 4 -- well, during the event, we wear staff t-shirts so 5 people can ask them questions. 6 And, I mean, if there's an emergency, I'm 7 sure they will call either 911 themselves or call one 8 of us to help or the bar -- 9 CHAIRPERSON MILLER: See, that's what I was 10 wondering. Do they have your number? Is there a 11 contact number for any reason? 12 MR. LOPEZ: We can add that to the site. I 13 mean, all the staff will have -- all the staff has our 14 numbers. And we -- and all the staff will have the 15 managers' numbers and the head of security, just 16 because if, you know -- if there is someone rowdy just 17 in the middle of the street, they, again, can go up to 18 one of the bouncers because they'll have a staff shirt 19 to let them know, "This guy, I don't know if we should 20 let him in right now. Maybe we shouldn't. Go get a 21 slice of pizza before he comes back in the bar and 22 sobers up a little bit."</p>
15	<p>1 emergency? 2 MR. LOPEZ: Well, we're relying on the -- I 3 guess the security and staff and manager. That's why 4 we're, I mean, keeping close contact with the managers 5 to help us out with that. In case, like, if someone is 6 intoxicated, you know, the bouncers, as they would on 7 any other night, doesn't have to let them in but, you 8 know, they don't throw them aside, you know, sit them 9 down and -- I mean, I've worked with all these bars 10 before at some point. I do my promotions at night and 11 the bouncers always handle those situations extremely 12 well at these -- at these bars. 13 I can't say that for all clubs and bars but 14 for these particular ones, they've always done a good 15 job. 16 CHAIRPERSON MILLER: So you know these bars 17 personally from your work with them? 18 MR. LOPEZ: Yes. 19 CHAIRPERSON MILLER: Okay. 20 MR. LOPEZ: And also, you know, we have -- 21 we're -- our event staff, we're going to scatter 22 throughout the event. So they'll be there in the</p>	17	<p>1 CHAIRPERSON MILLER: Okay. Other questions? 2 Yeah, Mr. Alberti? 3 MR. ALBERTI: I have questions about the 4 check-in. So I'm trying to understand exactly how it 5 works. So your staff will be managing the check-in at 6 the BlackFinn? 7 MR. LOPEZ: We'll be the ones that will be 8 giving out wrist bands. 9 MR. ALBERTI: Okay. 10 MR. LOPEZ: But to be able to give a wrist 11 band, we're going to have a bouncer -- two bouncers at 12 the very least checking IDs. Because our staff -- I 13 mean, I can look at an ID and see that it's 21 but I 14 can't know it's a fake. So the staff will -- 15 MR. ALBERTI: Okay. So it'll be bouncers off 16 staff -- whose staff? 17 MR. LOPEZ: Yeah, there'll be staff next to 18 the registration. 19 MR. ALBERTI: But whose staff are they? 20 MR. LOPEZ: BlackFinn's. 21 MR. ALBERTI: Okay. They're BlackFinn's 22 staff.</p>

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18	<p>1 MR. LOPEZ: And Mike Huffman will be in 2 charge of the -- 3 MR. ALBERTI: And BlackFinn is okay with 4 their staff being responsible for that? 5 MR. LOPEZ: Yes. Yeah. 6 MR. ALBERTI: Okay. 7 MR. LOPEZ: I mean, he -- the owner of 8 BlackFinn, Steve Ryan, he's the one that recommended 9 Mike Huffman as the head of security for it. 10 MR. ALBERTI: Okay. So they're the head of 11 security. So if any bar -- I'm trying to understand 12 the communication. So if a bar spots someone that's 13 too drunk, who do they call? 14 MR. LOPEZ: I mean, if it's outside their bar 15 -- 16 MR. ALBERTI: If Public Bar spots someone -- 17 MR. LOPEZ: Okay. 18 MR. ALBERTI: -- leaving their establishment, 19 part of the pub crawl, and he's just swaying all over 20 the place, who do they call? 21 MR. LOPEZ: I mean, if it's at Public, for 22 example, I would hope that they would tell one of our</p>	20	<p>1 "Hey, you know, a guy just left Public extremely drunk. 2 Please watch out for him." If -- because they're all 3 located close between Public, Irish Whiskey and Mighty 4 Pint, we're hoping we'll have staff just, you know, 5 roaming around. 6 The bouncer needs to be, like, "Hey, watch 7 this guy. You know, don't let him go to any other 8 bars." 9 MR. ALBERTI: I would -- I would recommend 10 that in addition to them alerting the other individual 11 bars -- 12 MR. LOPEZ: Uh-huh. 13 MR. ALBERTI: -- that you have them -- have a 14 central contact person who's on your staff. And that 15 person can then alert or assign staff to go make sure 16 that everything -- 17 MR. LOPEZ: Okay. 18 MR. ALBERTI: -- is calm -- 19 MR. LOPEZ: We're going to (inaudible) that's 20 a good idea. 21 MR. ALBERTI: -- and nothing -- and nothing 22 happens. All right?</p>
19	<p>1 staff, like, "Hey, just kind of see where they're 2 going." Because if someone walks out of Public swaying, 3 I would hope that they'd call Uber or call a cab or go 4 home. We don't know necessarily that they're going to 5 another bar. Those -- I mean, a lot of those bouncers -- 6 MR. ALBERTI: Now, well, let's say -- let's 7 say they're so obviously drunk that you don't want them 8 in another establishment. 9 MR. LOPEZ: Okay. I mean -- 10 MR. ALBERTI: Are you telling people to be 11 aware of those people? 12 MR. LOPEZ: Yes, yes, yes. Yeah, I mean -- 13 MR. ALBERTI: You say they start an argument 14 and they're so drunk they're starting an argument in 15 Public Bar. 16 MR. LOPEZ: Right, right. 17 MR. ALBERTI: Is Public Bar going to be 18 instructed to call someone to say -- to alert other 19 places not to -- to be on the lookout for this person? 20 MR. LOPEZ: Yeah, I mean, they'll have -- 21 they'll have the contact information for each bar. So 22 I'm hoping that they'll just send out a text, like,</p>	21	<p>1 MR. LOPEZ: Uh-huh. 2 MR. ALBERTI: Well, I hope nothing happens. 3 I'm not expecting anything to happen. 4 MR. BRAMSON: Yeah. 5 MR. ALBERTI: But I've been here long enough 6 -- sitting here long enough to know that it's not 7 impossible. 8 MR. BRAMSON: Yeah, all right. 9 MR. ALBERTI: And when it does happen, it 10 gets very seriously very quickly. So -- 11 MR. LOPEZ: Okay. 12 MR. ALBERTI: -- I mean, that's why I'm 13 asking you. It's for everybody's benefit to have 14 something -- 15 MR. LOPEZ: Right, right. 16 MR. ALBERTI: -- in place. The other 17 question - - oh, it didn't seem from your answers at 18 the very beginning that you understand that 19 establishments who are prohibited by their voluntary 20 agreement or have certain infractions in the last few 21 years aren't eligible to participate. So in your 22 communication with staff here, they'll be reviewing</p>

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<p style="text-align: right;">22</p> <p>1 your list and telling you if any of the establishments 2 aren't eligible. 3 MR. LOPEZ: Okay. 4 MR. ALBERTI: So just be aware of that. 5 MR. LOPEZ: Okay. 6 MR. ALBERTI: All of these may be eligible. 7 I don't know. But our staff here at ABRA will inform 8 you of that. 9 MR. LOPEZ: Okay. 10 MR. ALBERTI: Do you know -- can we -- and 11 can we get a commitment from you when you're going to 12 know the exact list? Because we would really like, at 13 some point, prior to the event -- 14 MR. LOPEZ: Uh-huh. 15 MR. ALBERTI: -- not the day before the event -- 16 MR. LOPEZ: Right. 17 MR. ALBERTI: -- but a reasonable amount of 18 time before the event we'd like to know where these 19 places are so that we can then make sure that we have 20 staff out there. 21 MR. LOPEZ: (Inaudible) -- 22 MR. ALBERTI: All right. And how soon do you</p>	<p style="text-align: right;">24</p> <p>1 MR. GHENENE: Five to seven. 2 MR. ALBERTI: All right. And after that it's 3 not going to change. 4 MR. GHENENE: Right. 5 MR. ALBERTI: And -- 6 MR. BRAMSON: (Inaudible) -- 7 MR. ALBERTI: I trust you guys probably 8 wouldn't do that but I just got to make sure. 9 MR. BRAMSON: Yeah. 10 MR. ALBERTI: And that's it. Thank you guys. 11 MR. LOPEZ: Okay. 12 MR. ALBERTI: Sounds like a good event. I -- 13 you're not excused yet. I have no more questions. 14 MR. GHENENE: Mr. Nophlin has a question, 15 Madam Chair. 16 CHAIRPERSON MILLER: Okay. Mr. Nophlin, go. 17 Yeah. 18 MR. NOPHLIN: I just really want to piggy- 19 back on -- again on the Board's concern. You -- 20 there's no central number for someone to call in case 21 something goes wrong? 22 MR. BRAMSON: I mean, the number --</p>
<p style="text-align: right;">23</p> <p>1 think? 2 MR. BRAMSON: So you're saying the number of 3 participating bars? 4 MR. ALBERTI: We need to get the -- a final 5 list of establishments. 6 MR. BRAMSON: Names of establishments. 7 MR. ALBERTI: A final list of the 8 establishments. I mean, we don't -- we don't want this 9 -- it changing until the day of the -- 10 MR. BRAMSON: Right. 11 MR. ALBERTI: -- day of the event. We'd 12 really like to know, let's say, five days -- 13 MR. BRAMSON: Sure. 14 MR. ALBERTI: -- before the event. 15 MR. BRAMSON: Okay. 16 MR. LOPEZ: Like, these are the final 17 establishments? 18 MR. ALBERTI: Yeah, within five days before 19 the event, these are the final -- is that -- is that a 20 reasonable amount of time? 21 MR. BRAMSON: Five to seven. 22 MR. ALBERTI: That's good? Okay.</p>	<p style="text-align: right;">25</p> <p>1 MR. NOPHLIN: How does that work? 2 MR. BRAMSON: Well, no. The number right now 3 that everyone -- everyone will have each other's 4 contact. But the head of security that everyone knows 5 is Mike Huffman and Steve Ryan from BlackFinn. Those 6 are the two -- because it's registration, I feel like 7 those two are the most important part of the crawl 8 because they're the ones -- 9 MR. NOPHLIN: What happens -- what happens 10 though if something does occur and that person isn't 11 around? How would they contact -- I mean, it seems to 12 me you could have -- well, I guess I'm getting it from 13 a colleague -- 14 MR. BRAMSON: Uh-huh. 15 MR. NOPHLIN: -- and continue to have a 16 central number you call -- 17 MR. BRAMSON: Uh-huh. 18 MR. NOPHLIN: -- the hotline. 19 MR. BRAMSON: Okay. 20 MR. NOPHLIN: So if something goes wrong, you 21 call that number. It seems to me that would be -- 22 logistically that makes sense. Because if you try and</p>

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26	<p>1 call each person and can't get that person, something 2 may occur. 3 MR. LOPEZ: So a hotline number -- or do you 4 mean a hotline number for the participants or for the 5 security? Because the security -- 6 MR. NOPHLIN: Well, I don't know. That's 7 your call. 8 MR. BRAMSON: Okay. 9 MR. NOPHLIN: Whatever way you think it could 10 work in terms of getting it -- 11 MR. LOPEZ: I would say it would be one of 12 the - - I mean, one of us or the staff. And then we 13 would be contacts -- 14 MR. ALBERTI: I think that's what we -- 15 that's what we discussed earlier, Mr. Nophlin, is that 16 they would -- I think they agreed that they would -- 17 someone on their staff would be the point of contact so 18 if -- and they may want to alert BlackFinn but they 19 should invite - - alert someone on your staff who's 20 responsible. 21 MR. LOPEZ: Right. And you would do the 22 alerting so that there's --</p>	28	<p>1 CHAIRPERSON MILLER: -- listing of the 2 establishments, right? 3 MR. LOPEZ: Uh-huh. Yes. 4 CHAIRPERSON MILLER: Good. 5 MR. BRAMSON: Upon registration, I mean, one 6 of the things that our staff will be doing -- I mean, 7 obviously when it comes to, like, you know, letting 8 them inside the bars, it's the bouncer's call as far as 9 checking IDs and stuff. But one of the things that our 10 staff's going to be doing is they're going to be seeing 11 IDs also, just to make sure the name matches the 12 ticket. And (B) they're going to be handing out -- 13 they're going to be handing out a map, like, you know, 14 where they -- if they have questions, you know, this is 15 where 3 Pizano's is for two slices -- I mean, \$2 slices 16 of pizzas, you know, contact info and just, you know, 17 FAQs about the bar crawl and stuff like that. 18 You know, we're going to have the number for 19 Uber, the app, you know. Do you need a cab? Here's a 20 number also and stuff like that. 21 CHAIRPERSON MILLER: Okay. Yeah. 22 MR. BRAMSON: So our map will have all that</p>
27	<p>1 MR. ALBERTI: Yes. 2 MR. LOPEZ: -- one central. 3 MR. NOPHLIN: I'm still not -- I mean, the 4 other concern I have is how would they know that? Who 5 -- do the participants know? Well, will you -- will 6 you advertise it or -- 7 MR. BRAMSON: We would advertise it, yes. 8 MR. NOPHLIN: Okay. All right. 9 MR. BRAMSON: We'd put it on the website, 10 flyers and stuff. 11 MR. LOPEZ: We're trying our best to reach 12 out to the participants via social networks as well, 13 you know, whether it be Facebook or Twitter or, you 14 know, like, perhaps YouTube, just to make sure (A) they 15 get the information right away and (B) you know, like, 16 everybody's on the same page as far as registration 17 goes, the times and the contact info. So 18 CHAIRPERSON MILLER: Let me ask you this a 19 minute. It sounds like you would be giving the 20 participants that, you know -- a card or a flyer or 21 something that has a -- 22 MR. BRAMSON: Yes. So --</p>	29	<p>1 information. 2 CHAIRPERSON MILLER: Okay. Yeah, I think 3 that's what the Board was -- 4 MR. BRAMSON: Okay. 5 CHAIRPERSON MILLER: -- concerned about. Are 6 you going to have the contact for all, a general 7 emergency or something, and then transportation and 8 that stuff? Okay. 9 MR. BRAMSON: Exactly. 10 CHAIRPERSON MILLER: Okay. 11 MR. BRAMSON: You'll see on the website it'll 12 also have physical and you'll have a piece of paper 13 that states all that and a map of where to go. 14 CHAIRPERSON MILLER: Okay. Good. Other 15 questions? Mr. Ghenene? 16 MR. GHENENE: Yes. I have a -- I have a few 17 questions. 18 CHAIRPERSON MILLER: Yes, good. 19 MR. GHENENE: What's the name of your 20 nighttime promotion company? 21 MR. BRAMSON: Project DC. 22 MR. GHENENE: Same thing?</p>

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30	1 MR. BRAMSON: No. Project DC Productions. 2 MR. GHENENE: Project DC Productions. 3 MR. BRAMSON: Productions. (Inaudible) -- 4 MR. GHENENE: Okay. Okay. And what other 5 establishments were you considering? 6 MR. BRAMSON: Well, Rumors, Lucky Bar -- 7 MR. GHENENE: Uh-huh. 8 MR. BRAMSON: -- and potentially 19th. 9 MR. GHENENE: Okay. 10 MR. BRAMSON: That'd be a last choice. 11 MR. GHENENE: Okay. On these days will all 12 of the establishments that you're considering all be 21 13 and over or are they still going to allow underage 14 patrons inside? 15 MR. BRAMSON: They're all 21. 16 MR. GHENENE: So all patrons inside any 17 establishment which you turn into the Board will be 21 18 and over? 19 MR. BRAMSON: Yes. 20 MR. GHENENE: Thank you. Where are you guys 21 advertising? I heard you mention Facebook, YouTube and 22 Twitter. Where else are you guys advertising?	32	1 MR. GHENENE: Okay. 2 MR. LOPEZ: We have staff to support them but 3 it's -- 4 MR. GHENENE: You have -- do you have 5 security staff to support them? 6 MR. LOPEZ: No. That's (inaudible) have 7 security. 8 MR. GHENENE: Okay. How much is the wrist 9 band? How much is the fee? 10 MR. BRAMSON: Right now it's \$14.99. 11 MR. GHENENE: \$14? 12 MR. BRAMSON: Some have promo codes, 13 discounts for \$7.99. 14 MR. GHENENE: I was going to ask you, does 15 the Kickball League going to get a discount? Because I 16 saw you advertise that. 17 MR. BRAMSON: Yes. They have -- they're -- 18 as a sponsor, they get -- sponsors get discounts. 19 MR. GHENENE: Okay. What other sponsors do 20 you have besides the -- 21 MR. BRAMSON: 3 Pizano's Pizza. 22 MR. GHENENE: Okay.
31	1 MR. LOPEZ: Local blogs. 2 MR. GHENENE: Local box [sic]? 3 MR. LOPEZ: Blogs. 4 MR. GHENENE: Okay. Local blogs. 5 MR. LOPEZ: Yeah, I would (inaudible) have, 6 you know -- we shout out emails to, like, On Tap. We 7 have DC Event Junkie, DCist. 8 MR. GHENENE: Just all blogs? 9 MR. LOPEZ: Huh? 10 MR. GHENENE: Blogs and stuff, right? 11 MR. LOPEZ: Blogs and we had our own email. 12 MR. GHENENE: Okay. 13 MR. BRAMSON: Had an email blast from my own 14 companies. 15 MR. GHENENE: Okay. 16 MR. LOPEZ: And I have an email blast as 17 well. 18 MR. GHENENE: Okay. So if I read this 19 correctly, you guys are entirely relying on the 20 individual establishments to provide security for your 21 event? 22 MR. LOPEZ: Correct.	33	1 MR. BRAMSON: Snapshots as well. 2 MR. LOPEZ: Snapshot Moments (ph). 3 MR. GHENENE: Okay. 4 MR. LOPEZ: And that's it. 5 MR. GHENENE: Okay. 6 MR. BRAMSON: And we also -- I mean, just to 7 add to -- we may have Bacardi sponsor. 8 MR. GHENENE: Bacardi? 9 MR. BRAMSON: Yeah. I mean, they're in the 10 talks of it so I don't know. 11 MR. GHENENE: What -- and how would they 12 sponsor? 13 MR. BRAMSON: They will just be the -- I 14 mean, the featured special. So the \$4 -- I mean, the 15 prices won't change. 16 MR. GHENENE: Okay. 17 MR. BRAMSON: In the matter of what they 18 offer, those are -- the prices are set. But 19 MR. GHENENE: Okay. Did you guys contact MPD 20 and let them know about your event? 21 MR. BRAMSON: We have not. 22 MR. GHENENE: Had you planned on it?

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34	<p>1 MR. BRAMSON: No, I hadn't.</p> <p>2 MR. GHENENE: Okay. And did you hire EMS or</p> <p>3 any kind of medical support people might -- that might</p> <p>4 be -- might become ill or intoxicated?</p> <p>5 MR. BRAMSON: We have not. We didn't know we --</p> <p>6 MR. GHENENE: Were you planning on it?</p> <p>7 Mr. BRAMSON: We didn't know we need to.</p> <p>8 MR. GHENENE: I don't know -- I don't know if</p> <p>9 you necessarily need to but had you planned on it?</p> <p>10 MR. BRAMSON: No. Now that you bring it up -</p> <p>11 - now that you've told us this --</p> <p>12 MR. LOPEZ: I mean, what it comes do, we want</p> <p>13 to do everything to comply. I mean --</p> <p>14 MR. GHENENE: Sure.</p> <p>15 MR. LOPEZ: -- we --</p> <p>16 MR. GHENENE: Well, that's not a part of</p> <p>17 being compliant.</p> <p>18 MR. LOPEZ: Yeah.</p> <p>19 MR. GHENENE: But do Steve and Mike at</p> <p>20 BlackFinn know that they are going to be the point of</p> <p>21 contact for all issues?</p> <p>22 MR. BRAMSON: For all security issues, yes.</p>	36	<p>1 looking at our regulations, I think, based on some of</p> <p>2 the questioning. And I don't know if this has been</p> <p>3 said but in the pub crawls regulations it says that you</p> <p>4 need to provide your security plan (inaudible).</p> <p>5 MR. BRAMSON: Okay.</p> <p>6 CHAIRPERSON MILLER: Okay. I mean, actually</p> <p>7 it says six weeks in advance but I know you're -- you</p> <p>8 don't have that. And we can -- we can waive that as</p> <p>9 long as MPD has enough time to (inaudible).</p> <p>10 MR. ALBERTI: So in other words, do it as</p> <p>11 soon as possible.</p> <p>12 MR. BRAMSON: Yes.</p> <p>13 CHAIRPERSON MILLER: Okay. So you're</p> <p>14 satisfied with all your questions? Okay.</p> <p>15 MR. GHENENE: Yes, ma'am.</p> <p>16 CHAIRPERSON MILLER: All right. Any other</p> <p>17 Board questions? Okay. Well, where I think we're at</p> <p>18 is -- we've heard a lot about your pub crawl and most</p> <p>19 of it sounds all right. But you have a few things that</p> <p>20 you need to attend to, such as the filing the security</p> <p>21 plan with MPD, having them review it and then coming up</p> <p>22 with a final list of the participants and also</p>
35	<p>1 MR. GHENENE: All security issues? Okay.</p> <p>2 And Steve and Mike will be the ones checking IDs for</p> <p>3 all of your -- the patrons?</p> <p>4 MR. BRAMSON: Their staff will be available.</p> <p>5 MR. GHENENE: Their staff?</p> <p>6 MR. BRAMSON: So the Black -- basically the</p> <p>7 BlackFinn staff will be in charge of checking at the</p> <p>8 initial registration. But we told --</p> <p>9 MR. GHENENE: At BlackFinn?</p> <p>10 MR. BRAMSON: At BlackFinn. But even with a</p> <p>11 wrist band, if you go to Public or Irish Whiskey, those</p> <p>12 bouncers would have to recheck --</p> <p>13 MR. GHENENE: Okay.</p> <p>14 MR. BRAMSON: -- the ID regardless if you</p> <p>15 have a wrist band.</p> <p>16 MR. GHENENE: Okay. And they're comfortable</p> <p>17 with being the people that are checking all of your</p> <p>18 patrons' IDs?</p> <p>19 MR. BRAMSON: Yes. I mean, they would have</p> <p>20 to anyway, if they were not the registration area.</p> <p>21 MR. GHENENE: Okay. That's all I've got.</p> <p>22 CHAIRPERSON MILLER: Okay. They're just</p>	37	<p>1 preparing your literature to indicate the contact</p> <p>2 people, emergency stuff, the transportation, you know.</p> <p>3 So we don't -- we don't have a final, final</p> <p>4 application to look at but what we can do today is</p> <p>5 conditionally approve your application subject to our</p> <p>6 legal staff reviewing the final package not later than</p> <p>7 a week prior to the event. Okay. Martha Jenkins is</p> <p>8 our legal contact right here.</p> <p>9 MR. LOPEZ: You don't have -- you're not --</p> <p>10 CHAIRPERSON MILLER: No, you can still talk</p> <p>11 to Mr. Walker too. All right. Do you -- do you have</p> <p>12 any questions? If you do have other questions later</p> <p>13 on, you should contact them anyway. But if you have</p> <p>14 any questions right now, you know, feel free to ask.</p> <p>15 MR. BRAMSON: Don't have any. Do you?</p> <p>16 MR. LOPEZ: No. I mean --</p> <p>17 CHAIRPERSON MILLER: Okay.</p> <p>18 MR. LOPEZ: -- like, they pretty much -- this</p> <p>19 was a lot of help for us too. So actually you guys</p> <p>20 helped --</p> <p>21 MR. BRAMSON: Right, thank you.</p> <p>22 CHAIRPERSON MILLER: Well, good.</p>

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<p>1 MR. LOPEZ: -- answer more questions for us 2 than anything else. So -- 3 MR. ALBERTI: And I know it's already been 4 said. If you have any questions, contact one of us 5 there. 6 CHAIRPERSON MILLER: All right. Okay. 7 Sorry. 8 MR. ALBERTI: Please do not hesitate to 9 contact. 10 CHAIRPERSON MILLER: Okay. 11 MR. LOPEZ: Call us late. 12 CHAIRPERSON MILLER: Thank you. 13 MR. ALBERTI: Good luck. 14 MR. LOPEZ: All right. Thank you. 15 MR. BRAMSON: Thank you very much for 16 everything, guys. 17 CHAIRPERSON MILLER: Okay. 18 (WHEREUPON, at 3:39 p.m., the hearing was 19 concluded.) 20 21 22</p>	<p>1 CERTIFICATE OF TRANSCRIPTION 2 3 I, MIRANDA PENNACHI, hereby certify that I am not 4 the Court Reporter who reported the following 5 proceeding and that I have typed the transcript of this 6 proceeding using the Court Reporter's notes and 7 recordings. The foregoing/attached transcript is a 8 true, correct and complete transcription of said 9 proceeding. 10 11 12 _____ 13 Date MIRANDA PENNACHI 14 Transcriptionist 15 16 17 18 19 20 21 22</p>
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<p>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 transcript was 6 recorded by me and thereafter reduced to typewriting 7 under my direction; that said transcription is a true 8 record of the testimony given by said parties; that I 9 am neither counsel for, related to, nor employed by any 10 of the parties to the action in which this 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 19 _____ 20 ERICK McNAIR 21 Notary Public in and for the 22 District of Columbia My Commission Expires: July 14, 2016</p>	

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<hr/> \$ <hr/> \$14 32:11 \$14.99 32:10 \$2 10:3 13:12 28:15 \$3 10:4 \$4 10:4 33:14 \$7.99 32:13 <hr/> 1 <hr/> 1 12:11 1:00 9:6 1000 5:9 7:17,18 12 1:10 14 7:15 39:22 14th 1:12 16th 6:17 19th 30:8 <hr/> 2 <hr/> 2 12:13 2:00 9:6,10,15,16 2000 1:12 2012 1:6,10 2016 39:22 21 6:19 13:7 17:13 30:12,15,17 22 1:6 <hr/> 3 <hr/> 3 13:11 28:15 32:21 3:09 2:2 3:39 38:18 300-500 8:2	<hr/> 5 <hr/> 5:00 9:12 <hr/> 9 <hr/> 9:00 9:6 911 16:7 <hr/> A <hr/> able 13:3 17:10 ABRA 1:19 3:18 5:18 11:9 22:7 Abyie 1:19 3:17 access 7:3 10:22 14:15,16 action 39:10,14 actually 5:20 8:19 9:21 10:13 12:16 36:6 37:19 add 16:12 33:7 added 13:22 addition 20:10 address 12:11,14,16 advance 36:7 advertise 27:6,7 32:16 advertising 30:21,22 afternoon 2:4 agreed 26:16 agreement 6:1 21:20 ahead 10:14 12:1 Alberti 1:16 2:17,21 13:1 17:2,3,9,15,19,2 1	18:3,6,10,16,18 19:6,10,13,17 20:9,13,18,21 21:2,5,9,12,16 22:4,6,10,15,17, 22 23:4,7,11,14,18, 22 24:2,5,7,10,12 26:14 27:1 36:10 38:3,8,13 Alcoholic 1:2,11,12 Alejandro 3:10 alert 19:18 20:15 26:18,19 alerting 20:10 26:22 Alex 3:7,8,10 allow 30:13 already 8:16 38:3 am 39:9,11 40:3 amount 22:17 23:20 answer 13:4 38:1 answers 21:17 anticipated 7:21 anyone 10:3 anything 4:6 11:3 21:3 38:2 anyway 35:20 37:13 app 28:19 appearing 39:5 applicant 2:6 application 2:5 6:12 37:4,5	approve 37:5 area 6:14 10:2 35:20 aren't 5:21 7:9 21:21 22:2 argument 19:13,14 aside 15:8 assign 20:15 assumed 6:5,10 Assuming 14:10 attend 36:20 attended 3:21 attorney 39:12 autumn 2:19 available 1:8 35:4 aware 19:11 22:4 away 27:15 <hr/> B <hr/> Bacardi 33:7,8 back-ups 5:2 band 6:22 7:2,4 10:21 11:3 17:11 32:9 35:11,15 bands 17:8 bar 7:4 9:21 10:18,22 12:10,14 13:20 16:8,21 18:11,12,14,16 19:5,15,17,21 28:17 30:6 bars 7:2 8:12,13 10:16 14:15 15:9,12,13,16 20:8,11 23:3
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