

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

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.

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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.

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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?

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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

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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

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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

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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

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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

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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 -

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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.

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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 --

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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.

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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

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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

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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."

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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.

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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

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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,

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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?

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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

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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

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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.

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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 --

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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

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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 --

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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 --

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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

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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?

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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?

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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.

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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.

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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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1 MR. BRAMSON: No, I hadn't.

2 MR. GHENENE: Okay. And did you hire EMS or
3 any kind of medical support people might -- that might
4 be -- might become ill or intoxicated?

5 MR. BRAMSON: We have not. We didn't know we --

6 MR. GHENENE: Were you planning on it?

7 Mr. BRAMSON: We didn't know we need to.

8 MR. GHENENE: I don't know -- I don't know if
9 you necessarily need to but had you planned on it?

10 MR. BRAMSON: No. Now that you bring it up -
11 - now that you've told us this --

12 MR. LOPEZ: I mean, what it comes do, we want
13 to do everything to comply. I mean --

14 MR. GHENENE: Sure.

15 MR. LOPEZ: -- we --

16 MR. GHENENE: Well, that's not a part of
17 being compliant.

18 MR. LOPEZ: Yeah.

19 MR. GHENENE: But do Steve and Mike at
20 BlackFinn know that they are going to be the point of
21 contact for all issues?

22 MR. BRAMSON: For all security issues, yes.

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1 MR. GHENENE: All security issues? Okay.

2 And Steve and Mike will be the ones checking IDs for
3 all of your -- the patrons?

4 MR. BRAMSON: Their staff will be available.

5 MR. GHENENE: Their staff?

6 MR. BRAMSON: So the Black -- basically the
7 BlackFinn staff will be in charge of checking at the
8 initial registration. But we told --

9 MR. GHENENE: At BlackFinn?

10 MR. BRAMSON: At BlackFinn. But even with a
11 wrist band, if you go to Public or Irish Whiskey, those
12 bouncers would have to recheck --

13 MR. GHENENE: Okay.

14 MR. BRAMSON: -- the ID regardless if you
15 have a wrist band.

16 MR. GHENENE: Okay. And they're comfortable
17 with being the people that are checking all of your
18 patrons' IDs?

19 MR. BRAMSON: Yes. I mean, they would have
20 to anyway, if they were not the registration area.

21 MR. GHENENE: Okay. That's all I've got.

22 CHAIRPERSON MILLER: Okay. They're just

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1 looking at our regulations, I think, based on some of
2 the questioning. And I don't know if this has been
3 said but in the pub crawls regulations it says that you
4 need to provide your security plan (inaudible).

5 MR. BRAMSON: Okay.

6 CHAIRPERSON MILLER: Okay. I mean, actually
7 it says six weeks in advance but I know you're -- you
8 don't have that. And we can -- we can waive that as
9 long as MPD has enough time to (inaudible).

10 MR. ALBERTI: So in other words, do it as
11 soon as possible.

12 MR. BRAMSON: Yes.

13 CHAIRPERSON MILLER: Okay. So you're
14 satisfied with all your questions? Okay.

15 MR. GHENENE: Yes, ma'am.

16 CHAIRPERSON MILLER: All right. Any other
17 Board questions? Okay. Well, where I think we're at
18 is -- we've heard a lot about your pub crawl and most
19 of it sounds all right. But you have a few things that
20 you need to attend to, such as the filing the security
21 plan with MPD, having them review it and then coming up
22 with a final list of the participants and also

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1 preparing your literature to indicate the contact
2 people, emergency stuff, the transportation, you know.

3 So we don't -- we don't have a final, final
4 application to look at but what we can do today is
5 conditionally approve your application subject to our
6 legal staff reviewing the final package not later than
7 a week prior to the event. Okay. Martha Jenkins is
8 our legal contact right here.

9 MR. LOPEZ: You don't have -- you're not --

10 CHAIRPERSON MILLER: No, you can still talk
11 to Mr. Walker too. All right. Do you -- do you have
12 any questions? If you do have other questions later
13 on, you should contact them anyway. But if you have
14 any questions right now, you know, feel free to ask.

15 MR. BRAMSON: Don't have any. Do you?

16 MR. LOPEZ: No. I mean --

17 CHAIRPERSON MILLER: Okay.

18 MR. LOPEZ: -- like, they pretty much -- this
19 was a lot of help for us too. So actually you guys
20 helped --

21 MR. BRAMSON: Right, thank you.

22 CHAIRPERSON MILLER: Well, good.

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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.)

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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.

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ERICK McNAIR

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Notary Public in and for the

21

District of Columbia

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My Commission Expires: July 14, 2016

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CERTIFICATE OF TRANSCRIPTION

I, MIRANDA PENNACHI, hereby certify that I am not the Court Reporter who reported the following proceeding and that I have typed the transcript of this proceeding using the Court Reporter's notes and recordings. The foregoing/attached transcript is a true, correct and complete transcription of said proceeding.

Date

MIRANDA PENNACHI

Transcriptionist

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