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GOVERNMENT OF THE DISTRICT OF COLUMBIA
ALCOHOLIC BEVERAGE REGULATION ADMINISTRATION
ALCOHOLIC BEVERAGE CONTROL BOARD

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IN THE MATTER OF: :
Pub Crawl : Fact Finding Hearing
Applicant: Christine Benner :
Date of Event: March 12, 2016 :
Event: Lindy Promotions, LLC :
Leprechaun Lap Bar Crawl :
Neighborhood: Multiple Licensed :
Premises :
Size of Event: 2500-3000 :
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Wednesday, February 3, 2016

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

1 CHAIRPERSON:

2 DONOVAN ANDERSON, Presiding

3

4 BOARD MEMBERS:

5 RUTHANNE MILLER

6 NICK ALBERTI

7 MICHAEL SILVERSTEIN

8 JAMES SHORT

9

10 ALSO PRESENT:

11 CHRISTINE BENNER,

12 On behalf of Lindy Promotions

13 VERNON LEFTWICH, ABRA Investigator

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

2 CHAIRMAN ANDERSON: All right. We're back on the
3 fact finding hearing -- our next case is the fact finding
4 for pub crawl for Christine Benner, date of event March 12,
5 2016, Leprechaun Lap Bar Crawl. Can you please identify
6 yourself for the record, please?

7 MS. BENNER: Christine Benner. Do you need me to
8 spell that? C-H-R-I-S-T-I-N-E Benner, B-E-N-N-E-R. I'm
9 representing Lindy Promotions.

10 MR. LEFTWICH: ABRA Investigator Vernon Leftwich,
11 V-E-R-N-O-N L-E-F-T-W-I-C-H.

12 CHAIRMAN ANDERSON: All right, Ms. Benner.
13 You're applying for a Leprechaun Lap Bar Crawl. And I guess
14 for -- you're aware of the new emergency legislation that
15 the board has passed; is that correct?

16 MS. BENNER: Yeah.

17 CHAIRMAN ANDERSON: All right. So can you tell
18 us just tell us a little about the pub crawl that you're
19 asking for, and -- and what is it, if anything, you've done
20 to try to comply with the new regulations?

21 MS. BENNER: First of all, I understand that
22 there might be some confusion with my rep --

1 MR. SHORT: Speak up.

2 MS. BENNER: Yeah.

3 I understand that there might have been some
4 confusion with who I am for Lindy Promotions, that you guys
5 requested Dave Lindemeyer to be here as well.
6 Mr. Lindemeyer actually sold Lindy Promotions to my company,
7 Junebug, last February. So he's more just there for
8 consultation, and I'm actually the DC regional manager. So
9 I just want to let you guys --

10 MR. SILVERSTEIN: I'm sorry. Who left --

11 MS. BENNER: So Dave Lindy sold his company,
12 Lindy Promotions, to our company, Junebug, last February.
13 So Dave is used more just for consultation now, and I'm
14 actually the DC regional manager. That's why I've been
15 coming to these hearings, and not Dave Lindy. So I just
16 wanted to put that out there so that you guys knew who I
17 was, and why Dave was not around.

18 So I am here asking for the board's approval for
19 Lindy Promotions' 15th Annual Leprechaun Lap Bar Crawl. For
20 the past 15 years, Lindy Promotions has been DC's premier
21 pub crawl producer. Mr. Lindemeyer even helped write the
22 handbook for DC on how to produce pub crawls.

1 We recently lost the board's trust with our
2 Nightmare on M Street Bar Crawl, and I'm gonna do everything
3 in our power to make sure we gain that trust back. Unlike
4 some of our competitors, we've actually spent the last few
5 months strategizing bars and perfecting our pub crawl
6 strategies to make sure that we don't have any incidents
7 like we had on Nightmare on M Street.

8 We've actually also fired our technology company,
9 and have a contract pending right now with one that has
10 substantial software that will allow for overselling pub
11 crawls to not even be something thought about. It will shut
12 down, actually, once 10 tickets are left; and then we'll
13 actually have to go manually in and up them so that we can
14 sell those last 10 tickets. So we won't have any issues
15 like that again.

16 We spoke with ABRA representatives as well with
17 the new understanding to make sure that we understand what
18 is expected of us for producing pub crawls moving forward as
19 well. So we have read the notice of emergency produced
20 rulemaking set forth, and I have implemented this into this
21 year's pub crawl, Leprechaun Lap Bar Crawl.

22 One thing that we're doing differently is the

1 geographical area. We're not looking to focus only in the
2 Dupont Circle area. We'd actually have our pub crawl be in
3 three different areas, one being the Dupont Circle area, one
4 being Gallery Place, and one being the U Street Corridor;
5 and then we would actually sell tickets with the maximum
6 number to those areas. So we would sell 1,500 tickets to
7 the Dupont area, a thousand tickets to the Gallery Place,
8 and then 500 to U Street. And so that's where that 3,000
9 number came up with. So this way we're not pushing all of
10 our participants to that one area, which was a big issue for
11 the Halloween Bar Crawl.

12 MR. SILVERSTEIN: Do you want to repeat those
13 numbers again? 200 to Dupont?

14 MS. BENNER: 1,500. 1,500 to Dupont, 1,000 to
15 Gallery Place, and 500 to U Street Corridor. Those would be
16 the maximum number of tickets that we will sell for each
17 area, and that's where that 3,000 participants came from are
18 those tickets.

19 We're actually starting our bar crawl earlier
20 this year. We'd be starting at noon, and registration would
21 go until seven p.m. Customers would not be allowed to
22 register after seven p.m. So we're pushing our customers to

1 come out earlier as well so that they're not interfering
2 with the normal nightlife that happens within those areas as
3 well.

4 Another thing that we have changed is our litter
5 prevention plan to correlate to the new rules. The first
6 thing that we're gonna be doing is each registration is
7 actually going to have two trash cans at each registration
8 area that we're gonna be in charge of bringing, as well as
9 taking care of them afterwards. This is to kind of help
10 with some of the litter that's there at the registration
11 time.

12 We're also -- all my staff members when they
13 first arrive will have to take a picture of the registration
14 areas, like the ground, the floor, everything, send it to me
15 myself; and then before they're allowed to leave at the end
16 of their shift, they have to send me another picture. And
17 no one's allowed to leave until I approve that that area
18 represents what it looked like when they got there. So if
19 we have to pay people more money because they're staying
20 late, then that's what's gonna have to be. But we feel like
21 that's really efficient as to kind of -- none of our staff
22 members are volunteers. They're all paid. So if it's not

1 the way they left it, or they left without sending me the
2 picture, then we're gonna withhold some of their money as to
3 give them the incentive to actually send that picture to us
4 before they're allowed to leave.

5 We also have a contract pending right now with a
6 janitorial company called First Lady Janitorial, and they
7 will actually be taking care of all three areas that are
8 part of the bar crawl. They will be doing the streets.
9 They will be doing the sidewalks, as well as anything that
10 they may need to as well. They asked that I actually do a
11 walkthrough with them of all the different areas and point
12 out exactly what we want cleaned, and then that's what
13 they'll put into the contract so that they know exactly what
14 they're doing so that there's no confusion between us and
15 the board or the DPW.

16 We also have security that we hire. We hire two
17 security companies, one being Massive Entertainment. They
18 are in charge of ID'ing all of our customers before they
19 receive a wristband. The bars must also ID all customers to
20 make sure that they're 21 or over. But before they're even
21 allowed to get a wristband, we do check that they are 21 and
22 over. Massive Entertainment also helps with crowd control.

1 And we hire City Security as well for all of our
2 registration areas to do crowd control. And this year we'll
3 have one supervisor in each area roaming the streets of all
4 the participating bars to make sure that there's no problem
5 where we don't actually have security guards. We're
6 hoping -- and we will talk to the supervisors as well to
7 talk about the litter issues that we've had in the past so
8 that they can kind of keep an eye on that as well. So we
9 think that that could be a huge presence of having some kind
10 of problem there.

11 CHAIRMAN ANDERSON: All right. Mr. Leftwich?

12 MR. LEFTWICH: I just have a number of questions,
13 but I'll start with the most recent. You stated that the --
14 the managers at each registration table or area will have to
15 send you a picture. In accordance to this rule, it says
16 that, "The applicant must remain at the pub crawl event to
17 superintend for the duration of the event and should neither
18 purchase nor consume alcoholic beverage during the event."
19 So you said that they would be sending you pictures, but you
20 would be able to see it yourself.

21 MS. BENNER: Well, I'll be at one area. I can't
22 be at all three registration areas. So I asked them to send

1 me the pictures so I could see it as well. It's kind of
2 hard to travel from Dupont to Gallery Place, and so I don't
3 want to have one team that may have everything cleaned up,
4 ready, waiting potentially 45 minutes for me to try and get
5 up to a different area. But I will be in the District the
6 day of.

7 MR. LEFTWICH: Okay.

8 MS. BENNER: But because we have three
9 registrations, that makes it difficult.

10 MR. LEFTWICH: That brings me to my next
11 question. The rule also states, "For the purposes of this
12 section, a pub crawl event shall be defined as an organized
13 group of establishments within walking distance which
14 participate in the promotion of the event, features the sale
15 or service of alcoholic beverages during the specific time
16 period." So you stated that you wouldn't be able to walk
17 from Dupont to U Street and Gallery Place. So do you feel
18 that that fits the requirements of a pub crawl?

19 MS. BENNER: So it would kind of necessarily, I
20 guess, be then three pub crawls within one larger pub crawl.
21 It would all be the Leprechaun Lap Pub Crawl, but it would
22 be broken up into three different areas. Does that answer

1 your question?

2 MR. LEFTWICH: It answers my question, but I
3 still don't think that -- that means you would be having
4 three different pub crawls, and your application is for one
5 pub crawl, and not three different pub crawls.

6 MS. BENNER: Yes. I do mention the different
7 areas in our --

8 MR. LEFTWICH: I see --

9 MR. ALBERTI: Investigator, just FYI, I'll follow
10 up on that.

11 MR. LEFTWICH: Okay.

12 MS. MILLER: I'd like to too.

13 MR. LEFTWICH: And so in regard to some of the
14 establishments, there are a number of overlapping
15 establishments for this specific date. And I will start
16 with do you know that Penn Social, RFD, Red Line, Jackpot,
17 and Penn Quarter Sports Tavern are all participating in DC
18 Leprecrawl?

19 MS. BENNER: I was not aware of that, no.

20 MR. LEFTWICH: Okay. And that's on the same date
21 as March 12, 2016.

22 Also in regards to Penn Social, which is a part

1 of your establishments, their settlement agreement states,
2 "The licensee will not make its premises available to
3 non-employee promoters for presentation of advertised
4 parties or events intended to generate profit for such
5 promoters. However, such latter restrictions shall not
6 preclude the licensee from closing its premises to the
7 general public from time to time in order to accommodate
8 invitation-only private functions." And from my
9 understanding, this wouldn't be just a private function; it
10 would be a promotional event.

11 MS. BENNER: Correct.

12 MR. LEFTWICH: So based off of this, I don't
13 think they would be able to participate.

14 MS. BENNER: Those bars are potential bars who
15 would like to be on the crawl --

16 MR. LEFTWICH: Okay.

17 MS. BENNER: -- not necessarily this is who will
18 be participating in the crawl.

19 MR. LEFTWICH: Okay.

20 MS. BENNER: So I'm just putting that out there
21 as well.

22 MR. LEFTWICH: All right. So would you like a

1 list of -- because there a few other establishments that are
2 also participating in another, or are supposed to be
3 participating in another bar crawl as well on that same
4 date; and those establishments, again, are Red Line,
5 Jackpot, Penn Quarter, and RFD.

6 MS. BENNER: Okay.

7 MR. LEFTWICH: Okay.

8 MS. BENNER: Yeah.

9 MR. LEFTWICH: And also the concern with -- here
10 you have listed as Handsome Cock, but we don't even -- that
11 tradename isn't even -- hadn't even been approved by the
12 board for them to operate as that. So we have them as
13 Touchdown. So that establishment may not be able to
14 participate either.

15 MS. BENNER: Okay. I will make that note. Thank
16 you.

17 MR. LEFTWICH: And lastly, in regards to your
18 security plan, based on your geographical three different
19 locations, if you just have -- here it says, "and one
20 supervisor roaming in the areas of the participating bars."
21 So if something was to happen in Gallery Place or Dupont --

22 MS. BENNER: There would be a supervisor at each

1 area. So, like, there would be one at Dupont, on in Gallery
2 Place, and one on U Street Corridor.

3 MR. LEFTWICH: Okay. That isn't very clear, but
4 now -- thank you for explaining that.

5 MS. BENNER: I apologize if that was not clear.

6 MR. LEFTWICH: Hm-hm. I think that's all of my
7 questions.

8 CHAIRMAN ANDERSON: Questions by board members?
9 Mr. Alberti?

10 MR. ALBERTI: So I want to ask questions about
11 these three separate areas.

12 MS. BENNER: Hm-hm.

13 MR. ALBERTI: I buy a ticket for Dupont. Do I
14 get to walk up to U Street?

15 MS. BENNER: If you would like to, yes, you can.

16 MR. ALBERTI: Okay. So I can go anywhere in this
17 pub crawl for my ticket?

18 MS. BENNER: That's correct, yes. You must
19 register, though, at that bar that you purchased the ticket
20 for. Our scanners will not accept it at any other location
21 besides that one location.

22 MR. ALBERTI: So it restricts you to where you

1 can --

2 MS. BENNER: That's correct.

3 MR. ALBERTI: It restricts you only to where you
4 can check in?

5 MS. BENNER: That's correct.

6 MR. ALBERTI: That's important to know. All
7 right.

8 Investigator Leftwich, you said -- what was --
9 what was the name of the other pub crawl that's been
10 approved?

11 MR. LEFTWICH: DC Leprecrawl.

12 MR. ALBERTI: Leprecrawl. And can you tell me
13 the list of establishments for that again?

14 MR. LEFTWICH: The overlapping, or all of the
15 establishments?

16 MR. ALBERTI: The overlapping, because I'm not
17 sure I see the overlap. But go ahead -- go with the
18 overlap.

19 MR. LEFTWICH: Penn Social.

20 MR. ALBERTI: I don't see Penn Social -- do I see
21 Penn Social on --

22 MR. LEFTWICH: Penn Social is on the second page

1 of the list of proposed establishments, second from the top
2 on the right-hand side.

3 MR. ALBERTI: Hang on a second.

4 CHAIRMAN ANDERSON: Yeah. It's on there. This
5 page --

6 MR. ALBERTI: What am I looking at?

7 CHAIRMAN ANDERSON: You're looking at this page.

8 MR. ALBERTI: So what's this page then?

9 So I'm looking at appendum two. It's got a list
10 of places. What's -- what's the other -- what's the
11 appendum one, A1? What's the difference between appendum A1
12 and appendum A2? Again, I'm not very quick-witted up here
13 so --

14 MS. BENNER: One is the list of the bars, and one
15 is the map of the --

16 MR. ALBERTI: One is the -- one is the list of
17 the bars?

18 MS. BENNER: Correct, the potential -- potential
19 bars.

20 MR. ALBERTI: And --

21 MS. BENNER: And one is the map of the potential
22 bars as well.

1 MR. ALBERTI: But -- but it doesn't list all the
2 bars that are on appendum one.

3 MS. BENNER: The map doesn't have the names of
4 them, no. I couldn't -- no.

5 MR. ALBERTI: Okay. So which ones do I go by?

6 MS. BENNER: As it -- they're both potential, but
7 the list of bars.

8 MR. ALBERTI: Okay. All right. All right.
9 Fine. I gotcha.

10 MR. LEFTWICH: Would you like the --

11 MR. ALBERTI: No. I think we'll get that from
12 our rep -- I don't want to waste time. And you can give it
13 to us at the end of the hearing, but I appreciate you noting
14 that for us. We will take it form you at the end.

15 Do you have hours?

16 MS. BENNER: Yes.

17 MR. ALBERTI: I don't quite understand your
18 application. Okay, hours. Hours of the event are 12 p.m.
19 to seven p.m.?

20 MS. BENNER: For the registration. The event
21 would go from noon until midnight.

22 MR. ALBERTI: Until what?

1 MS. BENNER: Until midnight. From noon until
2 midnight will be the actual event.

3 MR. ALBERTI: So you heard me get upset with the
4 previous people. It doesn't say that here, unless I'm
5 missing something. The actual hours of the event, it says
6 12 p.m. to seven p.m.

7 MS. BENNER: It has on our letter, our formal
8 letter --

9 MR. ALBERTI: I don't care. The application is
10 what rules with me.

11 MS. BENNER: Okay.

12 MR. ALBERTI: That's what our investigators are
13 gonna use; and, if we approve you, you're in trouble,
14 because your application doesn't say it.

15 MS. BENNER: I'll make that note.

16 CHAIRMAN ANDERSON: That's on page two --

17 MR. ALBERTI: I know, but the application is -- I
18 don't care what accompanies it. The application is the
19 application. I expect the application to be correct,
20 because that's what our investigators use, and that's what
21 we use as a legal document if we find someone operating
22 afterwards.

1 How many tickets, maximum number of tickets you
2 will sell?

3 MS. BENNER: 3,000.

4 MR. ALBERTI: Because I explained to -- I don't
5 think I've spoken to you since -- since the new rules went
6 into effect. When we say --

7 MS. BENNER: No, sir.

8 MR. ALBERTI: Well, I think everyone up here is
9 in agreement, when we say the maximum number, that's the
10 maximum number of tickets; not the maximum number of
11 participants, maximum number of tickets. So if you expect
12 only 95 percent of the people to come who bought tickets,
13 that's on you. You'll only get that many, but your maximum
14 number is the maximum number of tickets you will sell. All
15 right?

16 MS. BENNER: Yes.

17 MR. ALBERTI: You've already spoken to how you're
18 going to control that.

19 What do you get for your money?

20 MS. BENNER: The customer -- tickets start at
21 \$10. They go up to \$20. And they get a wristband. It's a
22 green Coors Light wristband, which we'll be using this year.

1 They get a koozie. In the past we've used cups, but we
2 found that cups actually get left on the ground a lot more
3 than koozies, which you can hide in a bag or put in your
4 pocket. And then they get a map, but we're actually only
5 printing out half the maps this year, as we're also emailing
6 maps to all of our customers prior to the event so that they
7 will have it electronically as to kind of help prevent some
8 of that litter as well.

9 MR. ALBERTI: Do you get free admission to any
10 place that has a cover charge?

11 MS. BENNER: You get free admission into all the
12 participating bars that are on the map, as well as specials,
13 which are \$3 Coors Light, \$4 Blue Moon, \$4 Summer Shandys.

14 MR. ALBERTI: Assuming that your event would go
15 to 12 a.m., if I showed up at 12:30 or 12:15 at an
16 establishment that has a cover charge, are they gonna waive
17 it?

18 MS. BENNER: No. You would have to pay.

19 MR. ALBERTI: And I ask so that we know that
20 all -- everything associated with -- every benefit
21 associated with your pub crawl ends at what it says it does.

22 MS. BENNER: That's correct.

1 MR. ALBERTI: All right. You have a pretty
2 diverse, pretty wide-ranging map here. How -- how are you
3 gonna describe the area to be cleaned up on the U Street
4 portion of this?

5 MS. BENNER: That's why I would do the
6 walkthrough with the janitorial company themselves.

7 MR. ALBERTI: So have you thought about what
8 areas would get cleaned up?

9 MS. BENNER: It would be all the areas. We
10 usually work -- we work with U Street with like a -- Sud
11 House is our registration. So it's mostly the street and
12 the sidewalk, the patio areas.

13 MR. ALBERTI: Where?

14 MS. BENNER: Associated with all of the bars that
15 will be part of the crawl.

16 MR. ALBERTI: I got the corner of -- what's that,
17 Vermont? Yeah, I guess that's Vermont and U Street. Does
18 that get cleaned up?

19 MS. BENNER: Yes.

20 MR. ALBERTI: How do you specify that to the
21 company?

22 MS. BENNER: We will do a giant -- we'll kind of

1 put our heads in the customer standpoint, and any spot that
2 the customer may potentially be walking to get from bar to
3 bar, that will be within the cleanup area, and that is what
4 me and the First Lady Janitorial Company will walk, and what
5 I will point out that needs --

6 MR. ALBERTI: So tell me what area that is. I
7 don't want to put words in your mouth. You tell me. What
8 area is that?

9 MS. BENNER: So it will be the U Street Corridor,
10 which is -- I believe that the last bar that we have on
11 there -- I don't know the exact area, but it would be --

12 MR. ALBERTI: All right. So -- you know, I kind
13 of put you on the spot.

14 MS. BENNER: Yes.

15 MR. ALBERTI: For future reference, I would be
16 more comfortable if you would come in knowing that when you
17 got here, because it's not -- you know, it's not something
18 that's iffy. You guys -- your company has set the area. So
19 when you come in here, you gotta know what area needs to get
20 cleaned up. That area isn't -- it's not really in flux.

21 MS. BENNER: I understand.

22 MR. ALBERTI: So, you know, it's not something

1 that you should still be thinking of, you know, what company
2 you might go to, some of those aspects of that contract.
3 But what area needs to get cleaned up should be part of your
4 plan from day one. So we're gonna need to know that before
5 this event, if it gets approved, goes off, gets off the
6 starting blocks.

7 You heard me ask this question of the other
8 estab -- of the other organization, company. Thoughts on
9 overlapping establishments?

10 MS. BENNER: So you guys should have a copy of
11 our contract, which all the bars must sign before they even
12 get put on any of our advertising, so any maps, before
13 they're listed on our websites, everything. And in that it
14 states that they're only allowed to participate in our bar
15 crawl. Any company that breaks that -- we're constantly
16 checking every other pub crawl's websites to make sure that
17 that doesn't happen -- they will be kicked off without
18 questions, without -- they will just be removed from all
19 listings.

20 MR. ALBERTI: Okay. I still have this dilemma.
21 I'm struggling with this. I've got three bar crawls here
22 that there's significant overlap. You know, it's a matter

1 of -- when do you have to finalize your advertisement?

2 MS. BENNER: So we can constantly change our
3 advertisement. If something is amended from whether a bar
4 is taken off or whatnot, we actually send an email blast out
5 to all of our customers letting them know that that change
6 has happened. That's to kind of help with some of that
7 confusion prior to the event.

8 MR. ALBERTI: How late can you do that?

9 MS. BENNER: Up until an hour before the event.

10 MR. ALBERTI: So my dilemma is, you know, we get
11 people expecting certain bars to be in their price of
12 admission, and they may not be because -- it's gonna be a
13 nightmare. You know, this is -- this is my dilemma.
14 They're expecting -- people are expecting to go into a bar
15 and get certain drinks. The bars will probably accommodate
16 them even though -- so bar X may not have your license up,
17 but they'll accommodate your pub crawl because they know
18 about it and it's good for their business. And I don't know
19 what to do about that.

20 MS. BENNER: If a bar won't put up our license,
21 we will not have them on any of the maps. And if, God
22 forbid, a bar does decide to go with another pub crawl

1 company, we'll hire an extra security guard from either City
2 or Massive and actually place them at that venue to make
3 sure that none of our wristbands are being let in and to
4 kind of help answer any questions that customers might have
5 to try and help with that flow of things.

6 MR. ALBERTI: I'll ask you a question which
7 others may not understand, but would you be willing to
8 supply us with wristbands?

9 MS. BENNER: Of course.

10 MR. ALBERTI: Okay. I have no further questions.

11 CHAIRMAN ANDERSON: Mr. Short?

12 MR. SHORT: Good afternoon. I'm going to ask
13 about the litter plan. You say you read and understand --
14 you read and understand the requirements, correct?

15 MS. BENNER: That's correct.

16 MR. SHORT: Tell me what you understand about
17 them, and what have you done in regards to the litter plan.

18 MS. BENNER: So I understand there's a lot of
19 edits actually in this compared to what had been in the
20 past. The biggest issue is you guys now have more control
21 over the pub crawl itself, how many participants it is --

22 MR. SHORT: I just want you to answer questions

1 about litter, please.

2 MS. BENNER: Oh, sorry.

3 MR. SHORT: What have you done about litter?

4 What -- tell me what your litter plan is, what you
5 understand, and what you've done.

6 MS. BENNER: Hm-hm. So our litter plan is going
7 to be we'll have two trash cans at all registration areas --

8 MR. SHORT: Okay.

9 MS. BENNER: -- to try and help --

10 MR. SHORT: You understand the -- in our rules we
11 don't say anything about two cans, or three cans, or 15, or
12 20, or a hundred cans.

13 Okay. If -- let me do this, because apparently
14 you -- it states here that you are to file a litter removal
15 plan at least 45 days prior to the event with the District
16 Department of Public Works. What have you done in that
17 regards?

18 MS. BENNER: We --

19 MR. SHORT: Have you contacted the Department of
20 Public Works?

21 MS. BENNER: No, sir. I was waiting until we
22 got --

1 MR. SHORT: Okay. No, no. Not a problem. Your
2 days are running out, even if it was approved, so then
3 you -- then you'll say, well, I didn't have enough time; I
4 was doing other things.

5 The litter plan to me is very, very urgent and
6 very important. As I explained to the other panelist before
7 you, the citizens of Washington D.C. pay a lot of money to
8 keep our streets clean. I've had a chance to travel around
9 the world twice, and I used to be very proud of how clean
10 this city used to be. We want business in DC. We want
11 people to come and enjoy themselves here, but don't leave
12 your litter here without paying something or get it -- get
13 it cleaned up. So if you haven't talked to DPW, have you
14 made a contract with anyone?

15 MS. BENNER: We have one pending of your approval
16 of the bar crawl with First Lady Janitorial.

17 MR. SHORT: Do you have a copy of that we can
18 see?

19 MS. BENNER: Not yet, because it's still pending.

20 MR. SHORT: Pending?

21 MS. BENNER: Right.

22 MR. SHORT: Okay. And so it's been described

1 that you're having three pub crawls in one?

2 MS. BENNER: Yes.

3 MR. SHORT: Pub crawl is supposed to be a
4 walkable event. So if I'm in your pub crawl and I'm in
5 Chinatown, it would be easy for me after I hit the first
6 three bars to walk over to Dupont Circle.

7 MS. BENNER: Well, we would promote the Metro,
8 Uber. We'll have a deal with them as well, as well as a cab
9 company within DC to help bring customers down that way.
10 Our thought is that that's gonna not cause so much chaos in
11 one area. As participants are coming from Gallery Place,
12 other customers will be leaving Dupont or be going home for
13 the day --

14 MR. SHORT: What time of -- will that be during
15 rush hour, or what time of day would that be they're getting
16 on the subway?

17 MS. BENNER: So registration is from noon until
18 seven.

19 MR. SHORT: So in between that time we have rush
20 hour in Washington. So --

21 MS. BENNER: -- yes.

22 MR. SHORT: -- you got people that are drinking

1 and partying and then they're getting on the subway and I
2 know you had mentioned -- I don't know if you do know, but
3 we've had some incidents of people intoxicated falling onto
4 the tracks.

5 MS. BENNER: I was not aware of that, no.

6 MR. SHORT: Oh, you weren't aware of that? But
7 that was in the news. But I'll just simply say this, public
8 safety-wise, people traveling from those distances, I as a
9 board member have a certain situation with that, but if you
10 don't have a problem with it, you -- you -- had you thought
11 it out about maybe having three different pub crawls in
12 these areas, instead of having them consolidated?

13 MS. BENNER: We have. We feel customers don't
14 like that as much as -- they then feel very limited. But if
15 that's a suggestion that the board has, we'll definitely put
16 that in --

17 MR. SHORT: You don't -- you don't -- you're
18 doing this, so you do it the way you want to do it. But the
19 bottom line is when you do come to us, we want you to have
20 looked over all the rules and regs. What we did last year
21 we can't continue to do. The litter plan is very urgent and
22 important to myself and -- and I can't speak for the other

1 board members, but it's in there for a reason. Again, it
2 costs a lot of money to keep our streets clean. So when
3 persons decide to come here from New York, or wherever else,
4 and make their bundle of money and just leave our city
5 trashed and go back, I have a problem with that. So if you
6 haven't started working on your litter plan yet, when do
7 you -- when do you plan on doing that?

8 MS. BENNER: Once I got kind of a better
9 understanding on where the board was at, they were going to
10 send me over the litter plan.

11 MR. SHORT: Okay. I think -- I think you'll have
12 a better idea the next time you see us. But, at any rate,
13 I'll just say this.

14 Where is DPW located? Do you have any idea.

15 MS. BENNER: I do not know.

16 MR. SHORT: It's in the plan. It's in this
17 building.

18 MS. BENNER: Okay. Well, then do you know what
19 time they close?

20 MR. SHORT: Excuse me?

21 MS. BENNER: Do you know what time they close?

22 MR. SHORT: I would think around 4:45. You might

1 have time to get up there today.

2 MS. BENNER: Well, then if I can make it, I'll
3 definitely -- if not, I'll stop by there tomorrow.

4 MR. SHORT: I think -- I think that would be a
5 great idea, because basically if you're gonna develop a plan
6 and you're gonna get contracts and things, if you know who
7 you're dealing with, then the next time I wish -- you'd
8 better say to me, I talked to so and so and so and so at
9 DPW; and here's some of the conversation we had; here are
10 the forms they gave me; here's some things that -- here's
11 some things I'm working on so that I don't have a problem
12 with the community after I have my pub crawl.

13 MS. BENNER: I understand, and I will.

14 MR. SHORT: Okay. So and you said you're gonna
15 have how many tickets?

16 MS. BENNER: 3,000.

17 MR. SHORT: What assurances can you give this
18 board that that's all you're gonna sell?

19 MS. BENNER: Because of the fact that we know we
20 already lost the board's trust; and if we lose that gain,
21 we're not having another pub crawl within this area and --

22 MR. SHORT: And for the record, how did you lose

1 that?

2 MS. BENNER: By overselling tickets.

3 MR. SHORT: How many did you oversell?

4 MS. BENNER: We oversold by 3,000.

5 MR. SHORT: 3,000 by mistake?

6 MS. BENNER: By a technical error, yes, which we
7 have fixed. We actually, as I stated earlier, have gotten
8 rid of that technology company and are working with another
9 one that that is not possible.

10 MR. SHORT: Okay. Now, if by chance someone were
11 to illegally start selling tickets, don't talk to us, don't
12 do anything, and they just move right in on your -- on
13 your -- what actions would you take?

14 MS. BENNER: I'm not sure I understand the
15 question. Someone --

16 MR. SHORT: If there was an illegal pub crawl,
17 and you found out they were selling tickets the same day or
18 the same night, or the same evening that you were doing --

19 MS. BENNER: I have a pretty good relationship
20 with Mr. Bill Hagger. Him and I actually send a few emails
21 weekly to each other just kind of keeping up with what's --

22 MR. SHORT: What action would you take?

1 MS. BENNER: I would definitely let him know the
2 second I --

3 MR. SHORT: Immediately, correct?

4 MS. BENNER: Exactly, yes. Yes, sir.

5 MR. SHORT: I think last event we found out that
6 doesn't work too well if we don't turn those people in.

7 MS. BENNER: I will definitely -- knowing going
8 forward that that's what you're looking for, without a doubt
9 will let somebody on the board or a representative of ABRA
10 know.

11 MR. SHORT: Well, we'll trust you to do that.

12 MS. BENNER: That's fine.

13 MR. SHORT: That's all I have, Mr. Chair. Thank
14 you.

15 CHAIRMAN ANDERSON: Thank you.

16 Any other questions by -- yes, Ms. Miller?

17 MS. MILLER: I just have a few. Okay. This is
18 my biggest concern today. It looks like we have two pub
19 crawl applications at least for the Dupont Circle area
20 overlapping around the same time. So my question is, you
21 know, not to put you on the spot, but just to ask you, you
22 have a pub crawl proposed for three different neighborhoods,

1 not just one. So would you -- do you know whether you would
2 consider having your pub crawl in the other two
3 neighborhoods and not Dupont Circle or would -- I mean,
4 would it still be viable? Would you still -- would you do
5 that or --

6 MS. BENNER: I think the issue becomes there's
7 also the pub crawl in, like, the Chinatown area, which is
8 close to --

9 MS. MILLER: There's another one in Chinatown
10 too?

11 MS. BENNER: Yeah.

12 MS. MILLER: Well, there we go. Okay.

13 MS. BENNER: Dupont Circle, obviously there's a
14 reason both companies would like to do their pub crawl
15 there. It has bars that are very convenient for walking
16 distance, as well as some pretty big name bars, not to say
17 that the other two areas do not --

18 MS. MILLER: Okay.

19 MS. BENNER: -- but it is a favorite, which is
20 why everybody's looking to have it there.

21 MS. MILLER: Okay.

22 MS. BENNER: So we would prefer to continue. We

1 have very good relationships with a lot of those bars down
2 there where we work with them actually 365 days of the year,
3 compared to just these crawls. And so we feel our
4 relationships with them are very well, and we do bring a lot
5 of business to them.

6 MS. MILLER: So I believe I heard the other
7 company say that when this happened at some point in time
8 another year where there was a conflict with another pub
9 crawl organization they worked out separate dates. Is that
10 something you see as a possibility in this case?

11 MS. BENNER: I have no problem reaching out to
12 another company. All the pub crawl companies -- I spoke
13 with another one, actually, yesterday and just -- I mean, we
14 all obviously think we want the dates closest to the event,
15 but I'm not opposed by no means of having a conversation,
16 seeing what we can work out.

17 MS. MILLER: Okay. Do you think -- I can't -- I
18 think you may have been asked this question before, but I
19 just want to get your answer. Do you think that the three
20 neighborhoods are walking distance of each other, or not
21 really?

22 MS. BENNER: I've walked from U Street to Dupont

1 before --

2 MS. MILLER: Right.

3 MS. BENNER: -- without kind of an issue.

4 Gallery Place is a little bit farther away, which is why I
5 did suggest the Metro, which maybe now we'll look into
6 different ways. We do have proposals out to Uber and Lift,
7 both technology companies that get you rides, to kind of
8 have deals with them.

9 The other one is a little bit farther away, which
10 does kind of question whether or not it's walking distance.
11 Is it possible; yes.

12 MS. MILLER: Okay. And I mean I -- not -- not to
13 be -- well, kind of to be technical or legal, I think that
14 we've defined a pub crawl as being a walking distance
15 establishments of each other. So that -- how do you address
16 that, if you're just not -- do you --

17 MS. BENNER: I do understand the technicality of
18 it. Our thought with putting everything on one application
19 was to be open and up front with the board, and also not to
20 waste any of the board's time with coming in with different
21 permits asking for, instead of just kind of put everything
22 out there on one since this is what we're looking to do. If

1 you feel that because Gallery Place is not necessarily
2 within walking distance that it should be on a different
3 permit, well, then I will go ahead and file another permit
4 for that pub crawl.

5 MS. MILLER: Okay. When you said that if it
6 turned out that a place that was originally gonna
7 participate with you but has since then decided to
8 participate with somebody else, you'd put a guard at their
9 front -- security guard at their front door?

10 MS. BENNER: That's correct.

11 MS. MILLER: Do you think you could do that? I
12 mean, it's -- it's not your property. It's the --

13 MS. BENNER: We have security guards constantly,
14 like I mentioned, I mean the supervisors walking constantly.
15 So if the venue has an issue with us necessarily stationing
16 somebody out there, we can have them kind of within that
17 vicinity --

18 MS. MILLER: Okay.

19 MS. BENNER: -- and kind of look to see if
20 there's a issue being there. I can also hire another
21 manager staff to be there as well to just kind of deflect
22 some of those customer complaints.

1 MS. MILLER: Okay. Did you say how many security
2 persons you're having, or what's your formula, or --

3 MS. BENNER: Hm-hm. We do -- depending on the
4 size of the venue, we do a minimum of two ID checkers from
5 Massive Entertainment, and we do two security guards from
6 City Security. So it's a total of four security guards, two
7 of which are in charge of checking ID's. The other two are
8 there for crowd control. If it's a bigger venue and we're
9 expecting more customers, that can go up to about five from
10 Massive, and about five from City Security as well,
11 equalling 10 at one venue.

12 MS. MILLER: Up to 10 at a participating
13 establishment?

14 MS. BENNER: That's correct. We just hire for
15 the registration. The venue hires the --

16 MS. MILLER: Oh, you mean at the registration --

17 MS. BENNER: That's correct.

18 MS. MILLER: -- you'd have 10, not at -- not at
19 an individual --

20 MS. BENNER: No, no, no, not at --

21 MS. MILLER: Okay. Got it. Thank you. Okay.

22 Lady Janitorial Service, how did you find them?

1 MS. BENNER: First Lady Janitorial?

2 MS. MILLER: First Lady, yeah.

3 MS. BENNER: We've done a lot of research just on
4 companies. It's kind of hard to find a cleaning company
5 that would work with doing the streets and the sidewalks
6 necessarily to what we want it, as well as somebody that
7 would be willing to come out early in the morning on a
8 weekend. And they had the best reviews on Yelp, on Google.
9 And there was another --

10 MS. MILLER: What kind of -- what kind of events
11 have they done? Do you know?

12 MS. BENNER: They've done a few festivals. I
13 don't have the exact names from them; but, if you would
14 like, I'd be more than happy to get like a letter of
15 reference from them to send to you.

16 MS. MILLER: Okay. So, you know, when
17 Mr. Alberti was looking at the map with you, I thought -- I
18 found it a little daunting too to figure out, like, which
19 whole streets are you gonna cover or whatever. So I can
20 appreciate that you didn't have an answer necessarily, but
21 at this point -- and I thought it was useful that the
22 previous pub crawler said, you know, if they're working with

1 the BID, then they kind of know what areas the BID makes
2 sure would want to be covered, and those are the areas. I'm
3 not sure, you know, how you're gonna make sure you've got
4 covered the right areas, but I can appreciate that you might
5 not know the answer right now. But at least now you know,
6 you know, what -- what you're gonna have to decide.

7 MS. BENNER: And that will definitely come more
8 into play as the bars sign up and we know exactly which bars
9 are part of our crawl.

10 MS. MILLER: Right.

11 MS. BENNER: I don't want to sit here and tell
12 you an answer and that bar not be on board, and it not be
13 necessary for us to necessarily clean that area.

14 MS. MILLER: Right. And this is a new obligation
15 that's being, you know, imposed on you all. And I'm sure
16 you are just trying to think in your mind, at least make
17 sure you have enough time to get the information and give it
18 to us, etcetera. Okay. And your hours were what?

19 MS. BENNER: Registration is from noon until
20 seven p.m. The event itself is from noon until midnight.

21 MS. MILLER: Midnight, okay. I thought I saw one
22 a.m. in here somewhere, but it's midnight?

1 MS. BENNER: That's correct.

2 MS. MILLER: All right. Okay. Thank you very
3 much.

4 MS. BENNER: My pleasure.

5 (A discussion was held off the record.)

6 CHAIRMAN ANDERSON: Can you -- can you wait
7 around for about five minutes, or do you have to leave?

8 Okay. All right.

9 Any other questions?

10 I -- this is not a part of the case. I just want
11 to make a statement. This is not an order or a
12 recommendation. It appears there's one, two, three, four
13 pub crawl operators in the room. And so I just want to say
14 that, rather than the board telling you what establishment
15 can or can't participate in your -- in your pub crawls,
16 maybe you guys need to figure out what pub crawls -- when
17 you're gonna have pub crawls, and choose the establishments
18 so the board doesn't have to tell you that we have another
19 group that got a license or is applying for one, that these
20 establishments are there and our regulations say you can.
21 That's all I just want to say; that since you're here, you
22 know who each other are, it would -- don't let us tell you

1 who can participate in your pub crawl. You -- you guys can
2 decide amongst yourself what is it that you want to do so
3 when the board gets it, then we don't have to be picking and
4 choosing for that. Okay. That's all I needed to say. You
5 can do your thing. All right.

6 All right. Any other questions by any of the
7 board members?

8 (No response heard.)

9 CHAIRMAN ANDERSON: Okay. Hearing none --
10 Yes, Mr. Leftwich?

11 MR. LEFTWICH: Just for clarity, Ms. Brenner had
12 referenced the letter that she submitted to the board in
13 regards to the hours, and the hours here say 12 p.m. to one
14 a.m. So I just wanted everyone to be very clear that she
15 verbally said it's 12 to 12.

16 MS. BENNER: That should have been amended. I
17 apologize about that.

18 MR. ALBERTI: So she -- what she should do
19 immediately is amend her application.

20 CHAIRMAN ANDERSON: Well, the application has to
21 be amended so the actual hours can be on the front page.

22 MR. ALBERTI: Right. So maybe we should pass

1 that down to her. She can amend it now and initial it so
2 we're dealing with -- there's no question of what we're
3 dealing with.

4 CHAIRMAN ANDERSON: Right. So amend what the --
5 because I think you only have the registration on the front
6 page. So you can put the actual time of the application.

7 All right. The board will take the matter under
8 advisement, and you will get a decision today. As
9 Chairperson of the Alcoholic Beverage Control Board for the
10 District of Columbia and accordance with DC Official Code
11 Section 2574(b) of the Open Meetings Act, I move that ABC
12 board hold a closed meeting for the purpose of seeking legal
13 advice from our counsel on the application from Christine
14 Benner regarding Leprechaun Lap Bar Crawl pursuant to DC
15 Official Code Section 2574(b)(4) of the Open Meetings Act
16 and deliberation upon the application for Christine Benner,
17 Leprechaun Lap Bar Crawl for the reasons cited in DC
18 Official Code Section 2574(b)(13) of the Open Meetings Act.
19 Is there a second?

20 MS. MILLER: Second.

21 CHAIRMAN ANDERSON: Ms. Miller seconded the
22 motion. I will now take a roll call vote on the motion

1 before us now that it has been seconded.

2 Ms. Miller?

3 MS. MILLER: Approve.

4 CHAIRMAN ANDERSON: Mr. Alberti?

5 MR. ALBERTI: Approve.

6 CHAIRMAN ANDERSON: Mr. Short?

7 MR. SHORT: Approve.

8 CHAIRMAN ANDERSON: Mr. Silverstein?

9 MR. SILVERSTEIN: Approve.

10 CHAIRMAN ANDERSON: Mr. Anderson, approve. As it
11 appears that the motion has been passed, I hereby give
12 notice that the ABC Board will recess this proceeding to
13 hold a closed meeting in the ABC Board conference room
14 pursuant to Section 2574(b) of the Open Meetings Act.

15 Thank you.

16 MS. BENNER: Thank you very much.

17 CHAIRMAN ANDERSON: Thank you.

18 (Whereupon, the above-entitled matter recessed.)

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