

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

(10:00 a.m.)

1
2
3 CHAIRPERSON MILLER: Okay, so why don't
4 we go to the next Fact Finding Hearing, which
5 is also a pub crawl. The applicant is Daniel
6 Kramer.

7 (Off the record comments)

8 CHAIRPERSON MILLER: Good morning.

9 MR. KRAMER: Good morning.

10 CHAIRPERSON MILLER: So if you've
11 signed in, have you signed in? Good, okay.
12 Why don't you introduce yourself for the
13 record.

14 MR. KRAMER: Good morning, Daniel
15 Kramer, DC Beerathon.

16 INVESTIGATOR SUERO: Good morning,
17 Investigator John Suero with the Alcoholic
18 Beverage Regulation Administration.

19 CHAIRPERSON MILLER: Good morning.
20 Okay, Mr. Kramer, I know you've been here
21 before.

22 MR. KRAMER: And it's good to be

1 back.

2 CHAIRPERSON MILLER: Thank you.

3 So I think you pretty much know the drill.

4 And I think that this may go faster than
5 previous ones.

6 Because the more we see you, you
7 know, I know that you're, I think your events
8 have been uneventful, I mean in a negative
9 way. They've been successful. So if you
10 want to just start with the quick overview of
11 the event.

12 MR. KRAMER: Yes, ma'am, Madam
13 Chair. I appreciate the opportunity to come
14 before the Board again.

15 This is the first second event
16 that we've done. The first Beerathon was
17 last year in November. And since then we've
18 worked with approximately almost 46 or 48
19 venues across the District on various events.

20 In all of the events, to my
21 knowledge, as you mentioned, we have been
22 successful and eventfully fun, but uneventful

1 in terms of problems, or disturbances,
2 arrests or anything like that.

3 And I'm proud of that record. I'm
4 also proud of the record that we've
5 established with local non-profits.

6 The ones for this event are going
7 to be Dreams for Kids and The Ranger Lead the
8 Way Fund, both organizations that we've
9 worked with in the past.

10 The Beerathon is kind of our
11 signature event nationally. And what it
12 involves is a craft or premium beer at 26
13 different bars spread across northwest D.C.,
14 basically from 9th and U Street, to the
15 bottom of Adams Morgan, to Dupont Circle,
16 14th Street and U Street.

17 To be very clear, 26 and the name
18 Beerathon come from Marathon. There is no
19 running, there is no prize for finishing,
20 there is no expectation or, to my knowledge,
21 realization that anyone has finished.

22 And that is not the goal of the

1 event. The goal of the event is to introduce
2 the craft and premium beer community to
3 upscale beers at fun bars that they either
4 have or haven't been to, or restaurants, that
5 they may have not known even served beer.

6 There's a place with a DR license,
7 and I've told some of my friends that they
8 are participating or interested in
9 participating. And they said I didn't even
10 know they served beer. So there's that
11 factor.

12 Then there's old standbys that
13 patrons have used and visited before, and the
14 same with us. And we're excited to keep
15 building on those partnerships as well.

16 And other than that, I'm happy to
17 answer any questions that the Board or the
18 investigator might have. And thank you for
19 your time.

20 CHAIRPERSON MILLER: What are the
21 hours of this event?

22 MR. KRAMER: Noon to close.

1 CHAIRPERSON MILLER: Noon to
2 close, okay. And I had on my notes that you
3 have 27 establishments. Is that correct?

4 MR. KRAMER: It's 26, and then
5 there's a back-up if a pipe bursts, if
6 something happens. It's better to have
7 something in reserve.

8 CHAIRPERSON MILLER: And it is an
9 estimate of 400, correct?

10 MR. KRAMER: I think it might be
11 450ish, but it's right around there.

12 CHAIRPERSON MILLER: Do you have a
13 cutoff or anything?

14 MR. KRAMER: Yeah, Friday at 5
15 o'clock.

16 CHAIRPERSON MILLER: Do you have a
17 number cutoff?

18 MR. KRAMER: One thousand.

19 CHAIRPERSON MILLER: Okay. And
20 how many did you have last year?

21 MR. KRAMER: Four hundred.

22 CHAIRPERSON MILLER: And how many

1 establishments?

2 MR. KRAMER: Twenty-six.

3 CHAIRPERSON MILLER: Okay. So
4 that's a, okay.

5 MR. KRAMER: And I just want to
6 reiterate again that this is not an unlimited
7 drinking affair where you get severely
8 discounted drinks at one place such that
9 there isn't really an incentive to move
10 around.

11 Your ticket entitles you to one
12 and only one beer at each place, i.e., you
13 can't go to Bar A and drink 26 beers or even
14 four beers included. It's one, and then
15 thank you very much and then on your way.

16 Eventually these people are going
17 to eat lunch and/or dinner. So we're driving
18 food sales.

19 And with the event season coming
20 up, they're also talking to the event
21 managers and the GMs about holiday parties,
22 Christmas parties and, I guess, birthday

1 parties. But those are constant.

2 CHAIRPERSON MILLER: And how are
3 you checking IDs?

4 MR. KRAMER: So at the check-in
5 establishments we have extra security in
6 addition to what the venues already have.

7 I remind them time and time again
8 that, just because you're doing an event with
9 me or anyone else, the rules don't change
10 relating to fire code, occupancy, tips,
11 service, age verification, of course.

12 And I encourage them to treat
13 these people, participants, like they treat
14 everyone else, which is to check.

15 And if they have any doubt, check
16 again their IDs and then check it again.
17 Obviously this is a 21 and over event only.
18 Designated drivers are encouraged and free.

19 CHAIRPERSON MILLER: Okay. But do
20 you have a registration where you're checking
21 IDs?

22 MR. KRAMER: One is at Blackjack

1 Pearl Dive on 14th Street, and the other is
2 at the Mad Hatter in Dupont Circle on
3 Connecticut Avenue.

4 CHAIRPERSON MILLER: Okay, so
5 there're basically going to be checked twice,
6 one at registration and one at the --

7 MR. KRAMER: You can check in
8 either at the Mad Hatter or at Blackjack.
9 And their IDs are checked initially there and
10 then rechecked every time you walk into a bar
11 or restaurant that serves alcohol.

12 CHAIRPERSON MILLER: Are they
13 getting wrist bands or something?

14 MR. KRAMER: Yep. So the way that
15 works is that they get a ticket that kind of
16 looks like something that you would get when
17 you go VIP back stage at a concert. It has
18 the names of the venues around the perimeter.

19 They write their name on the back.
20 They get a wristband. And so they can't pass
21 off their ticket to the event to somebody
22 else, because they won't be able to pass off

1 their wristband. And their name won't match
2 their ID.

3 So that prevents both me as the
4 producer and the bars as venue participants
5 from being cheated or from the numbers coming
6 out funky, which no one likes.

7 And this is the model that we've
8 used now in five different events in the
9 District, like I said, uneventfully.

10 CHAIRPERSON MILLER: Okay. And is
11 there a contact information on there in the
12 event that --

13 MR. KRAMER: They get -- for this
14 event -- for some of the smaller events, the
15 map is actually on the ticket. But with 26
16 venues, maps don't fit. So they're going to
17 get an 8 1/2 by 11 sheet that has not only
18 the names of the venues, their addresses, the
19 beers, but also the contact number should
20 there be anything. And that's my direct
21 line.

22 My partner, who runs the New York

1 side of operations, who has been before the
2 Board before, will also be here and will also
3 be a second point of contact.

4 And again, we've had that every
5 time. And it's never really been used. So
6 we're looking forward to that sort of result
7 again.

8 CHAIRPERSON MILLER: Did that also
9 have information about public transportation
10 or anything, or no?

11 MR. KRAMER: Well, not --

12 CHAIRPERSON MILLER: Is the Metro
13 on there or something?

14 MR. KRAMER: I haven't listed, no,
15 on the map itself it will have the Metro
16 stations --

17 CHAIRPERSON MILLER: Right, okay.

18 MR. KRAMER: -- listed. Thank you
19 for asking.

20 The other transportation option
21 that we're happy to provide is a \$20 ride
22 credit for new users of Uber, which is a

1 private sedan company that takes you around
2 town.

3 So basically, whoever wants a free
4 ride either to the event, from Spot A to Spot
5 B during the event, or home from the event,
6 can do it kind of courtesy of us and Uber.
7 And that's kind of a nice perk that costs
8 nothing.

9 CHAIRPERSON MILLER: But if the
10 person has already used Uber, they won't get
11 that.

12 MR. KRAMER: That is correct.

13 CHAIRPERSON MILLER: Okay. All
14 right, I'll ask one other question and then
15 I'll let other Board members ask. The
16 charities, could you just describe them
17 briefly, who they are?

18 MR. KRAMER: Yes. Okay, so --

19 CHAIRPERSON MILLER: And how much
20 is going to them.

21 MR. KRAMER: Yes, I will.

22 CHAIRPERSON MILLER: Okay.

1 MR. KRAMER: So the Dreams for
2 Kids DC is run by a good friend of mine,
3 Glenda Foo. And what they do is their slogan
4 is replacing charity with opportunity. So
5 they have children who have either very
6 moderate to very severe disabilities of all
7 kinds.

8 And basically what they do is they
9 activate the children through athletics and
10 outdoor events.

11 They partnered with PGA tour golf
12 professionals with DC United. I always do
13 their lacrosse event, which they hold at the
14 Georgetown Multi-Sport.

15 So they're in the activation, fun,
16 activity side of helping children in the
17 District and in the nearby suburbs who aren't
18 as fortunate as some of their peers. That's
19 Charity 1.

20 Charity 2 is the Ranger Lead the
21 Way Fund, which I partnered with, both on
22 these events and in the recent Army ten-

1 miler. And that provides Army Rangers who
2 are disabled, deceased, and active duty and
3 their families with support.

4 Where Department of Defense
5 funding does not cover everything that they
6 want to do in terms of getting families to
7 Walter Reed, or providing reentry into the
8 workforce or re-acclimating, you know,
9 Rangers who have come back from active duty
10 into normal civilian life, which is a
11 challenge that, having never served, I can't
12 relate to.

13 But I've seen some of these young
14 men and heard some of their stories. And
15 just getting back to normal, even if they
16 haven't been combat wounded, is a project.

17 So I'm happy to support them
18 again. And then we take, as we always have,
19 ten percent of net proceeds from the event
20 and --

21 CHAIRPERSON MILLER: That's great,
22 thank you. And how much is a ticket to the

1 event?

2 MR. KRAMER: The tickets are \$55
3 to, I think the top side is \$85.

4 CHAIRPERSON MILLER: But what's
5 the range for?

6 MR. KRAMER: Fifty-five to eighty-
7 five.

8 CHAIRPERSON MILLER: I mean, why
9 is there a range? What the difference
10 between a \$55 --

11 MR. KRAMER: \$55 on Living Social
12 and Groupon.

13 CHAIRPERSON MILLER: Oh, okay,
14 where you buy it. Okay, thank you. All
15 right.

16 MR. KRAMER: Thank you, ma'am.

17 CHAIRPERSON MILLER: Do Board
18 members have other questions? Yeah, Mr.
19 Alberti?

20 MR. ALBERTI: Good morning.

21 MR. KRAMER: Good morning, sir.

22 MEMBER ALBERTI: Good to see you.

1 MR. KRAMER: You too.

2 MEMBER ALBERTI: A quick question,
3 you may have mentioned this. And if you have
4 I apologize. But have you notified MPD that
5 you're going to be outside.

6
7 MR. KRAMER: Actually, you know
8 what, I will be honest with you, Mr. Alberti.
9 That's the one thing that I've always done in
10 the past that for this event that phone call
11 I have not made.

12 But rest assured I will be making
13 it from this building after this hearing if
14 things go well.

15 MEMBER ALBERTI: Great.

16 MR. KRAMER: That's a mistake,
17 that's a --

18 MEMBER ALBERTI: That's all right.
19 But you intend to do it. And --

20 MR. KRAMER: Yeah. And, you know,
21 but I wanted to be forthcoming with you about
22 that.

1 MEMBER ALBERTI: Great, thanks.

2 That was it. Thank you.

3 CHAIRPERSON MILLER: Mr.

4 Silverstein?

5 MR. SILVERSTEIN: As far as that
6 phone call is concerned, Commander Reese is
7 out of the country. You might want to
8 contact Commander Kishter, 3D.

9 MR. KRAMER: That last name again,
10 sir?

11 MR. SILVERSTEIN: Jacob Kishter,
12 K-I-S-H-T-E-R, of 3rd District. And
13 Lieutenant Gresham is backing up Commander
14 Reese, who is out of the country, at 2D. I
15 want to --

16 MR. KRAMER: Say that name again,
17 please?

18 MR. SILVERSTEIN: Pardon?

19 MR. KRAMER: Would you mind saying
20 that name again, the Lieutenant?

21 MR. SILVERSTEIN: Gresham, G-R-E-
22 S-H-A-M.

1 MR. KRAMER: That's fine. And
2 that's in 2D?

3 MR. SILVERSTEIN: To my
4 recollection, that's 2D.

5 MR. KRAMER: Thank you, sir.

6 MR. SILVERSTEIN: And I have had
7 the pleasure, I guess, of being at your new
8 place at Duke's Grocery. And it's an
9 impressive start. And I wish you well on
10 that and this.

11 And I should also say that I've
12 asked Commander Reese about the proliferation
13 of pub crawls in the area. And he says that
14 it is, you know, he does have to keep an eye
15 on it. And it does involve a bit of a
16 strain. But he said he's never had a peep
17 from you or from any of your events.

18 MR. KRAMER: Well, he's going to
19 get a peep from me today. But hopefully not
20 after that.

21 (Laughter)

22 MR. SILVERSTEIN: Okay. Nothing

1 further, Madam Chair.

2 CHAIRPERSON MILLER: Okay. How
3 about our investigator? Yeah?

4 MR. SUERO: A couple of questions.

5 MR. KRAMER: Yes, sir.

6 MR. SUERO: One is the starting
7 time you have listed is 12:00 Noon. Is that
8 correct?

9 MR. KRAMER: Uh-huh. They can
10 check in, they can actually pick up their
11 pass beginning at 11:00. But the event
12 itself starts at Noon.

13 MR. SUERO: And the closing time
14 is per venue?

15 MR. KRAMER: When they close. So
16 for instance, some venues that are more
17 dinner oriented, they close their doors in
18 general at 11:00 p.m. Well then, they close
19 at 11:00 p.m. Some of them are full bars.
20 And then it's until 3:00.

21 MR. SUERO: I got you. You can
22 obtain these tickets online, correct?

1 MR. KRAMER: Correct.

2 MR. SUERO: Is there a notice or a
3 warning about we will not serve you if we
4 think you've had too much to drink?

5 MR. KRAMER: Yeah. It says, I
6 can't remember the exact fine print. But it
7 says, you know, it says that, you know,
8 patrons will not be over-served or patrons
9 who have over-consumed, it's those words.

10 MR. SUERO: I understand.

11 MR. KRAMER: Yes.

12 MR. SUERO: I had that question
13 because in your pricing application, the
14 second pricing, it says that this includes a
15 12 ounce beer tasting at up to 26
16 participating events.

17 MR. KRAMER: Right.

18 MR. SUERO: Is there a way that
19 you can track, if a person comes into a
20 venue, that they may have had 17 prior
21 tastings?

22 MR. KRAMER: There's a very

1 visible way. The way that we mark the
2 tickets that they've been used at each venue
3 -- where is the one that had -- is that with
4 the names of the, I don't have one that's
5 been punched. I apologize.

6 But the names of the venues are on
7 the perimeter of the ticket. And then we
8 give each of the bar tenders several hole
9 punchers so that when they go to Bar A they
10 punch it. And so, you know, they can see
11 right away --

12 MR. SUERO: How many they've been
13 to already.

14 MR. KRAMER: Yeah.

15 MR. SUERO: Okay, that's --

16 MR. KRAMER: And so that's a
17 really strong visual for the security host,
18 for the bartender and for everybody at an
19 establishment, you know, besides the obvious
20 signs. If that issue becomes an issue we're
21 like, sir, ma'am, maybe you're done for the
22 night.

1 MR. SUERO: Now, your numbers for
2 participation are between 450 and 1000?

3 MR. KRAMER: A thousand would be
4 the top side max.

5 MR. SUERO: Where are you now?

6 MR. KRAMER: We're right at about
7 238.

8 MR. SUERO: And this is for this
9 Saturday?

10 MR. KRAMER: This is for this
11 Saturday. And the way that these things go,
12 I mean, I can't tell you exactly what it's
13 going to be.

14 MR. SUERO: Certainly.

15 MR. KRAMER: But generally the
16 Thursday, Friday, when people finally get
17 around to making their plans --

18 MR. SUERO: And you may have
19 already answered this question, is there any
20 extra security for these venues?

21 MR. KRAMER: So I've been
22 communicating with them about what we're

1 going to be needing, what's going to be
2 happening, and that this is not a normal
3 Saturday for them, as well as at each check-
4 in venue there's a company that we've worked
5 with that's kind of the greeting from our
6 end.

7 And again, the venues are then
8 allowed to check these people again even at
9 the first venue. So you could have
10 potentially, you've got a lot of checks, and
11 checks and re-checks.

12 MR. SUERO: Right, which is good.
13 Okay. Let's see.

14 MR. KRAMER: Because I have the
15 same over 21 interest that the venues have,
16 that the Board has. We're very unified on
17 that number.

18 MR. SUERO: All right, excellent.
19 And you already said you're going to contact
20 MPD at some point to get with them on that?

21 MR. KRAMER: Uh-huh.

22 MR. SUERO: And what kind of

1 training do these folks have? These are just
2 the venues that are going to do ID checks?
3 Or do you know what all they're going to
4 employ, what they're going to have, what kind
5 of --

6 MR. KRAMER: They have, from what
7 I understand, their full repertoire of
8 security hosts, you know, through out.

9 I mean, I don't individually check
10 each venue to say let me see the security
11 credentials of your host who will be on duty
12 that day.

13 But again, you know, these venues
14 are, many, many, many of them, almost all of
15 them, have been with me before. And some of
16 them, this will be their fourth or, I think,
17 maybe even their fifth, at least their fourth
18 time. And so --

19 MR. SUERO: They're experienced at
20 this.

21 MR. KRAMER: And not only do they
22 have experience with me, per se, or with our

1 events, per se. But they also have tons of
2 experience serving, or as the case may be,
3 not serving individuals who are over and
4 under 21.

5 So I'm always nervous about
6 working with venues who've just opened two
7 weeks ago, or even two months ago. Because I
8 want to make sure that their operations are
9 in order. And as the members of the
10 Board may recall, the first time we came for
11 the Beerathon last year, there were some
12 venues who were not straight up with me and
13 thus not straight up with you about what
14 their voluntary agreement said in regards to
15 pub crawl applications.

16 So I've become, since that time,
17 much better at vetting the venues before we
18 even come here.

19 MR. SUERO: From a security check
20 standpoint.

21 CHAIRPERSON MILLER: Good
22 question.

1 MR. KRAMER: And so that we don't
2 waste anyone's time and that so I don't deal
3 with venues who are trying to cut corners.

4 MR. SUERO: And I checked with
5 each one of them. Thank you, that's all I
6 have.

7 CHAIRPERSON MILLER: Okay. You
8 know, just following up on that, Mr. Kramer,
9 did you check to make sure that all of these
10 establishments that you named on the
11 application have been cleared to participate
12 in a pub crawl? I mean, they don't have
13 voluntary agreements that restrict them --

14 MR. KRAMER: My understanding is
15 that all of them are A-OK to go. And I would
16 not bring them before you otherwise.

17 MR. SUERO: If I could add to
18 that, I checked this morning. All of them
19 are good to go.

20 CHAIRPERSON MILLER: Okay, good.
21 All right, all right. Any other questions?

22 (No response)

1 CHAIRPERSON MILLER: Okay. Then I
2 would move that we approve this. And I'm
3 going to sign off on here. Great, okay. So
4 all three signatures are here. Thank you.

5 MR. KRAMER: Thank you, Madam
6 Chair, thank you very much.

7 CHAIRPERSON MILLER: Have a great
8 event. Good to see you again.

9 MR. KRAMER: You too.

10 (Whereupon, the hearing in the
11 above-entitled matter was concluded at 10:21
12 a.m.)
13

A	<p>arrests 4:2 asked 18:12 asking 11:19 assured 16:12 athletics 13:9 Avenue 9:3</p> <hr/> <p style="text-align: center;">B</p> <p>B 12:5 back 3:1 9:17,19 14:9,15 back-up 6:5 backing 17:13 bands 9:13 bar 7:13 9:10 21:8 21:9 bars 4:13 5:3 10:4 19:19 bartender 21:18 basically 4:14 9:5 12:3 13:8 beer 4:12 5:2,5,10 7:12 20:15 Beerathon 1:8 2:15 3:16 4:10,18 25:11 beers 5:3 7:13,14 10:19 beginning 19:11 better 6:6 25:17 Beverage 1:2,13,14 2:18 birthday 7:22 bit 18:15 Blackjack 8:22 9:8 Board 1:2,14 3:14 5:17 11:2 12:15 15:17 23:16 25:10 bottom 4:15 briefly 12:17 bring 26:16 building 1:14 5:15 16:13 bursts 6:5 buy 15:14</p> <hr/> <p style="text-align: center;">C</p> <p>call 16:10 17:6</p>	<p>case 25:2 Certainly 22:14 Chair 3:13 19:1 27:6 Chairperson 1:15 1:17 2:3,8,10,19 3:2 5:20 6:1,8,12 6:16,19,22 7:3 8:2 8:19 9:4,12 10:10 11:8,12,17 12:9 12:13,19,22 14:21 15:4,8,13,17 17:3 19:2 25:21 26:7 26:20 27:1,7 challenge 14:11 change 8:9 charities 12:16 charity 13:4,19,20 cheated 10:5 check 8:14,15,16 9:7 19:10 23:3,8 24:9 25:19 26:9 check-in 8:4 checked 9:5,9 26:4 26:18 checking 8:3,20 checks 23:10,11 24:2 children 13:5,9,16 Christmas 7:22 Circle 1:8,9 4:15 9:2 civilian 14:10 clear 4:17 cleared 26:11 close 5:22 6:2 19:15 19:17,18 closing 19:13 code 8:10 COLUMBIA 1:1 combat 14:16 come 3:13 4:18 14:9 25:18 comes 20:19 coming 7:19 10:5 Commander 17:6,8 17:13 18:12</p>	<p>comments 2:7 communicating 22:22 community 5:2 company 12:1 23:4 concerned 17:6 concert 9:17 concluded 27:11 Connecticut 9:3 constant 8:1 contact 10:11,19 11:3 17:8 23:19 Control 1:2,13,14 corners 26:3 correct 6:3,9 12:12 19:8,22 20:1 costs 12:7 country 17:7,14 couple 19:4 course 8:11 courtesy 12:6 cover 14:5 craft 4:12 5:2 crawl 1:6 2:5 25:15 26:12 crawls 18:13 credentials 24:11 credit 11:22 cut 26:3 cutoff 6:13,17</p> <hr/> <p style="text-align: center;">D</p> <p>D.C 1:15 4:13 Daniel 1:10 2:5,14 day 24:12 DC 1:8 2:15 13:2 13:12 deal 26:2 deceased 14:2 Defense 14:4 Department 14:4 describe 12:16 Designated 8:18 difference 15:9 different 4:13 10:8 dinner 7:17 19:17 direct 10:20</p>	<p>disabilities 13:6 disabled 14:2 discounted 7:8 District 1:1 3:19 10:9 13:17 17:12 disturbances 4:1 Dive 9:1 doing 8:8 doors 19:17 doubt 8:15 DR 5:6 Dreams 4:7 13:1 drill 3:3 drink 7:13 20:4 drinking 7:7 drinks 7:8 drivers 8:18 driving 7:17 Duke's 18:8 Dupont 1:8 4:15 9:2 duty 14:2,9 24:11</p> <hr/> <p style="text-align: center;">E</p> <p>eat 7:17 eighty 15:6 either 5:3 9:8 12:4 13:5 employ 24:4 encourage 8:12 encouraged 8:18 entitles 7:11 established 4:5 establishment 21:19 establishments 6:3 7:1 8:5 26:10 estimate 6:9 event 3:11,15 4:6 4:11 5:1,1,21 7:19 7:20 8:8,17 9:21 10:12,14 12:4,5,5 13:13 14:19 15:1 16:10 19:11 27:8 eventfully 3:22 events 3:7,19,20 10:8,14 13:10,22</p>
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