

DISTRICT OF COLUMBIA
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 ALCOHOLIC BEVERAGE CONTROL BOARD
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 MEETING

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 IN THE MATTER OF: :
 :
 Something in the Water :
 Festival :
 Shawn J. Townsend :
 Redrock Entertainment :
 Services, LLC :
 Independence Ave, SW :
 (3rd thru 9th) :
 June 17-19, 2022 :
 ANC 2c :
 52,500 Attendees :
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Wednesday
 June 8, 2022

The Alcoholic Beverage Control Board
 met via WebEx videoconference, Chairperson
 Donovan W. Anderson presiding.

PRESENT:

DONOVAN W. ANDERSON, Chairperson
 BOBBY CATO, JR., Member
 RAFI ALIYA CROCKETT, Member
 EDWARD S. GRANDIS, Member
 JENI HANSEN, Member
 JAMES SHORT, JR., Member

ALSO PRESENT:

SARAH FASHBAUGH, DC ABRA Staff
 SHAWN TOWNSEND, Applicant
 SPARR GARCIA ROSE, Best Beverage Catering
 ZACH HOLT, Best Beverage Catering
 JENIFER HERSCH, Redrock Entertainment
 TRAVEON SMITH, LGC Security

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

2 11:03 a.m.

3 CHAIRPERSON ANDERSON: The next case on
4 our calendar is a fact finding. This is for an
5 event called Something in the Water, the event
6 dated June 17th through 19th, 2022.

7 Ms. Fashbaugh, can you please elevate
8 the rights of the parties in this case, please.

9 MS. FASHBAUGH: Shawn Townsend, your
10 rights have been elevated.

11 That is all, Mr. Chair.

12 CHAIRPERSON ANDERSON: Thank you.

13 MR. TOWNSEND: Good morning. Can you
14 hear me?

15 CHAIRPERSON ANDERSON: Yes. Good
16 morning, Mr. Townsend.

17 Can you please spell and state your
18 name for the record and your affiliation with the
19 entity, please, sir.

20 MR. TOWNSEND: Shawn Townsend, S-H-A-W-
21 N T-O-W-N-S-E-N-D. And I am here on behalf of
22 Redrock Entertainment Services as well Best
23 Beverage Catering.

24 And, Mr. Chair, there are some other
25 members of the organization that are trying to

1 log on for this hearing. Could we try to?

2 CHAIRPERSON ANDERSON: All right. What
3 are their names and I'll ask Ms. Fashbaugh to
4 look for them.

5 MR. TOWNSEND: Okay. It's Sparr
6 Garcia, Zach Holt, Jen Hersch, and there should
7 be a Marcus Skeen and Traveon Smith.

8 And I believe we have everyone except
9 Marcus. I'm not sure.

10 MS. FASHBAUGH: Chairperson, the only
11 other person in the room is -- no other people
12 are in the room.

13 MR. TOWNSEND: That's, that's fine, Mr.
14 Chair. We can move forward if you like.

15 CHAIRPERSON ANDERSON: All right. Good
16 morning, Mr. Townsend.

17 Can you please spell and state your
18 name for the record?

19 And what I'll ask you to do, why don't
20 you call the other participants. And once you
21 call their names, then they can identify
22 themselves, please.

23 MR. TOWNSEND: Got it. Okay.

24 Shawn Townsend, S-H-A-W-N, last name
25 T-O-W-N-S-E-N-D. And I'm here as a consultant

1 with Redrock Entertainment Services and Best
2 Beverage Catering.

3 And I'll toss it to Sparr to introduce
4 herself. And spell your name for the record,
5 please.

6 MS. GARCIA ROSE: Of course. Good
7 morning, everyone.

8 My name is Sparr Garcia Rose with Best
9 Beverage Catering. And it is S-P-A-R-R, Garcia,
10 G-A-R-C-I-A, and Rose, R-O-S-E.

11 CHAIRPERSON ANDERSON: What's your
12 affiliation, ma'am?

13 MS. GARCIA ROSE: I work with Best
14 Beverage Catering. We're the food and beverage
15 concessionaire hired by Redrock Entertainment.

16 CHAIRPERSON ANDERSON: Okay.

17 MR. TOWNSEND: Zach.

18 MR. HOLT: Good morning, everybody. My
19 name is Zach Holt, Z-A-C-H H-O-L-T. And I also
20 work with Best Beverage Catering.

21 MR. TOWNSEND: Thank you.

22 Jenifer.

23 MS. HERSCH: Good morning, everyone.
24 My name is Jenifer Hersch, spelled J-E-N-I-F-E-R,
25 last name Hersch, E--R -- excuse me, H-E-R-S-C-H.

1 And I am the festival director on behalf of
2 Redrock Entertainment.

3 MR. TOWNSEND: And Traveon.

4 MR. SMITH: Good morning, all. I'm
5 Traveon Smith. I own and operate LGC Security.
6 We will be the local security contractor for the
7 festival, and also the security contractor and
8 consultant.

9 CHAIRPERSON ANDERSON: Do you have a
10 camera to turn on, Mr. Smith?

11 MR. SMITH: My apologies. I'm actually
12 in the airport. I can turn it on. But that was
13 the only reason I didn't have the camera on.

14 CHAIRPERSON ANDERSON: Okay, that's,
15 that's fine, sir

16 Anyone else, Mr. Townsend?

17 MR. TOWNSEND: That's it, sir. Thank
18 you.

19 CHAIRPERSON ANDERSON: All right. Mr.
20 Townsend, it is my understanding that Applicant
21 Redrock Entertainment, LLC, represented by
22 yourself, is hosting a festival in public space
23 behind the Smithsonian Air and Space Museum.

24 The Applicant's application indicates
25 an expected crowd of 52,500 persons over the

1 course of three days. And the festival will
2 feature outdoor music, art, and other cultural
3 events.

4 Can you give us, just give us an
5 overview, sir, of this event?

6 MR. TOWNSEND: Yes, I will. And I will
7 toss it to Jen to fill in any holes that I may
8 have missed.

9 But as you stated, Mr. Chair, this is
10 a 3-day festival titled Something in the Water
11 that originally had initiated in Virginia Beach.
12 And this is the first year that it will be hosted
13 in the nation's capital, on Independence Avenue
14 between 3rd Street and 9th Street.

15 We have submitted a site plan that
16 identifies that there will be three different
17 stages of the festival footprint, as well as a
18 few bars that are located. And I know Jen
19 exactly will be able to give more insight to
20 exactly where and how the bars will be set up.

21 This is a 3-day festival that will
22 begin on Friday through Saturday, Sunday as well.

23 And I will stop there and toss it to
24 Jen to kind of give a more high-level overview of
25 the festival and Redrock Entertainment.

1 MS. HERSCH: Thanks, Shawn. That was
2 a great tee-up.

3 Good morning, everyone. Thank you,
4 Mr. Chair, for hearing from us today.

5 As Shawn stated, this is, this fest --
6 excuse me, this festival is entitled Something in
7 the Water. It is solely-owned by Mr. Pharrell
8 Williams.

9 He's the artist who originated this
10 program in Virginia Beach, his hometown, but has
11 since decided that he wanted to take it to
12 another very close location dear to his heart.
13 D.C. is a destination that he, as growing up, had
14 attended quite a bit. And he wanted to take it,
15 as Shawn said, to the nation's capital.

16 So, we are hosting a 3-day music
17 festival, Friday the 17th, Saturday the 18th,
18 Sunday the 19th with -- and the purpose of the
19 festival is for all, as you will know, Pharrell
20 Williams has met incredible other, other artists
21 along his career path, and would like to bring
22 them all together for a weekend of celebration.
23 And he thought the, not only the best location
24 would be D.C., but also to do it on an impactful
25 weekend of Juneteenth weekend.

1 CHAIRPERSON ANDERSON: All right. Now,
2 tell us about what activities are, are available
3 to the attendees?

4 MR. TOWNSEND: So, Mr. --

5 MS. HERSCH: Go ahead, Shawn.

6 MR. TOWNSEND: So, Mr. Chair, there
7 will be a number of acts that will be performing
8 across the three stages.

9 Additionally, we have engaged with
10 several local food vendors and retail vendors
11 here in the DMV region to provide offerings that
12 include full food and retail.

13 And the alcohol service, the food and
14 alcohol service is being managed and operated by
15 BBC. And Jen and Zach can kind of go into more
16 details of, of that portion of the festival
17 operation.

18 CHAIRPERSON ANDERSON: Yes. Just
19 elaborate more the availability, availability of
20 food and beverage, lease.

21 MS. GARCIA ROSE: Mr. Chair, Jenifer
22 and I can speak to that.

23 Jenifer, do you have a thought?

24 MS. HERSCH: Yes, Sparr, that would be
25 great. Thank you.

1 CHAIRPERSON ANDERSON: I'm sorry. This
2 is what I would ask each person to do, just
3 identify yourself before speaking, please,
4 because we have a court reporter and so at least
5 we can attribute correctly to who's speaking.

6 And I think Ms. Hersch has
7 disappeared, at least from my screen.

8 MS. GARCIA ROSE: I can handle that
9 explanation.

10 This is Sparr with Best Beverage
11 Catering.

12 So, we will have a total of 34 local
13 food vendors onsite that will be vending for
14 concession and sales to the general public.

15 We will have a total of five locations
16 for alcohol dispensing.

17 And we will also have roamers
18 throughout.

19 We will operate those internally by
20 our staff that are duly trained, certified.

21 In addition to that, we will have I.D.
22 check at the entrances of the main festival. And
23 we will have 30 I.D. checkers, three managers per
24 location for that. We'll be doing wristbanding
25 of those patrons that are 21-plus. And that

1 wristband will change colors each day.

2 We will be serving a variety of
3 alcoholic beverages to those guests that are 21.
4 Non-alcoholic beverages will also be allowed and
5 also for sale for all, all patrons to purchase.

6 There will also additionally be free
7 water refill locations that are next to the food
8 and beverage locations.

9 And then, I mean, if you would I can
10 go through our menu. I'm not sure how in-depth
11 you would like the information for this.

12 CHAIRPERSON ANDERSON: Yes, you can
13 provide us generally.

14 MS. GARCIA ROSE: So, we'll have
15 packaged, packaged beer and seltzer, not to
16 exceed 16 ounce. And will be doing poured
17 cocktails in 9- and 12-ounce cups.

18 And then we will, additionally, have
19 water in 16-ounce, and Red Bull in a 10-ounce
20 can.

21 CHAIRPERSON ANDERSON: Now, Mr.
22 Townsend, is there any coordination with the
23 federal government, the Smithsonian Institute, or
24 D.C. Government, or is this event entirely
25 private?

1 MR. TOWNSEND: Yes, sir, there has been
2 coordination with every acronym in Washington,
3 D.C., whether it's federal or local. We have
4 been engaged through, through the Mayor's Special
5 Events Task Group to ensure that we are providing
6 all of the information necessary to those
7 agencies, as well as applying for the necessary
8 permits to, to move forward with this festival.

9 Full disclosure, though, that special
10 event permit is still pending. We, however, we
11 feel very confident that we will be issued a
12 special event permit for this event.

13 For the sake of time, we, we all on
14 this call in this hearing know that the mayor and
15 Pharrell announced this festival at the end of
16 April, which has given all of us a shorter runway
17 that normal, normally we would have to put on to
18 go through the approval process of the licensing
19 and permitting.

20 So, you know, all of the agencies,
21 whether it's local or federal, we have been
22 engaged practically daily from the time that this
23 festival was announced to, to get through the
24 navigating of licensing and permitting.

25 So, it's a combination of both, Mr.

1 Chair.

2 CHAIRPERSON ANDERSON: I want to ask
3 you a question.

4 So, is this, will this permit, will
5 this event be -- will it take place exclusively
6 on District's land or federal land?

7 MR. TOWNSEND: Great question. I think
8 that that, that's been one of the areas where
9 we've had to, to navigate through.

10 The footprint of the festival is in
11 the actual street, which is D.C. property. The
12 sidewalk is, is owned by the feds. And the
13 footprint of the festival will not be, it will
14 not extend to, to the sidewalks. So, it will just
15 be in the streets.

16 CHAIRPERSON ANDERSON: You stated
17 before that the event was presented before the
18 Mayor's Special Events Task Force. But, so
19 you're saying that it has not been approved -- it
20 has not been approved as yet, but it's your
21 expectation that, that it will be approved.

22 Is that correct?

23 MR. TOWNSEND: Yes, sir.

24 CHAIRPERSON ANDERSON: Now, I know that
25 you were hired as a consultant to, to apply for

1 this license. So, can you tell us, tell us about
2 the Applicant's prior experience.

3 So, all right, so, you are hired as a
4 consultant by Redrock, I believe?

5 MR. TOWNSEND: By both entities, sir.

6 CHAIRPERSON ANDERSON: By both.

7 So, tell us, so, the local entity
8 actually that is applying for the event, just
9 tell us about some of their experiences running
10 similar events?

11 MR. TOWNSEND: So, Redrock
12 Entertainment is a production company that -- a
13 global production company that has experience in,
14 in hosting and creating, you know, events such as
15 Something in the Water all over the globe.

16 And Best Beverage Catering, BBC, is,
17 is the same. They provide food and beverage
18 services nationally for events like this as well.

19 So, both entities, sir, are very
20 familiar with hosting large scale events that
21 include, you know, providing alcohol and food
22 beverage services.

23 So, I'll stop there. And Jen or
24 Sparr, if you have anything to add, feel free to
25 do so.

1 MS. HERSCH: Thank you, Shawn. This is
2 Jenifer Hersch speaking again.

3 Shawn is correct. Redrock
4 Entertainment, we are a subsidiary of Live
5 National Entertainment, a global music promoter.
6 And for over 25 years our company has been
7 hosting large scale live events, in addition to
8 live, large scale music festivals around the
9 globe.

10 And BBC, Best Beverage Catering is our
11 preferred partner on all of these projects.

12 CHAIRPERSON ANDERSON: All right, thank
13 you.

14 Mr. T -- I'm sorry, go ahead.

15 MR. TOWNSEND: Sorry, Mr. Chair. I
16 just wanted to make sure that we, we cover the
17 security piece as well. I know --

18 CHAIRPERSON ANDERSON: I'm getting
19 there. If I don't ask these questions, you know,
20 Mr. Townsend, that Mr. Short will be asking them.

21 MR. TOWNSEND: I know Mr. Short is
22 ready.

23 MR. TOWNSEND: But, so but I, yeah, but
24 I'm, I'm getting there.

25 So, all right, so tell us. You said

1 it's a 3-day event. So, tell us the hours for
2 each day.

3 MR. TOWNSEND: So, hours of operations
4 applied for for each day is, on the 17th, 2:00
5 p.m. to 11:30 p.m.; on Saturday the 18th, 2:00
6 p.m. to 11:30; as well as Sunday, 12:30 to 11:00.

7 Hours of operate -- hours of sales
8 will end 30 minutes prior to end time on each
9 day.

10 CHAIRPERSON ANDERSON: Now, tell us
11 about, so will this, since the event will be held
12 entirely on, you said, in the streets, so will
13 this be fenced in? So, tell us a little bit
14 about the setup. And I'm also going to talk
15 about the admission and the exit points, please.

16 MR. TOWNSEND: The entire footprint of
17 the festival will be fenced off with three points
18 of egress.

19 Now, keep in mind with that, Mr.
20 Short, we have been working with the Fire
21 Marshall's Office to determine emergency
22 evacuation areas within the footprint of the
23 festival. So, although we will not be utilizing
24 the sidewalk, because it's federal property, we
25 have, we have all come to a consensus in

1 determining that a large portion of the festival
2 footprint will be -- can be used as emergency
3 evacuation point of egress, if need be.

4 CHAIRPERSON ANDERSON: Now, tell us
5 about the entrance, the entrance point. You said
6 there are three, there will be three. So, how is
7 it that folks will enter and exit out of these
8 three main, main points that you have mentioned?

9 MR. TOWNSEND: So, I'll toss it to Jen
10 and Sparr to talk more about the entrance piece.

11 MS. HERSCH: Hello again, this is
12 Jenifer Hersch.

13 Our entrances are going to be secured
14 entrances on 4th Street and 7th Street. There will
15 be levels of security that folks, ticket buyers,
16 those who pre-registered will have already
17 received their wristbands. They will come to our
18 entrance. They'll go through some security
19 screening. And then they'll be scanned into the
20 festival via three entrances between 4th and 7th
21 Streets.

22 CHAIRPERSON ANDERSON: Now, you stated
23 that you're expecting 52,000 people. Is it
24 52,000 over the three days? Is that what? Is it
25 over the three days or is it 52,000 a day?

1 MS. HERSCH: We have estimated, just
2 based on our footprint, that that would be our
3 maximum capacity across the footprint per day,
4 sir.

5 Right now I think we are hoping to
6 have that many attendees. It may just be a
7 little south of that.

8 CHAIRPERSON ANDERSON: Now, so tell us
9 about how many staff. You have 53,000 people,
10 tell me about the staff and the security that's
11 for this event?

12 MS. HERSCH: I'll give you just overall
13 head count for staff. Mr. Traveon Smith can give
14 you a head count for security.

15 But production and operational staff,
16 we are probably looking in the neighborhood of
17 having about 250 to 275 employees.

18 CHAIRPERSON ANDERSON: So, I guess, Mr.
19 Smith. Mr. Smith, can you tell us a little bit
20 about, can you give us some background, sir, in
21 how many staff you will be providing for this
22 event?

23 MR. SMITH: Yes. Apologies for the
24 muffle. I have a mask on.

25 So, yes, we pretty much -- the

1 capacity, like you said, is scheduled to about
2 52,000 but may trend a little bit lower. But we
3 staff the event up to the max, which is pretty
4 much one guard per 250 people, which is, like,
5 the industry standard.

6 So, we're scheduled to staff about 550
7 guards per day for this event.

8 And with that, we have all of the
9 different posts scheduled. And we have 30
10 different mags at each entrance throughout the
11 entire festival, and we have the different lanes
12 for each one.

13 Each one will have metal detectors and
14 also bag checkers that will be set for each
15 entry. Anyone that comes onto the property, as
16 well as the artist entrance areas, they will have
17 metal detectors and security entourage. Any
18 artist or anyone else coming into those areas as
19 well.

20 Anyone that comes within the fence
21 line will be subject to search and make sure that
22 they have come in through that search.

23 CHAIRPERSON ANDERSON: Mr. Smith, can
24 you tell us a little bit about your company, sir,
25 your, and your experience?

1 MR. SMITH: Yes. So, I'm Traveon
2 Smith. I'm the owner and operator. I'm actually
3 a D.C. native.

4 I have been doing security in this
5 area for over 20 years. We are also the security
6 contractor that handled Broccoli City Festival,
7 which is the second largest now festival in this
8 area, which we just did, which handles between 25
9 to 35K.

10 We were also, we also brought down
11 about 100 guards to the initial Something in the
12 Water Festival back in 2019.

13 We handled the security, all of the
14 events for MGM National Harbor, National Theater,
15 Events D.C. Everything that Events D.C. handles,
16 we handle all of their events from D.C. Armory,
17 anything on the RFK lot. And we also handle all
18 of the Commanders games.

19 We subcontract with CSC to handle
20 their entry as far as all of the Commanders
21 coming into the stadium. We have three gates.
22 And then we also do University of Maryland
23 football as well, as far all of their weapons
24 that they process.

25 MR. TOWNSEND: And I will just add, Mr.

1 Chair, that LGC is a CBE licensed company as well
2 as licensed by Security Office's Management
3 Branch of MPD.

4 CHAIRPERSON ANDERSON: Thank you for
5 that, Mr. Townsend.

6 Just, so tell us just generally now,
7 how will you ensure that underage will not,
8 people who are underage will not be served?
9 Whoever can answer that question.

10 MS. GARCIA ROSE: This is Sparr. Sparr
11 of Redrock Beverage.

12 So, we will be doing physical I.D.
13 checks of all patrons and wristbanding, as I
14 stated earlier.

15 And then once patrons are at the bar,
16 at the point of sale, if there is any cause for
17 concern with their wristband, that it looks
18 tampered, or if they believe them to be under the
19 age of 21 they will re-identify at that time.

20 You know, I'd also like to state that
21 we, our, our staff is, we bring local but we also
22 bring well-trained staff. So, they are trained
23 in the current state of licenses. And then they
24 will also be on the lookout for anyone that may
25 appear over-intoxicated from the food and

1 beverage standpoint.

2 That is our, our plan of action.

3 CHAIRPERSON ANDERSON: I'm sorry. Go
4 ahead.

5 MS. GARCIA ROSE: I was just stating
6 that is how we would handle service.

7 CHAIRPERSON ANDERSON: All right, thank
8 you.

9 Now, this is a fenced-in, as you
10 stated, it's going to be completely fenced in.
11 Is that correct?

12 MR. TOWNSEND: Yes, sir.

13 CHAIRPERSON ANDERSON: All right. So,
14 if alcohol is served, will alcohol be served at
15 any specific point, or will alcohol be served
16 throughout the venue?

17 MS. GARCIA ROSE: This is Sparr again.

18 So, we will have five specific
19 dispensing points that are physical structures.

20 And then there will also be roamers
21 that will also be handling the sale of alcohol.

22 CHAIRPERSON ANDERSON: What are
23 roamers, please?

24 MR. TOWNSEND: So, Mr. Chair, just I
25 asked the same question when Sparr initially told

1 me roamers. But it is equivalent to the staff at
2 Capital One Arena or Nats Stadium that walk
3 around selling beer and wine, selling alcohol to
4 patrons.

5 It is the responsibility of the
6 roamers, similar to how they do at Nats Stadium,
7 and Monument, and Capital One Arena to ensure
8 that the patron that they are selling alcohol to
9 is banded with a wristband that they would have
10 received upon entry to the festival.

11 CHAIRPERSON ANDERSON: Thank you.

12 And so, what, all right, and this is
13 -- so I know a little bit, I know that this is a
14 music festival so there's going to be music. So,
15 what steps are, are being taken to control noise
16 excesses?

17 And I know this is a downtown area.
18 Although we all know there is hardly anywhere in
19 D.C. that residents, residents are not present.
20 So, what steps are?

21 I know that you have stated that the
22 event is scheduled to be over at 11:30. And I
23 guess it's Friday, Saturday, and Sunday night, I
24 believe. So, and I guess Monday's a holiday.

25 But, anyway, how, what steps are, what

1 steps, if any, are being taken to mitigate noise?

2 MR. TOWNSEND: Jenifer, you want to
3 take a stab at that one?

4 MS. HERSCH: Sure. This is Jenifer
5 Hersch again from Redrock Entertainment.

6 So, as Shawn has referenced, we have
7 been working with all, all of the agencies in
8 understanding the ordinances, noise ordinances
9 that we have to abide by.

10 And then also, by setting our hours
11 with a later afternoon start and early evening
12 within the noise ordinance hours of 11:30 and
13 11:00 p.m. on Sunday is what we are doing to
14 control sound that wouldn't be too upsetting to a
15 neighborhood.

16 MR. TOWNSEND: Mr. Chair, we've also
17 over the past week engaged with ANC 6D. And we
18 intend on meeting with their community,
19 presenting at their ANC commission meeting on
20 Monday as well to go through the festival and
21 talk about, address any issues that the community
22 may have in the vicinity of the festival
23 footprint.

24 CHAIRPERSON ANDERSON: Thank you, Mr.
25 Townsend.

1 I don't have any other questions. So,
2 questions by any board members?

3 MEMBER SHORT: Yes, sir. Mr. Short
4 would like to have a question.

5 CHAIRPERSON ANDERSON: Go ahead, Mr.
6 Short.

7 MEMBER SHORT: Thank you.

8 Mr. Townsend, how are you today?

9 MR. TOWNSEND: Good, sir. Good to see
10 you.

11 MEMBER SHORT: Great.

12 After hearing all of the points that
13 our chairman brought up, he hit pretty much
14 every, everything that -- I'm hearing the
15 chairman brought up most of the points I would
16 have asked.

17 And thank you, Mr. Chairman.

18 And the only question I would ask is
19 are there any drawings or renderings of the site
20 that would -- as you know, Mr. Townsend, our
21 investigators will probably be assigned to go
22 there so they can pre-plan how they would assist
23 you.

24 MR. TOWNSEND: Yes, sir. We, we
25 submitted a site plan with this application that

1 outlines the locations of the bars. And we're
2 happy to ensure that not only the board but the
3 investigators that will be there on site will
4 have a copy of the most recent updated site plan
5 as its been revised at the time of the festival.

6 I'll be there all three days around
7 the clock, so I'll be, I'll be ensuring, I'll
8 make sure that the investigators have a good
9 point of contact between Sparr and myself if
10 there are any issues.

11 BBC will also, in addition to the 550
12 security guards, will have -- I know she
13 mentioned this, but I just want to provide more
14 clarity to that, that there will be an additional
15 30 I.D. checkers and staff roaming around to
16 ensure that, one, not only that folks who are
17 getting wristbands are 21, but, two, a second
18 line of enforcement to the roamers that will be
19 walking around selling alcohol.

20 We're just trying to ensure that we do
21 everything that we can to not only keep people
22 safe but ensure that folks are drink -- who are
23 drinking, consuming alcoholic beverages are of
24 age.

25 MEMBER SHORT: I do thank you for your

1 answers. And I am satisfied.

2 Thank you very much, Mr. Townsend, for
3 your presentation and all the persons there with
4 Redrock.

5 Thank you, Mr. Chairman. That's all
6 I have at this time.

7 MR. TOWNSEND: Thank you, Mr. Short.

8 CHAIRPERSON ANDERSON: Thank you, Mr.
9 Short.

10 Any other questions by any other board
11 members?

12 Yes, Ms. Hansen.

13 MEMBER HANSEN: Can one of you clarify
14 the number of security personnel who will be on
15 staff, and will they be private or is this in
16 conjunction with some of the other agencies in
17 D.C.?

18 MR. TOWNSEND: So, there will be 550
19 security guards that will be provided by LGC,
20 which is a private security company.

21 And I will add that within the past
22 two weeks we, there have been a number of walk-
23 throughs of this festival footprint with both
24 District Government officials as well as federal.
25 And on one of our last walks Traveon and

1 Commander Bagshaw and other members of the
2 Special Operations Division of MPD had
3 conversations about security.

4 And from what I understand, Traveon,
5 you can expand on this, but MPD was satisfied
6 with the security plan that was presented to them
7 by LGC.

8 MR. SMITH: Yes. To also follow up on
9 that, yes, we, we also talked to Commander
10 Bagshaw. We did clarify our weapon abatement
11 process.

12 But then I would also like to
13 reiterate that our director of event operations,
14 Officer Washington, is a 30-year, retired MPD
15 officer.

16 And then our event manager is a 20-
17 year, retired military Marine.

18 So, with that, Commander Bagshaw knows
19 exactly who my leads for the team is. And that
20 relationship is already there. So, we're, we're
21 working in depth to make sure that we're all on
22 the same page.

23 As well as we do know the city very
24 well. And we know the expectations of what's
25 needed to make sure that this is a very safe,

1 secure event.

2 MEMBER HANSEN: Thank you.

3 CHAIRPERSON ANDERSON: Thank you, Ms.
4 Hansen.

5 Any other questions by any other board
6 members?

7 MEMBER GRANDIS: Mr. Chairman.

8 CHAIRPERSON ANDERSON: Yes, Mr.
9 Grandis.

10 MEMBER GRANDIS: Thank you.

11 Hello, Mr. Townsend.

12 MR. TOWNSEND: Good to see you, sir.

13 MEMBER GRANDIS: We appreciate the
14 presentation that you and your cohorts have
15 presented today. And it's very helpful to us to
16 know that you already are inter-working with MPD
17 as closely as you are, and with the Mayor's Task
18 Force. That's very comforting to help us have a
19 whole rounded picture of this present -- of this
20 event.

21 Could you, I know also that there's
22 information about cleanup. But just for the
23 record of this hearing could you help us
24 understand the cleanup that's going to be needed
25 with 58,000 people plus attending?

1 MR. TOWNSEND: Good question.

2 We just had a call about this
3 yesterday. And we will be hiring DPW street
4 sweepers to, to provide cleanup service for the
5 festival.

6 And I know that there's an additional
7 subcontracting company that will be providing
8 cleanup service as well.

9 Jenifer, do you want to add anything
10 to that? I think I covered it.

11 MS. HERSCH: Yeah, Shawn, you covered
12 that well. Thank you, sir.

13 MEMBER GRANDIS: Just an add-on to that
14 question, because -- and these are very
15 sophisticated individuals that are before us
16 today, and they have a lot of experience with,
17 with this type of event -- so, does anyone in the
18 company, not volunteer, stay long enough to see
19 that the cleanup, as they have been asked to do,
20 is successful, or will they all have left town?

21 MS. HERSCH: This is Jenifer Hersch
22 again.

23 Absolutely, we ensure. My, one of our
24 mottos is is that we leave a home the way that we
25 found it. So, my team, my extended operational

1 team will stay. I think likely right now we are
2 scheduled to stay until Wednesday and Thursday
3 post the festival to ensure that exactly, that
4 the streets of D.C. are found -- are left the way
5 we found it.

6 MEMBER GRANDIS: Thank you for that.

7 Mr. Townsend, I'm sure that this
8 organization is as concerned about compliance
9 check of I.D.s. Having had events in Virginia
10 Beach, and it's a little different culture than
11 Washington, making sure that there is full
12 compliance with I.D.s.

13 So, in that regard -- and you know
14 this -- the agency has booklets that show what
15 the legal I.D.s are allowed, because there may be
16 some differences between Virginia/Virginia Beach
17 and D.C. on what is allowed and what is not
18 permissible.

19 Would you be able to get some of these
20 booklets to this organization so that they can
21 ensure that there will be compliance?

22 MR. TOWNSEND: Absolutely, sir.

23 MEMBER GRANDIS: Thank you very much.

24 And I appreciate the good presentation
25 today. Thank you very much.

1 MR. TOWNSEND: Thank you.

2 CHAIRPERSON ANDERSON: Any other
3 questions from any other board members?

4 (No response.)

5 CHAIRPERSON ANDERSON: Mr. Townsend,
6 any final event, any final -- any final
7 statements, representations you want to make to
8 the board?

9 MR. TOWNSEND: I'd just like to thank
10 the board and the agency for allowing us to
11 present today and working with us on this.

12 Like I've said to other agencies, we,
13 you know, we've had a short runway of time on
14 planning this, this festival. And we know this
15 is something that the mayor and Pharrell both
16 want. And it's just some things that, you know,
17 behind the scenes that we have to navigate
18 through in order to make you happy.

19 So, once again, thank you.

20 And I know Mr. Grandis has a question
21 about trash cleanup after the festival. And I'll
22 just say that, you know, Something in the Water
23 of Redrock, BBC, Pharrell and his team are very
24 committed to, you know, being involved in the
25 community here in the DMV region. And, you know,

1 hopefully, you know, this will not be the last of
2 Something in the Water D.C. So, there will be a
3 lot to clean up after, after Sunday, throughout
4 the year. So, thank you for that question.

5 And that all.

6 Jenifer, do you have anything, or
7 Sparr?

8 MS. HERSCH: No, Shawn. I think you
9 iterated the comment that I wanted to say.

10 Our intention is to have a good-
11 standing, long-term relationship with the city,
12 as we would like to continue to host this event.
13 So, it is our intent to follow all the
14 regulations and make sure that everyone is happy
15 with the event that we produce in the city.

16 CHAIRPERSON ANDERSON: That's it?
17 Well, thank you, Mr. Townsend and your team, for
18 your presentation today.

19 Of course, the agency, the board will
20 take this matter under advisement. And we will
21 await the final documentation that needs to be
22 provided to the agency for us to issue a permit
23 pursuant to those events, those documents that
24 are provided to the agency prior to the event.

25 So, so like I said, we'll take this

1 matter under advisement. And thank you for your
2 presentation today.

3 And I hope that you will stay in
4 contact with the agency to provide whatever
5 documentation that is required from licensing for
6 them to complete their process.

7 All right. Thank you very much.

8 Have a great day.

9 MR. TOWNSEND: Thank you.

10 (Whereupon, at 11:40 a.m., the hearing
11 was concluded.)

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This is to certify that the foregoing transcript

In the matter of: Something in the Water Festival

Before: DC ABRA

Date: 06-08-22

Place: teleconference

was duly recorded and accurately transcribed under my direction; further, that said transcript is a true and accurate complete record of the proceedings.

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