



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

2 9:49 a.m.

3 CHAIRPERSON ANDERSON: All right. Our  
4 next case is a Pub Crawl for LaToya Danielle  
5 Kelly. Date of event June 8th, 2019. It's a  
6 Generation Mobile, The Color Crawl. Will Ms.  
7 Kelly, please approach, identify yourself for  
8 the record please.

9 MS. KELLY: I'm LaToya Danielle Kelly  
10 the organizer for -

11 MEMBER SILVERSTEIN: Please speak up  
12 and use your microphone.

13 MS. KELLY: Okay. I am LaToya  
14 Danielle Kelly. I am the organizer of the Color  
15 Crawl, My Generation Mobile, LLC.

16 CHAIRPERSON ANDERSON: Good morning.  
17 Do we have an investigator for this case? Okay.  
18 Hold on one minute, please.

19 (Pause.)

20 CHAIRPERSON ANDERSON: Good morning,  
21 sir.

22 MR. PUENTE: Good morning.

1                   CHAIRPERSON ANDERSON:    Are you the  
2 party investigator? Good morning, Mr. Puente.  
3 All right, Ms. Kelly, you applied for a pub crawl  
4 on June 8th, 2019, The Mobile Color Crawl. And  
5 one of the reasons why you are brought in this  
6 morning is because the board is not familiar with  
7 you and pub crawls are very -- should I say, we  
8 have gone through a period of time that - I  
9 think that we have -- based on the organizer that  
10 we have worked with, we have not come to an  
11 understanding and so therefore, pub crawls are no  
12 longer as controversial as they have been.

13                   MS. KELLY:    Okay.

14                   CHAIRPERSON ANDERSON:    So one of the  
15 reasons that we brought you here is for you to  
16 tell us who you are --

17                   MS. KELLY:    Perfect.

18                   CHAIRPERSON ANDERSON:    -- give us  
19 your background, what experience have you had in  
20 organizing pub crawls either in D.C. or any other  
21 area and give us some -- tell us a little bit  
22 about this pub crawl that you plan to have on

1 June 8th.

2 You can talk about what establishment  
3 that you have made arrangements with. Tell us --  
4 provide us information about your trash plan and  
5 security, so, wherever you want to start. But it  
6 is just to introduce yourself to us, and so I  
7 think that the board has tentatively approved  
8 your - you've asked 1,000 to 5,000 - and the  
9 board, I believe, has temporarily agreed that we  
10 would have, at a minimum, approve it for a 1,000.  
11 Five thousand is very high for U Street, based on  
12 the logistics of the neighborhood, and basically  
13 what else might be going on in the city at that  
14 time.

15 MS. KELLY: Um-hm.

16 CHAIRPERSON ANDERSON: You can go  
17 ahead, ma'am.

18 MS. KELLY: All right. So, I'll just  
19 re-introduce myself. I'm LaToya Danielle Kelly.  
20 I own Generation Mobile.

21 CHAIRPERSON ANDERSON: Speak up also,  
22 too. So, we have -- one of our members has a

1 hearing issue, so -

2 MS. KELLY: Is this better?

3 CHAIRPERSON ANDERSON: Yes.

4 MS. KELLY: Okay. Perfect.

5 CHAIRPERSON ANDERSON: You don't have

6 to speak into - just

7 MS. KELLY: Oh, sorry.

8 CHAIRPERSON ANDERSON: -- just -

9 just raise your voice.

10 MS. KELLY: Sure. So, our background

11 is in event planning. We do sports activations,

12 youth activations, fund raising events, all in

13 Virginia. This will be our first pub crawl in

14 the Washington, D.C. area. The crawl is for

15 Capital Pride. Our establishments that will be

16 involved will be Tropicalia D.C., that is where

17 our welcome will be. It will go to Pure Lounge,

18 Velvet Lounge, the Dirty Goose and also our

19 finale will be at Nellie's Sports Bar.

20 One other establishment would be

21 Sudhouse, which is also on U Street. Proceeds

22 will go to various charities, including Smyle,

1 Human Rights Campaign, and Capital Pride  
2 Alliance.

3 CHAIRPERSON ANDERSON: So, tell me a  
4 little bit about the organization and what other  
5 pub crawls have you had before?

6 MS. KELLY: So, this will be the  
7 first, this will be the first.

8 CHAIRPERSON ANDERSON: Now, I thought  
9 -- so, you've never had a pub crawl before?

10 MS. KELLY: Never had a pub crawl.  
11 This will be the first one.

12 CHAIRPERSON ANDERSON: So, tell me a  
13 little bit -- I mean it's - you know, when  
14 people have the first -- I'm not -- I was going  
15 to mention something -- but I'm not going to  
16 because I wasn't here when this happened.

17 But it is almost, always problematic  
18 when someone is doing something for the first  
19 time. So, I mean, why do you think you can do a  
20 pub crawl? I mean, tell me what it is you know  
21 about pub crawls and why is it that we should --  
22 if you've never -- well, it's -- one of our

1 members brought to our attention that, I think,  
2 June 8th is also Capital Pride, so there is going  
3 to be a whole lot of people -

4 MS. KELLY: Yes.

5 CHAIRPERSON ANDERSON: -- in the  
6 neighborhood. So, why should we also approve you  
7 bringing additional one to five thousand people  
8 in this neighborhood, especially on U Street.

9 MS. KELLY: Okay. So I think  
10 realistically our number is going to be between  
11 500 and 1,000, for that day. We are going to cut  
12 it off at 1,000, actually. We have a lot of  
13 support -- community support -- bar owners, we  
14 have their support. We have the Capital  
15 Alliance, themselves, support.

16 MEMBER SILVERSTEIN: Pardon?

17 MS. KELLY: I'm sorry?

18 MEMBER SILVERSTEIN: You have whose  
19 support?

20 MS. KELLY: Capital Pride Alliance  
21 and the bar owners themselves, to make it a safe  
22 event.

1           We are doing time slots as opposed to  
2           it being a self-led crawl. Each group will have  
3           a lead, who will take each person -- each group  
4           to each establishment. Again, they are kind of  
5           responsible for their group throughout the night.

6           We have additional security. So, we  
7           are working with a company called, Imperial  
8           Women. They are an additional security company.  
9           They are women-owned, as well. Pretty much all  
10          of the other organizations that we are working  
11          with are minority-owned businesses, including  
12          them.

13          So they will be extra security that  
14          will be working the day of the bar crawl, as  
15          well. Each -- we will have one more additional  
16          security person on the outside and on the inside  
17          of each establishment, to accompany the security  
18          that will already be in place at that  
19          establishment.

20          And that is pretty much it. I think we've  
21          definitely planned out how this is going run.  
22          So, in the past I have worked with, in



1 conjunction with other companies, to organize  
2 large-scale events and --

3 CHAIRPERSON ANDERSON: Like whom?

4 MS. KELLY: In Virginia, sorry.

5 CHAIRPERSON ANDERSON: All right.

6 Hold on, hold on. This is you telling us who you  
7 are.

8 MS. KELLY: Yes.

9 CHAIRPERSON ANDERSON: So, if this --  
10 if we approve this and if it's successful --

11 MS. KELLY: Um-hm.

12 CHAIRPERSON ANDERSON: --you will  
13 probably never see us again.

14 MS. KELLY: Absolutely.

15 CHAIRPERSON ANDERSON: You will apply  
16 and we say that you are a good operator, so we  
17 don't need to bring you in. As I said, one of  
18 the reasons why we brought you in, because we are  
19 not familiar with you. This is your opportunity  
20 to tell us about your experience and why is it,  
21 as a new operator, we should agree to allow this  
22 to happen on a weekend where there is a lot of

1 people that will be on U Street.

2 So, tell me about what you have done,  
3 who you have done it with and why is it that you  
4 have the experience to do this.

5 MS. KELLY: Sure. So, one of the  
6 people that we are partner with is Milton B.  
7 Yates. He owns My Lifestyle Is. He also has  
8 helped organize the Broccoli Fest. He has been  
9 giving us a lot of guidance on organizing large-  
10 scale events and keeping them safe. And along  
11 with my own experience with large-scale events in  
12 Virginia, we have a pretty solid plan for this  
13 crawl.

14 CHAIRPERSON ANDERSON: All right. Mr.  
15 Puente, is an investigator.

16 MS. KELLY: Hello, Mr. Puente.

17 CHAIRPERSON ANDERSON: He has much  
18 more familiar with bar crawls than I have,  
19 because he has gone to several from an  
20 investigator's perspective.

21 MS. KELLY: Okay.

22 CHAIRPERSON ANDERSON: So, if you have

1 any questions, Mr. Puente, please go ahead.

2 MR. PUENTE: Yes. You said  
3 Tropicalia will be the registration point?

4 MS. KELLY: It will be.

5 MR. PUENTE: Can you describe the  
6 registration process?

7 MS. KELLY: Yes. So, each person  
8 will enter -- each person has a ticket that they  
9 have purchased on Eventbrite. The person that  
10 will be at the door will be a security officer.  
11 They will check each Eventbrite ticket and they  
12 will also check their ID -- making sure, of  
13 course, that it is valid.

14 Once that happens, they will, of  
15 course, match up their information between their  
16 ID and their ticket. In their ticket they must  
17 provide their date of birth and their age. If  
18 either of those are different than the person  
19 would be -- pretty much forfeit the ticket that  
20 they have and escorted out.

21 Once they arrive in, they will go to  
22 the registration counter. The welcome event is

1 more of a way to everyone to get acquainted, meet  
2 their teams. So they will go to the registration  
3 counter, they will get all of their paraphernalia  
4 -- which is basically a t-shirt, the map of where  
5 they will be going and then they will be escorted  
6 to the team which they have joined.

7           Once that happens, each team will be  
8 introduced by our host for that evening. And we  
9 will have light hors d'oeuvres and then each team  
10 will be escorted out one by one on a set route.  
11 They will not all go to the same exact bar at the  
12 same time. They will take alternate routes so  
13 that it reduces the overcrowding.

14           MR. PUENTE: Will you be giving wrist  
15 bands to the patrons?

16           MS. KELLY: Absolutely.

17           MR. PUENTE: And what color will  
18 those be?

19           MS. KELLY: So each group -- there  
20 is five groups -- each group will have one band,  
21 either yellow, purple, black, blue or green.

22           MR. PUENTE: Will you guys be giving

1 any, like, mugs or anything?

2 MS. KELLY: We will not be giving  
3 mugs, no.

4 MR. PUENTE: Have you guys notified  
5 MPD about the pub crawl?

6 MS. KELLY: Yes.

7 MR. PUENTE: Who will be the point of  
8 contact person in case of ABRA or MPD need to get  
9 a hold of someone.

10 MS. KELLY: It will be myself, Milton  
11 Yates or I have an assistant, as well, who can  
12 still be reached.

13 MR. PUENTE: Do you guys have a plan  
14 in place in case there is a emergency or  
15 something at one of the establishments?

16 MS. KELLY: Absolutely. So, Imperial  
17 Women, that we work with, pretty much gave us --  
18 and in which we also included in a lot of it, the  
19 information, inside of our application -- pretty  
20 much guidelines on how they were going to handle  
21 each scenario.

22 MR. PUENTE: Will your staff be

1 wearing anything -- any t-shirts that will make  
2 them -- we'll know they are staff or anything?

3 MS. KELLY: Yes. They will be color  
4 -- they will have Color Crawl on them.

5 MR. PUENTE: Okay. And what time is  
6 the pub crawl supposed to be?

7 MS. KELLY: It is from 3:00 to 10:00  
8 p.m.

9 MR. PUENTE: And what time is the  
10 registration?

11 MS. KELLY: It is from 3:00 to 6:00  
12 p.m.

13 MEMBER SILVERSTEIN: What time please?

14 MS. KELLY: Three to 6:00 p.m. is the  
15 welcome. And 3:00 to 10:00 is the pub crawl.

16 MR. PUENTE: Will your staff have any  
17 radios to communicate with you or will they just  
18 call or text you?

19 MS. KELLY: Yes, so my assistant,  
20 Milton and myself we will all have radios. And  
21 the security may also have one.

22 MR. PUENTE: Is Imperial Security, are

1 they licensed in D.C.?

2 MS. KELLY: Yes.

3 MR. PUENTE: Okay. That is all I  
4 have, sir.

5 CHAIRPERSON ANDERSON: All right.  
6 Thank you. Any other questions by other board  
7 members? Yes, Mr. Silverstein.

8 MEMBER SILVERSTEIN: I will defer to  
9 Mr. Short.

10 CHAIRPERSON ANDERSON: Go ahead, Mr.  
11 Short.

12 MEMBER SHORT: Okay. Thank you.  
13 Good morning and your name again, is?

14 MS. KELLY: LaToya Danielle Kelly.

15 MEMBER SHORT: Good morning, Ms.  
16 LaToya. You mentioned that you have experience  
17 with pub crawls. Where was it and -

18 MS. KELLY: So this -- so this is the  
19 first pub crawl. We have other experience with  
20 other corporate events and fitness and also  
21 sports activations in Virginia.

22 MEMBER SHORT: Okay. I thought you

1 said you had had pub crawls some place other?

2 MS. KELLY: No.

3 MEMBER SHORT: This will be your very  
4 first one ever?

5 MS. KELLY: First one. Mm-hm.

6 MEMBER SHORT: So what types of  
7 events did you do previous to this?

8 MS. KELLY: Oh, absolutely. So, we  
9 have had a -- we have planned retreats for  
10 corporate companies in Virginia. And that  
11 involved of course, --

12 MEMBER SHORT: What was the largest  
13 number of people?

14 MS KELLY: Oh, the largest number of  
15 people has probably been 2500.

16 MEMBER SHORT: Twenty-five hundred?

17 MS. KELLY: Mm-hm.

18 MEMBER SHORT: And what kind of event  
19 was this again?

20 MS. KELLY: Corporate. So this is a  
21 corporate retreat activation. So this is  
22 basically where a company picks a day for their



1 company -

2 MEMBER SHORT: You pick a park or  
3 someplace like that.

4 MS. KELLY: Yes. Yes, and you -

5 MEMBER SHORT: Have you ever done  
6 anything on a public street like you are  
7 proposing to do here?

8 MS. KELLY: Yes. So we actually also  
9 had in Virginia -- it is a school event for  
10 youth. It basically took up maybe about three  
11 blocks -

12 MEMBER SHORT: Which city, which  
13 county? Which city, which county?

14 MS. KELLY: This was in Richmond,  
15 Virginia in Henrico.

16 MEMBER SHORT: Okay.

17 MS. KELLY: This is West Broad Street,  
18 so we pretty much blocked between -- I think it  
19 was the 1000 block to the 3000 block of West  
20 Broad Street in Richmond, Virginia. And it was  
21 basically a youth fund-raiser. We had about ten  
22 schools involved.

1                   MEMBER SHORT:   Twenty-five hundred  
2                   people?

3                   MS. KELLY:    That one, I think, was  
4                   more like, I want to say probably on the 1200  
5                   mark.  And that was all to raise funds for the  
6                   schools themselves and their fund-raising event.

7                   MEMBER SHORT:  I'm kind of familiar  
8                   with Richmond just a little bit so Broad Street  
9                   is -

10                  MS. KELLY:  Oh, yes -- pretty long  
11                  street.

12                  MEMBER SHORT:  Yes, very large --

13                  MS. KELLY:  It is.

14                  MEMBER SHORT  --three or four lanes  
15                  each way.

16                  MS. KELLY:  Mm-hm.

17                  MEMBER SHORT:  So, it's a lot  
18                  different than U Street, which is only -

19                  MS. KELLY:  Two lanes.

20                  MEMBER SHORT:  -- right, small.

21                  MS. KELLY:  Yes.

22                  MEMBER SHORT:  Okay.  So, I'm wishing

1 you luck and a thousand people is still a lot of  
2 people for U Street, but I'm quite sure with your  
3 experience you will do the best you can working  
4 with the investigator to keep things under  
5 control. Thank you very much. That is all I  
6 have Mister Chair.

7 CHAIRPERSON ANDERSON: Thank you.  
8 Yes, Mr. Silverstein.

9 MEMBER SILVERSTEIN: Thank you very  
10 much. You're impressive and it looks like you  
11 are trying to take care of everything here. I  
12 can't imagine anyone starting with a more  
13 difficult situation than this one. The Capital  
14 Pride Parade begins at the corner of 23rd and P  
15 -

16 MS. KELLY: Mm-hm.

17 MEMBER SILVERSTEIN: -- and ends at  
18 14th and T.

19 MS. KELLY: Mm-hm.

20 MEMBER SILVERSTEIN: It ends a block  
21 away from where you are.

22 MS. KELLY: Right.

1                   MEMBER SILVERSTEIN:    A hundred  
2                   thousand people, or more, attend that parade.  
3                   Streets are closed.

4                   MS. KELLY:    Mm-hm.

5                   MEMBER SILVERSTEIN:   There are over  
6                   200 different entries in that parade and they're  
7                   going to be disembarking and disassembling a  
8                   block away from where this event is going to be.

9                   MS. KELLY:    Mm-hm.

10                  MEMBER SILVERSTEIN:   There is so much  
11                  choreography that is going to have to be done  
12                  here.

13                  MS. KELLY:    Mm-hm.

14                  MEMBER SILVERSTEIN:   Do you know if U  
15                  Street is going to be closed to traffic?

16                  MS. KELLY:    Closed to traffic?

17                  MEMBER SILVERSTEIN:   Yes.

18                  MS. KELLY:    I think up until T  
19                  Street. So we are one block away - the parade  
20                  starts 4:00 p.m. actually, but I think they have  
21                  3:00 p.m. on their paperwork -- by the time the  
22                  -

1 MEMBER SILVERSTEIN: Sorry, what did  
2 you say about 3:00 p.m.?

3 MS. KELLY: Sure, so we did meet with  
4 the Capital Pride Alliance Chair, Tiffany Banks.

5 MEMBER SILVERSTEIN: Are you working  
6 in coordination with them, are you a part -- is  
7 this a part of it - how -

8 MS. KELLY: We are being advised.

9 MEMBER SILVERSTEIN: Pardon?

10 MS. KELLY: So, we are being advised  
11 by the Capital Pride Alliance Chair.

12 MEMBER SILVERSTEIN: Who are you  
13 working with?

14 MS. KELLY: Tiffany.

15 MEMBER SILVERSTEIN: Specifically  
16 whom?

17 MS. KELLY: Tiffany Banks. She is the  
18 Capital Pride Alliance Chair.

19 MEMBER SILVERSTEIN: Who is it?

20 MS. KELLY: Tiffany Banks --

21 MEMBER SILVERSTEIN: Okay.

22 MS. KELLY: -- Capital Pride Alliance

1 Chair. So, our pub crawl starts at 3:00 -- the  
2 welcome. The first, I guess, parade float  
3 actually does not arrive to 14th and T until, I  
4 think 4:30. By that time, we will already have  
5 our first three groups gone. Right. Because we  
6 are going to be going the opposite direction.

7 So our pub crawl starts at Tropicalia  
8 on 14th and it ends at Nellie's, which is on 9th.  
9 Right. So we will be taking people away from the  
10 parade as opposed to towards. And by the time  
11 the group actually gets to the end of parade  
12 line, our group will already be on like, 10th or  
13 so, by then. All groups will be on 10th by then.  
14 We have talked about that a couple of times so  
15 far.

16 But the idea was to make sure that we  
17 weren't getting bombarded and crowded, kind of,  
18 at that intersection.

19 MEMBER SILVERSTEIN: Well, you will  
20 be, one way or another. Now that a thousand of  
21 your closest friends are going to be there.

22 MS. KELLY: Right.

1                   MEMBER SILVERSTEIN: And, also, the  
2 other concern is that there are always tons of  
3 little kids standing there, at curbside at the  
4 parade and getting candy and things thrown at  
5 them. I've been a part of that parade for the  
6 last 15 years - organization, the ANC, that I  
7 belong to. And there just are so many safety  
8 issues that it is important that we go into this  
9 with our eyes open.

10                   MS. KELLY: Absolutely.

11                   MEMBER SILVERSTEIN: Understand them --  
12 it is reassuring that you are working with them  
13 and that you are doing your best to move the flow  
14 of your event away from, rather than to. It is a  
15 --it's a mess at the end of the parade.

16                   MS. KELLY: Mm-hm.

17                   MEMBER SILVERSTEIN: Simply because  
18 some of these streets are closed and then you have  
19 all of these people who are trying to get out and  
20 you know, get back into reality from the parade  
21 itself -- floats and things of that sort.

22                   MS. KELLY: Mm-hm.

1                   MEMBER SILVERSTEIN:    To have something  
2                   like this is not a small matter.

3                   MS. KELLY:    Right.

4                   MEMBER SILVERSTEIN:   We have approved  
5                   a thousand.    I wouldn't go any higher.

6                   MS. KELLY:    Absolutely.    I agree.

7                   MEMBER SILVERSTEIN:   What are your  
8                   concerns?    What do you see as the major safety  
9                   concerns that you have?

10                   MS. KELLY:    I would probably say  --I  
11                   think most of our concerns we have covered.  I've  
12                   been able to speak with security company and I've  
13                   been able to speak to Capital Pride Alliance.  I  
14                   mean the main thing is just making sure the groups  
15                   get to where they need to go by the end of the  
16                   night.  And that is pretty much it.  But I think  
17                   that is what -- that is why -- we've covered a lot  
18                   in our plan to try out best to  -

19                   (Simultaneous speaking.)

20                   MEMBER SILVERSTEIN:   Investigator  
21                   Puente, what are your major safety concerns here  
22                   as well?    What are the things that we need to



1 address or look at going forward?

2 MR. PUENTE: I guess my number one  
3 question, what processes will you have in place to  
4 assure that you guys don't go over a thousand  
5 people?

6 MS. KELLY: Oh, well, tickets. We  
7 won't -- we can't sell over a thousand tickets.  
8 That is where we are cutting it off.

9 MR. PUENTE: Are all ticket sales on-  
10 line, or will people come to the door?

11 (Simultaneous speaking.)

12 MS. KELLY: It is all Eventbrite.

13 MR. PUENTE: Okay.

14 MS. KELLY: We will have limited  
15 tickets -- I think, no more than 50 -- at the  
16 door.

17 MR. PUENTE: Okay.

18 MS. KELLY: If there is room for it.

19 MEMBER SILVERSTEIN: I would suggest  
20 you don't use rainbow wrist bands. There may be  
21 a few of those around -

22 MS. KELLY: Yes, right.

1                   MEMBER SILVERSTEIN: -- that aren't  
2 yours.

3                   MS. KELLY:     Good idea.

4                   MEMBER SILVERSTEIN:  No further  
5 questions, Mr. Chairman.

6                   CHAIRPERSON ANDERSON:  Thank you, Mr.  
7 Silverstein.  Any other questions by other board  
8 members?  All right.  The board had already -- we  
9 had agreed - approved it as far as a thousand.  
10 So the event is approved for no more than 1,000.

11                   MS. KELLY:  Thank you.

12                   CHAIRPERSON ANDERSON:  And if you want  
13 to continue having pub crawls you can make sure  
14 that we don't hear about your pub crawl on June  
15 8th --

16                   MS. KELLY:  Absolutely.

17                   CHAIRPERSON ANDERSON:  -- because if we  
18 hear about your June 8th, then, you have a lot of  
19 explaining to do, if you come back.

20                   MS. KELLY:  Exactly.  Thank you.

21                   CHAIRPERSON ANDERSON:  Okay.  You can  
22 go pick up your license.

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MS. KELLY: All right.

CHAIRPERSON ANDERSON: The board will  
be in recess until our 10:30 hearing. Thank you.

(Whereupon, the Fact Finding Hearing  
for the Alcoholic Beverage Control Board went off  
the record at 10:09 a.m.)

**A**

**a.m** 2:2 27:6  
**able** 24:12,13  
**ABRA** 1:21 13:8  
**absolutely** 9:14 12:16  
 13:16 16:8 23:10 24:6  
 26:16  
**accompany** 8:17  
**acquainted** 12:1  
**activation** 16:21  
**activations** 5:11,12  
 15:21  
**additional** 7:7 8:6,8,15  
**address** 25:1  
**advised** 21:8,10  
**age** 11:17  
**agree** 9:21 24:6  
**agreed** 4:9 26:9  
**ahead** 4:17 11:1 15:10  
**Alcoholic** 1:2,13,14  
 27:5  
**Alliance** 6:2 7:15,20  
 21:4,11,18,22 24:13  
**allow** 9:21  
**alternate** 12:12  
**ANC** 23:6  
**Anderson** 1:15,18 2:3  
 2:16,20 3:1,14,18  
 4:16,21 5:3,5,8 6:3,8  
 6:12 7:5 9:3,5,9,12,15  
 10:14,17,22 15:5,10  
 19:7 26:6,12,17,21  
 27:2  
**Applicant** 1:6,22  
**application** 13:19  
**applied** 3:3  
**apply** 9:15  
**approach** 2:7  
**approve** 4:10 7:6 9:10  
**approved** 4:7 24:4 26:9  
 26:10  
**area** 3:21 5:14  
**arrangements** 4:3  
**arrive** 11:21 22:3  
**asked** 4:8  
**assistant** 13:11 14:19  
**assure** 25:4  
**attend** 20:2  
**attention** 7:1

**B**

**B** 10:6  
**back** 23:20 26:19  
**background** 3:19 5:10  
**band** 12:20  
**bands** 12:15 25:20  
**Banks** 21:4,17,20  
**bar** 5:19 7:13,21 8:14

10:18 12:11  
**based** 3:9 4:11  
**basically** 4:12 12:4  
 16:22 17:10,21  
**begins** 19:14  
**believe** 4:9  
**belong** 23:7  
**best** 19:3 23:13 24:18  
**better** 5:2  
**Beverage** 1:2,13,14  
 27:5  
**birth** 11:17  
**bit** 3:21 6:4,13 18:8  
**black** 12:21  
**block** 17:19,19 19:20  
 20:8,19  
**blocked** 17:18  
**blocks** 17:11  
**blue** 12:21  
**board** 1:2,13 3:6 4:7,9  
 15:6 26:7,8 27:2,5  
**BOBBY** 1:18  
**bombarded** 22:17  
**bring** 9:17  
**bringing** 7:7  
**Broad** 17:17,20 18:8  
**Broccoli** 10:8  
**brought** 3:5,15 7:1 9:18  
**Building** 1:14  
**businesses** 8:11

**C**

**call** 14:18  
**called** 8:7  
**Campaign** 6:1  
**candy** 23:4  
**Capital** 5:15 6:1 7:2,14  
 7:20 19:13 21:4,11,18  
 21:22 24:13  
**care** 19:11  
**case** 2:4,17 13:8,14  
**CATO** 1:18  
**Chair** 19:6 21:4,11,18  
 22:1  
**Chairman** 26:5  
**Chairperson** 1:15,18  
 2:3,16,20 3:1,14,18  
 4:16,21 5:3,5,8 6:3,8  
 6:12 7:5 9:3,5,9,12,15  
 10:14,17,22 15:5,10  
 19:7 26:6,12,17,21  
 27:2  
**charities** 5:22  
**check** 11:11,12  
**choreography** 20:11  
**city** 4:13 17:12,13  
**closed** 20:3,15,16  
 23:18

**closest** 22:21  
**color** 1:8 2:6,14 3:4  
 12:17 14:3,4  
**COLUMBIA** 1:1  
**come** 3:10 25:10 26:19  
**communicate** 14:17  
**community** 7:13  
**companies** 9:1 16:10  
**company** 8:7,8 16:22  
 17:1 24:12  
**concern** 23:2  
**concerns** 24:8,9,11,21  
**conjunction** 9:1  
**contact** 13:8  
**continue** 26:13  
**control** 1:2,13,14 19:5  
 27:5  
**controversial** 3:12  
**coordination** 21:6  
**corner** 19:14  
**corporate** 15:20 16:10  
 16:20,21  
**counter** 11:22 12:3  
**county** 17:13,13  
**couple** 22:14  
**course** 11:13,15 16:11  
**covered** 24:11,17  
**crawl** 1:5,8 2:4,6,15 3:3  
 3:4,22 5:13,14 6:9,10  
 6:20 8:2,14 10:13  
 13:5 14:4,6,15 15:19  
 22:1,7 26:14  
**crawls** 3:7,11,20 6:5,21  
 10:18 15:17 16:1  
 26:13  
**crowded** 22:17  
**curbside** 23:3  
**cut** 7:11  
**cutting** 25:8

**D**

**d'oeuvres** 12:9  
**D.C** 1:15 3:20 5:14,16  
 15:1  
**Danielle** 1:6,22 2:4,9,14  
 4:19 15:14  
**date** 1:7 2:5 11:17  
**day** 7:11 8:14 16:22  
**defer** 15:8  
**definitely** 8:21  
**describe** 11:5  
**different** 11:18 18:18  
 20:6  
**difficult** 19:13  
**direction** 22:6  
**Dirty** 5:18  
**disassembling** 20:7  
**disembarking** 20:7

**DISTRICT** 1:1  
**doing** 6:18 8:1 23:13  
**Donovan** 1:15,18  
**door** 11:10 25:10,16

**E**

**either** 3:20 11:18 12:21  
**emergency** 13:14  
**ends** 19:17,20 22:8  
**enter** 11:8  
**entries** 20:6  
**escorted** 11:20 12:5,10  
**especially** 7:8  
**establishment** 4:2 5:20  
 8:4,17,19  
**establishments** 5:15  
 13:15  
**evening** 12:8  
**event** 1:7,8,10 2:5 5:11  
 7:22 11:22 16:18 17:9  
 18:6 20:8 23:14 26:10  
**Eventbrite** 11:9,11  
 25:12  
**events** 5:12 9:2 10:10  
 10:11 15:20 16:7  
**exact** 12:11  
**Exactly** 26:20  
**experience** 3:19 9:20  
 10:4,11 15:16,19 19:3  
**explaining** 26:19  
**extra** 8:13  
**eyes** 23:9

**F**

**Fact** 1:7 27:4  
**familiar** 3:6 9:19 10:18  
 18:7  
**far** 22:15 26:9  
**Fest** 10:8  
**finale** 5:19  
**Finding** 1:7 27:4  
**first** 5:13 6:7,7,11,14,18  
 15:19 16:4,5 22:2,5  
**fitness** 15:20  
**five** 4:11 7:7 12:20  
**float** 22:2  
**floats** 23:21  
**flow** 23:13  
**forfeit** 11:19  
**forward** 25:1  
**four** 18:14  
**friends** 22:21  
**fund** 5:12  
**fund-raiser** 17:21  
**fund-raising** 18:6  
**funds** 18:5  
**further** 26:4

**G**

**Generation** 1:8 2:6,15 4:20  
**getting** 22:17 23:4  
**give** 3:18,21  
**giving** 10:9 12:14,22 13:2  
**go** 4:16 5:17,22 11:1,21 12:2,11 15:10 23:8 24:5,15 25:4 26:22  
**going** 4:13 6:14,15 7:2 7:10,11 8:21 12:5 13:20 20:7,8,11,15 22:6,6,21 25:1  
**good** 2:16,20,22 3:2 9:16 15:13,15 26:3  
**Goose** 5:18  
**green** 12:21  
**group** 8:2,3,5 12:19,20 22:11,12  
**groups** 12:20 22:5,13 24:14  
**guess** 22:2 25:2  
**guidance** 10:9  
**guidelines** 13:20  
**guys** 12:22 13:4,13 25:4

**H**

**handle** 13:20  
**happen** 9:22  
**happened** 6:16  
**happens** 11:14 12:7  
**hear** 26:14,18  
**hearing** 1:8,14 5:1 27:3 27:4  
**Hello** 10:16  
**helped** 10:8  
**Henrico** 17:15  
**high** 4:11  
**higher** 24:5  
**hold** 2:18 9:6,6 13:9  
**hors** 12:9  
**host** 12:8  
**Human** 6:1  
**hundred** 16:16 18:1 20:1

**I**

**ID** 11:12,16  
**idea** 22:16 26:3  
**identify** 2:7  
**imagine** 19:12  
**Imperial** 8:7 13:16 14:22  
**important** 23:8  
**impressive** 19:10  
**included** 13:18

**including** 5:22 8:11  
**information** 4:4 11:15 13:19  
**inside** 8:16 13:19  
**intersection** 22:18  
**introduce** 4:6  
**introduced** 12:8  
**investigator** 1:21 2:17 3:2 10:15 19:4 24:20  
**investigator's** 10:20  
**involved** 5:16 16:11 17:22  
**issue** 5:1  
**issues** 23:8

**J**

**JAMES** 1:19  
**joined** 12:6  
**JR** 1:18,19  
**June** 1:7 2:5 3:4 4:1 7:2 26:14,18

**K**

**keep** 19:4  
**keeping** 10:10  
**Kelly** 1:6,22 2:5,7,9,9 2:13,14 3:3,13,17 4:15,18,19 5:2,4,7,10 6:6,10 7:4,9,17,20 9:4 9:8,11,14 10:5,16,21 11:4,7 12:16,19 13:2 13:6,10,16 14:3,7,11 14:14,19 15:2,14,14 15:18 16:2,5,8,14,17 16:20 17:4,8,14,17 18:3,10,13,16,19,21 19:16,19,22 20:4,9,13 20:16,18 21:3,8,10,14 21:17,20,22 22:22 23:10,16,22 24:3,6,10 25:6,12,14,18,22 26:3 26:11,16,20 27:1

**KEVIN** 1:21  
**kids** 23:3  
**kind** 8:4 16:18 18:7 22:17  
**know** 6:13,20 14:2 20:14 23:20

**L**

**lanes** 18:14,19  
**large** 18:12  
**large-** 10:9  
**large-scale** 9:2 10:11  
**largest** 16:12,14  
**LaToya** 1:6,22 2:4,9,13 4:19 15:14,16  
**lead** 8:3

**license** 26:22  
**licensed** 1:9 15:1  
**Lifestyle** 10:7  
**light** 12:9  
**limited** 25:14  
**line** 22:12 25:10  
**little** 3:21 6:4,13 18:8 23:3  
**LLC** 1:8 2:15  
**logistics** 4:12  
**long** 18:10  
**longer** 3:12  
**look** 25:1  
**looks** 19:10  
**lot** 7:3,12 9:22 10:9 13:18 18:17 19:1 24:17 26:18  
**Lounge** 5:17,18  
**luck** 19:1

**M**

**ma'am** 4:17  
**main** 24:14  
**major** 24:8,21  
**making** 11:12 24:14  
**map** 12:4  
**mark** 18:5  
**match** 11:15  
**matter** 1:4 24:2  
**mean** 6:13,19,20 24:14  
**meet** 12:1 21:3  
**MEETING** 1:3  
**Member** 1:18,19,19 2:11 7:16,18 14:13 15:8,12,15,22 16:3,6 16:12,16,18 17:2,5,12 17:16 18:1,7,12,14,17 18:20,22 19:9,17,20 20:1,5,10,14,17 21:1 21:5,9,12,15,19,21 22:19 23:1,11,17 24:1 24:4,7,20 25:19 26:1 26:4  
**members** 4:22 7:1 15:7 26:8  
**mention** 6:15  
**mentioned** 15:16  
**mess** 23:15  
**met** 1:14  
**microphone** 2:12  
**MIKE** 1:19  
**Milton** 10:6 13:10 14:20  
**minimum** 4:10  
**minority-owned** 8:11  
**minute** 2:18  
**Mister** 19:6  
**Mm-hm** 16:5,17 18:16 19:16,19 20:4,9,13

23:16,22  
**Mobile** 1:8 2:6,15 3:4 4:20  
**morning** 2:16,20,22 3:2 3:6 15:13,15  
**move** 23:13  
**MPD** 13:5,8  
**mugs** 13:1,3  
**Multiple** 1:9

**N**

**N.W** 1:14  
**name** 15:13  
**need** 9:17 13:8 24:15 24:22  
**neighborhood** 1:9 4:12 7:6,8  
**Nellie's** 5:19 22:8  
**never** 6:9,10,22 9:13  
**new** 9:21  
**night** 8:5 24:16  
**notified** 13:4  
**number** 7:10 16:13,14 25:2

**O**

**officer** 11:10  
**Oh** 5:7 16:8,14 18:10 25:6  
**Okay** 2:13,17 3:13 5:4 7:9 10:21 14:5 15:3 15:12,22 17:16 18:22 21:21 25:13,17 26:21  
**on-** 25:9  
**Once** 11:14,21 12:7  
**open** 23:9  
**operator** 9:16,21  
**opportunity** 9:19  
**opposed** 8:1 22:10  
**opposite** 22:6  
**organization** 6:4 23:6  
**organizations** 8:10  
**organize** 9:1 10:8  
**organizer** 2:10,14 3:9  
**organizing** 3:20 10:9  
**outside** 8:16  
**overcrowding** 12:13  
**owners** 7:13,21  
**owns** 10:7

**P**

**P** 19:14  
**P-R-O-C-E-E-D-I-N-G-S** 2:1  
**p.m** 14:8,12,14 20:20 20:21 21:2  
**paperwork** 20:21  
**parade** 19:14 20:2,6,19

22:2,10,11 23:4,5,15  
23:20  
**paraphernalia** 12:3  
**Pardon** 7:16 21:9  
**park** 17:2  
**part** 21:6,7 23:5  
**partner** 10:6  
**party** 3:2  
**patrons** 12:15  
**Pause** 2:19  
**people** 6:14 7:3,7 10:1  
10:6 16:13,15 18:2  
19:1,2 20:2 22:9  
23:19 25:5,10  
**Perfect** 3:17 5:4  
**period** 3:8  
**person** 8:3,16 11:7,8,9  
11:18 13:8  
**perspective** 10:20  
**pick** 17:2 26:22  
**picks** 16:22  
**place** 8:18 13:14 16:1  
25:3  
**plan** 3:22 4:4 10:12  
13:13 24:18  
**planned** 8:21 16:9  
**planning** 5:11  
**please** 2:7,8,11,18 11:1  
14:13  
**point** 11:3 13:7  
**Premises** 1:9  
**PRESENT** 1:17,20  
**presiding** 1:15  
**pretty** 8:9,20 10:12  
11:19 13:17,19 17:18  
18:10 24:16  
**previous** 16:7  
**Pride** 5:15 6:1 7:2,20  
19:14 21:4,11,18,22  
24:13  
**probably** 9:13 16:15  
18:4 24:10  
**problematic** 6:17  
**Proceeds** 5:21  
**process** 11:6  
**processes** 25:3  
**proposing** 17:7  
**provide** 4:4 11:17  
**pub** 1:5 2:4 3:3,7,11,20  
3:22 5:13 6:5,9,10,20  
6:21 13:5 14:6,15  
15:17,19 16:1 22:1,7  
26:13,14  
**public** 17:6  
**Puente** 1:21 2:22 3:2  
10:15,16 11:1,2,5  
12:14,17,22 13:4,7,13  
13:22 14:5,9,16,22

15:3 24:21 25:2,9,13  
25:17  
**purchased** 11:9  
**Pure** 5:17  
**purple** 12:21

---

**Q**


---

**question** 25:3  
**questions** 11:1 15:6  
26:5,7  
**quite** 19:2

---

**R**


---

**radios** 14:17,20  
**rainbow** 25:20  
**raise** 5:9 18:5  
**raising** 5:12  
**re-introduce** 4:19  
**reached** 13:12  
**realistically** 7:10  
**reality** 23:20  
**reasons** 3:5,15 9:18  
**reassuring** 23:12  
**recess** 27:3  
**record** 2:8 27:6  
**reduces** 12:13  
**Reeves** 1:14  
**registration** 11:3,6,22  
12:2 14:10  
**responsible** 8:5  
**retreat** 16:21  
**retreats** 16:9  
**Richmond** 17:14,20  
18:8  
**right** 2:3 3:3 4:18 9:5  
10:14 15:5 18:20  
19:22 22:5,9,22 24:3  
25:22 26:8 27:1  
**Rights** 6:1  
**room** 1:14 25:18  
**route** 12:10  
**routes** 12:12  
**run** 8:21

---

**S**


---

**safe** 7:21 10:10  
**safety** 23:7 24:8,21  
**sales** 25:9  
**scale** 10:10  
**scenario** 13:21  
**school** 17:9  
**schools** 17:22 18:6  
**security** 4:5 8:6,8,13,16  
8:17 11:10 14:21,22  
24:12  
**see** 9:13 24:8  
**self-led** 8:2  
**sell** 25:7

**set** 12:10  
**Short** 1:19 15:9,11,12  
15:15,22 16:3,6,12,16  
16:18 17:2,5,12,16  
18:1,7,12,14,17,20,22  
**Silverstein** 1:19 2:11  
7:16,18 14:13 15:7,8  
19:8,9,17,20 20:1,5  
20:10,14,17 21:1,5,9  
21:12,15,19,21 22:19  
23:1,11,17 24:1,4,7  
24:20 25:19 26:1,4,7  
**Simply** 23:17  
**Simultaneous** 24:19  
25:11  
**sir** 2:21 15:4  
**situation** 19:13  
**Size** 1:10  
**slots** 8:1  
**small** 18:20 24:2  
**Smyle** 5:22  
**solid** 10:12  
**someplace** 17:3  
**sorry** 5:7 7:17 9:4 21:1  
**sort** 23:21  
**speak** 2:11 4:21 5:6  
24:12,13  
**speaking** 24:19 25:11  
**Specifically** 21:15  
**sports** 5:11,19 15:21  
**staff** 13:22 14:2,16  
**standing** 23:3  
**start** 4:5  
**starting** 19:12  
**starts** 20:20 22:1,7  
**street** 1:14 4:11 5:21  
7:8 10:1 17:6,17,20  
18:8,11,18 19:2 20:15  
20:19  
**streets** 20:3 23:18  
**successful** 9:10  
**Sudhouse** 5:21  
**suggest** 25:19  
**Suite** 1:15  
**support** 7:13,13,14,15  
7:19  
**supposed** 14:6  
**sure** 5:10 10:5 11:12  
19:2 21:3 22:16 24:14  
26:13

---

**T**


---

**T** 19:18 20:18 22:3  
**t-shirt** 12:4  
**t-shirts** 14:1  
**take** 8:3 12:12 19:11  
**talk** 4:2  
**talked** 22:14

**team** 12:6,7,9  
**teams** 12:2  
**tell** 3:16,21 4:3 6:3,12  
6:20 9:20 10:2  
**telling** 9:6  
**temporarily** 4:9  
**ten** 17:21  
**tentatively** 4:7  
**text** 14:18  
**Thank** 15:6,12 19:5,7,9  
26:6,11,20 27:3  
**thing** 24:14  
**things** 19:4 23:4,21  
24:22  
**think** 3:9 4:7 6:19 7:1,9  
8:20 17:18 18:3 20:18  
20:20 22:4 24:11,16  
25:15  
**thought** 6:8 15:22  
**thousand** 4:11 7:7 19:1  
20:2 22:20 24:5 25:4  
25:7 26:9  
**three** 14:14 17:10 18:14  
22:5  
**thrown** 23:4  
**ticket** 11:8,11,16,16,19  
25:9  
**tickets** 25:6,7,15  
**Tiffany** 21:4,14,17,20  
**time** 3:8 4:14 6:19 8:1  
12:12 14:5,9,13 20:21  
22:4,10  
**times** 22:14  
**tons** 23:2  
**traffic** 20:15,16  
**trash** 4:4  
**Tropicalia** 5:16 11:3  
22:7  
**try** 24:18  
**trying** 19:11 23:19  
**Twenty-five** 16:16 18:1  
**Two** 18:19  
**types** 16:6

---

**U**


---

**U** 4:11 5:21 7:8 10:1  
18:18 19:2 20:14  
**Um-hm** 4:15 9:11  
**Understand** 23:11  
**understanding** 3:11  
**use** 2:12 25:20

---

**V**


---

**valid** 11:13  
**various** 5:22  
**Velvet** 5:18  
**Virginia** 5:13 9:4 10:12  
15:21 16:10 17:9,15

17:20 voice 5:9	<b>23rd</b> 19:14 <b>2500</b> 16:15		
<b>W</b>	<b>3</b>		
<b>W</b> 1:15,18 <b>want</b> 4:5 18:4 26:12 <b>Washington</b> 1:15 5:14 <b>wasn't</b> 6:16 <b>way</b> 12:1 18:15 22:20 <b>we'll</b> 14:2 <b>we've</b> 8:20 24:17 <b>wearing</b> 14:1 <b>Wednesday</b> 1:12 <b>weekend</b> 9:22 <b>welcome</b> 5:17 11:22 14:15 22:2 <b>went</b> 27:5 <b>weren't</b> 22:17 <b>West</b> 17:17,19 <b>wishing</b> 18:22 <b>Women</b> 8:8 13:17 <b>women-owned</b> 8:9 <b>work</b> 13:17 <b>worked</b> 3:10 8:22 <b>working</b> 8:7,10,14 19:3 21:5,13 23:12 <b>wouldn't</b> 24:5 <b>wrist</b> 12:14 25:20	<b>3:00</b> 14:7,11,15 20:21 21:2 22:1 <b>3000</b> 17:19		
	<b>4</b>		
	<b>4:00</b> 20:20 <b>4:30</b> 22:4 <b>400S</b> 1:15		
	<b>5</b>		
	<b>5,000</b> 4:8 <b>50</b> 25:15 <b>500</b> 7:11 <b>5000</b> 1:10		
	<b>6</b>		
	<b>6:00</b> 14:11,14		
	<b>7</b>		
	<b>8</b>		
	<b>8</b> 1:7 <b>8th</b> 2:5 3:4 4:1 7:2 26:15,18		
<b>X</b>	<b>9</b>		
	<b>9:49</b> 2:2 <b>9th</b> 22:8		
<b>Y</b>			
<b>Yates</b> 10:7 13:11 <b>years</b> 23:6 <b>yellow</b> 12:21 <b>youth</b> 5:12 17:10,21			
<b>Z</b>			
<b>0</b>			
<b>1</b>			
<b>1,000</b> 4:8,10 7:11,12 26:10 <b>10:00</b> 14:7,15 <b>10:09</b> 27:6 <b>10:30</b> 27:3 <b>1000</b> 1:10 17:19 <b>10th</b> 22:12,13 <b>1200</b> 18:4 <b>14th</b> 1:14 19:18 22:3,8 <b>15</b> 1:12 23:6			
<b>2</b>			
<b>200</b> 20:6 <b>2000</b> 1:14 <b>20009</b> 1:15 <b>2019</b> 1:7,12 2:5 3:4			

C E R T I F I C A T E

This is to certify that the foregoing transcript

In the matter of: Pub Crawl

Before: Alcoholic Beverage Control Board

Date: 05-15-19

Place: Washington, DC

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

*Neal R Gross*

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Court Reporter

**NEAL R. GROSS**

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