



Nov. 13, 2012

Mr. Helder Gil
Legislative Affairs Specialist
Department of Consumer and Regulatory Affairs
1100 Fourth Street, SW - Room 5164
Washington, D.C. 20024

The Honorable Vincent Gray
1350 Pennsylvania Avenue, NW, Suite 316
Washington, DC 20004

Dear Mr. Gil:

Sex, drugs, and alcohol were vices ubiquitous with my former work environment and it was this constant moral struggle that my spirit thirsted for a better way. In fact, The Washington Post chronicled my story, which can be viewed at the following link: http://www.washingtonpost.com/local/custards-firststand/2012/07/17/gIQAzSg6rW_story.html See, Mr. Gil, fast forward to 2012 and please understand how the current proposed food truck rules would devastate a business that has quenched my thirst, offered me spiritual inter-peace, and allowed me the opportunity to inspire and mentor DC's at risk youth—many of which are aware of my story—trading a career in hip-hop for a very humbling career in making and serving gourmet ice cream curbside. As you are probably aware, residents, federal workers, construction workers and even visitors all enjoy the “fruits of hard work” by D.C. Food Trucks. My passion for this food truck industry is evident in the well thought-out touch points. For example, my truck is a 1952 IH Metro Van (please view the various restoration phases here www.facebook.com/mmmgoodies), which was rescued from an Arizona junkyard and has painstakingly taken three (3) years of love to restore, our time-period vintage uniforms, custom paper straws, 1950's menu and our tunes, which pay homage to many greats such as Fats Domino, Chuck Berry and DC's own Marvin Gaye. In fact, because of these meticulous details the Rock & Roll Hall of Fame, CNN, and Black Enterprise have all expressed interest in developing a relationship with Goodies.

My story is likely different from other food truck owners, but the common thread that connects is “passion.” Cooking and food has been part of my culture since my youth and launching a food truck has been my awakening. I am a young entrepreneur with a successful background in the alcohol beverage and Hip-Hop music industry. However, I desired to be an asset to my community and I began to question what benefit I conveyed in my former career. So, I decided to leave a successful career to begin something new that could touch almost anyone's life in a positive way and that searching brought me to -- “Goodies Frozen Custard and Treats.”



As a DC business owner, my food truck business touches the lives of many people directly and indirectly. I utilize several mechanics; metal fabrication shops, law and accounting firms and food supply distributors. Since launching “Goodies,” I have been working 5-6 days a week and trying to recover my financial investment so that I can grow and improve my business in the coming years, while being an asset to the DC community at large.

Mr. Gil, I left a bonafide career—midstream—to pursue my passion for frozen custard and entrepreneurship. Since launching my business this summer (July 2012) and engaging with the customers, I can truly say I’ve never been happier or had greater inner peace. However, the proposed rule will decimate my Food Truck business dream and make it difficult for others to survive. It would be a travesty for this to happen and I don’t know, at this juncture, what I would do?? For the first time in my life, I can 100% support the product/services I provide, which brings joy, excitement and happiness to my customers. It is such a “natural high” to have customers who are happy to see you, who follow you on twitter and facebook and let you know right away that you are providing a desired and wholesome product that customers rave about.

Thank you for your time and consideration of this matter. I look forward to speaking with you in the near future.

Respectfully,

Brandon Byrd
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