

Police Department Liquor License Disapproval Recommendation

Application Information

Business Name	El Dorado Sports Bar	District	5
Business Location	4134 N. 67th Avenue		
Applicant Name	Maur Villarreal	Series Type	7

The Phoenix Police Department recommends disapproval of this acquisition of control liquor license application for the following reasons:

The applicant is not capable, qualified, or reliable due to lack of experience in ownership of a bar, lack of management and supporting staff members, and Ms. Villarreal's own words saying that she wants to sell the bar:

The El Dorado Sports Bar is a large bar with a center fed bar top, a dance floor, live band stage, and seating on one side; and three pool tables on the other side with large TV's around. It has been operational since 2007.

The liquor license shows Samuel Rodriguez Contreras holding 80% of ownership and Maur Ashley Villarreal holding the remaining 20%. Mr. Contreras is also the father to Ms. Villarreal who became part owner on September 2, 2022. On September 17, 2022 Ms. Villarreal received her basic liquor law Title 4 training. Prior to that, Ms. Villarreal's career has been in caregiving, she has no business or bar management experience. Unfortunately, during the process of this liquor application, Mr. Contreras passed away on September 18, 2022 leaving 100% ownership of El Dorado Sports Bar to Ms. Villarreal which would be difficult for someone to manage with no experience.

During the inspection of the El Dorado Sports Bar and interview with Ms. Villarreal there were several concerns. On the day of my inspection Ms. Villarreal's bartender "Carla", failed to show up for work. Ms. Villarreal did not know Carla's last name. Ms. Villarreal's lack of management and knowledge of the bar employees was apparent. Ms. Villarreal asked her sister, Claudia Villarreal, who has no liquor law training, to fill-in as the bartender so that she could open her other inherited bar, the Saddlehorn Saloon, 2334 W. Buckeye Road.

Ms. Villarreal now is faced with twice the responsibility with owning two bars. According to Ms. Villarreal, she was just thrown into this and doesn't know how to run a business or even manage a bar. She also made statements that she has no intention of running a bar and is looking into selling both El Dorado Sports Bar and the Saddlehorn Saloon.

Lastly, Ms. Villarreal does not have supporting staff. Prior to her father's passing, Mr. Contreras told Ms. Villarreal that employees have been stealing from the bar and once she took over the ownership of the bar, management and employees left/quit.

Based on the findings of this investigation, Ms. Villarreal has not proved that she is qualified, capable or reliable as a business owner.

This recommendation for disapproval is submitted by: Det. Steven Wing #9757

SIGNATURES	
Administrative Licensing Investigator	I. Alonge A4289
Liquor Enforcement Detail Supervisor	Sgt. M. Walter 8360