

**MILWAUKEE POLICE DEPARTMENT  
LICENSE INVESTIGATION UNIT**

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
**SYNOPSIS**

**DATE: 03/27/2014**  
**LICENSE TYPE: BTAVN**  
**NEW:**  
**RENEWAL: X**

**No. 172119**  
**Application Date: 08/01/13**  
**Expiration Date:**

**License Location:** 1586 S Pearl St  
**Business Name:** El Rodeo Bar

**Aldermanic District:** 12

**Licensee/Applicant: Sanchez, Horacio M**  
(Last Name, First Name, MI)  
**Date of Birth:** 08/25/1962

**Male: X**                      **Female:**

**Home Address:** 2750 S 12<sup>th</sup> St  
**City:** Milwaukee  
**Home Phone:** (414) 389-1430

**State:** Wi              **Zip Code:** 53215

This report is written by Police Officer Gilbert Gwinn, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 12-12-96, applicant was issued citations for Presence of Minor and Owner in Charge-Permit Consumption/Alcohol at 1586 S Pearl St.

**Charge:** Presence of Minor  
Owner in Charge-Permit Consumption/Alcohol  
**Finding:** Guilty  
Dismissed w/o Prejudice  
**Sentence:** Fined \$200.00  
**Date:** 02/13/97  
**Case:** 97006638  
97006637

2. On 12-28-96, applicant received a citation for Presence of Minor at 1586 S Pearl St.

**Charge:** Presence of Minor  
**Finding:** Guilty  
**Sentence:** Fined \$200.00  
**Date:** 02-13-97  
**Case:** 97011462

3. On 08-20-05 at 12:49am, Milwaukee Police were dispatched to 1586 S Pearl for a subject with guns complaint. En-route, the call was updated to shots fired. Upon arrival, officers found a subject who had two gun shot wounds, one to his side and one to his left arm. Investigation revealed that a subject identified as Jose A Aguilera, (w/m 10-03-77) ran out of the El Rodeo bar after a fight with several patrons, as well as the bar licensee, and fired several shots from an unknown gun, striking a man identified as Rafael P Qunitero (w/m 04-10-80). The bartender/owner was identified as Estella Hernandez (w/f 08-28-56) and she was found to be in possession of several small bags of cocaine. Investigation also revealed that the gun, which was given to Aguilera by Hernandez, was kept behind the bar. Another patron received a laceration to his head and some minor bruises to his face. This subject was identified as Robert Reams, (w/m 12-07-72). Other patrons, later identified, were issued citations for disorderly conduct, regarding the bar fight. ( Miguel Macedo-Lopez w/m 09-03-84, Luis Macedo-Lopez w/m 10-28-87, Hector Sagrero-Castillo w/m 09-02-87, Juan Macedo-Lopez w/m 08-26-88)

In regards to Estella Hernandez:

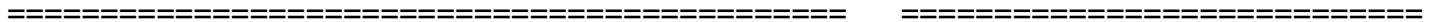
Charge: Possession of Cocaine  
Finding: Guilty  
Sentence: Fined/License Suspended 6 months/ 5 days HOC  
Date: 01-25-06  
Case: 2005CM006626

4. On 10-05-05 at 9:19pm, applicant received two citations for Licensee or Responsible Person Upon Licensed Premise and Tavern Amusement License Required.

Charge: Licensee or Responsible Person Upon Licensed Premise  
Tavern Amusement License Required  
Finding: Guilty  
Dismissed w/o Prejudice  
Sentence: Fined \$343.00  
Date: 02/06/06  
Case: 05113523  
05113524

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5. On 02/03/08 at 12:55 am, Milwaukee police were dispatched to 1558 S Pearl Street for a Battery complaint. Investigation revealed two patrons (boyfriend/girlfriend) began fighting inside the tavern. The patrons left the tavern and continued to fight outside as police arrived. One subject was arrested and charged with Battery-DV and Criminal Damage to Property.
  6. On 07/12/08 at 9:15 pm, Milwaukee police were dispatched to 1586 S Pearl for a Trouble With Subject complaint. Officers spoke to Horacio Sanchez and Estella Hernandez who stated a subject who was not welcomed in the tavern came in intoxicated and was acting disorderly, refusing to leave. Hernandez then called for police. The subject left prior to police arriving.
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7. On Sunday, 2-17-13, at 12:19 AM, officers investigated a fight complaint at El Pacifico bar, 1587 S Pearl St (IR# 13 050 0120). Four subject's attempted to enter this establishment. One of the subject's did not have identification to prove his age and was denied entry by the security guard, Edgar W. ESTRADA (w/m 3-5-86). Another subject in the group then punched ESTRADA to the face and a fight ensued, involving ESTRADA, the four subject's attempting to enter the tavern, and other patron's of the bar. The licensee, Carmen COSSY-LEON, was on scene and cooperative during the investigation. COSSY-LEON indicated she was tending bar when the incident occurred. COSSY-LEON stated she observed ESTRADA being punched in the face and attempted to intervene to stop the fight, when she was punched as well. COSSY-LEON stated several patrons of the bar then also engaged in the fight which spilled outside onto the street/sidewalk area. On arrival of the officers, the suspect's were no longer on scene . ESTRADA received medical attention for bruising to his face.



8. On 07/20/2013 at 2:54am Milwaukee police district #2 was advised of a shooting at South 17<sup>th</sup> Street and West Lapham Street. The first officers on the scene discovered a shooting had taken place at 1733 West Arrow Street. Investigaton revealed the victim had been at El Rodeo Bar until bar close. When the business closed, the victim exited the bar and was hanging out with some friends on the west side of the building. An unknown subject fired shots into the air and towards the group the victim was standing with. The victim was shot in the chest and the leg. The rest of the crowd "jumped" the person they believed to be the shooter. Milwaukee police incident report #132010029 filed.
9. On 08/09/2013 at 12:50pm a Milwaukee police officer met the applicant at 1586 South Pearl Street (El Rodeo Bar) regarding the shooting that took place on 07/20/2013. The applicant told the officer that he was aware of the shooting from news reports the next day but he had no additional information regarding the incident.
10. On 10/27/2013 at 2:49am Milwaukee police responded to a tavern violaton at 1586 South Pearl Street (El Rodeo Bar). Officers initially had a difficult time entering the business because the door was locked and no one inside the business came to the door. Once officers entered the business, they discovered the bar was open because the applicant believed that daylight savings time had begun and it was actually only 1:49am. Officers pointed out that daylight savings time began the next week, and the applicant closed for the night. No additional reports or citations were filed.
11. On 02/07/2014 at 11:52pm Milwaukee police responded to an Aldermanic Complaint at 1586 South Pearl Street (El Rodeo Bar). The complaint stated that the business was conducting drug sales and advertising that they would have erotic dancers, the bar does not have the appropriate license for this type of entertainment. Officers discovered two females inside the business that were wearing only an undergarment and stockings. Initially, officers spoke to the applicant's wife, Estella J. Hernandez, who told officers she was not aware that the business's existing Public Entertainment license did not cover such an event and advised officers that the applicant was inside the business and that they should speak to him. After speaking with the applicant, officers conducted a licensed premise check. During this check, near a trash can officers discovered womens undergarments belonging to one of the previously mentioned females. Near these undergarments was an unclaimed jacket that had three corner cut baggies containing cocaine. In the trash can officers observed two corner cut plastic baggies that contained a

white powder substance that the officer believed to be cocaine. A consent search of the applicant uncovered a folded \$1.00 bill which contained a white powder substance the officer believed to be cocaine. The applicant told officers it was cocaine and that it was for his personal use. The applicant was arrested for Possession of Cocaine/Coca §961.41(3g)(c) and cited for Public Entertainment Premises-License Required.

Charge	1:	Possession of Cocaine/Coca
	2:	Public Entertainment Premises-License Required
Finding	1:	Due for Plea/Sentencing Hearing 05/06/2014 8:30am Courthouse #623
	2:	Due for Pre-Trial 04/25/2014 1:30pm Branch 3
Sentence	:	
Date	:	
Case	1:	2014CM000462
	2:	14015731

12. On 02/27/2014 at 1:12pm Milwaukee police Captain Alfonso Morales met with Estalla Hernandez in his office at Milwaukee police district #2 at Ms. Hernandez's request. Ms. Hernandez explained that she is the owner of the building at 1586 South Pearl Street (Rodeo Tavern), but the father of her children is the business's licensee. During this meeting, Captain Morales answered questions Ms. Hernandez had regarding the meaning of being categorized a drug house, and if it were legal for a police dog to be brought into a tavern without a warrant. Ms. Hernandez also asked what she could do to "soften the blow". Captain Morales explained that Ms. Hernandez needed to follow the steps provided in the letter sent to her by the police department and that he could not help her "soften the blow". The meeting ended at 1:28pm.