



Board Appointment Form

City Clerk's Office

Appointing Office	Mayor Renard U. Johnson
Agenda Placement	Consent
Date of Council Meeting	06/24/25
Name of Board	Tax Increment Reinvestment Zone Number 5
Agenda Posting Language	
Appointment of Robert Monarez to the Tax Increment Reinvestment Zone Number 5 by Mayor Renard U Johnson.	
Appointment Type	Regular
Member Qualifications	
A person whose duties include daily operation of the Tax Increment Reinvestment Zone Number 5.	
Nominee Name	Robert Monarez
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 6
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Deborah A. Zuloaga
Reason for Vacancy	Resigned
Date of Appointment	06/24/25
Term Begins On	03/19/25
Term Expires On	03/18/27
Term	Unexpired Term

Robert Monarez

EDUCATION

Bachelor of Business Administration in Finance
The University of Texas at El Paso

PROFESSIONAL SUMMARY

Vice President of Food & Beverage for Franklin Mountain Management, LLC. possessing over 30 years of experience in finance, accounting and operations in various industries including legal, real estate and hospitality. In my current role, I oversee the Food & Beverage Division of FMM providing financial and operational oversight for the restaurant, hospitality and retail affiliates consisting of Anson 11, The Plaza Hotel Pioneer Park, Ámbar, La Madeleine franchises, Starbucks, and The Rumor Mill Markets. Prior to joining FMM, I served as the General Manager/Controller for Coronado Golf & Country Club in El Paso, TX.

PROFESSIONAL EXPERIENCE

- **Vice President – Food & Beverage**
Franklin Mountain Management, El Paso, TX
March 2017 – Present
 - Develop and implement strategic plans aligned with company financial and operational goals.
 - Analyze market trends to guide menu development, culinary innovation, and guest experience.
 - Ensure consistent operations, health/safety compliance, and quality assurance across locations.
 - Monitor KPIs such as food and labor cost, and guest satisfaction.
 - Collaborate with finance to create budgets, forecasts, and financial targets.
 - Oversee brand standards, guest satisfaction, and cross-functional initiatives including new openings, rebranding, promotions, and seasonal offerings.

- **General Manager & Controller**
Coronado Country Club, El Paso, TX
January 2003 – February 2017
 - Served as Chief Operating Officer and financial head of the club.
 - Managed all club operations, policies, and relationships with the Board, members, guests, and employees.

- Directed accounting, budgeting, tax compliance, internal audits, financial reporting, and inventory management.
- Oversaw benefits administration (health, life, 401k), vendor contracts, and capital assets.
- Prepared monthly financial statements, forecasts, and reports for executive committees.
- Ensured compliance with tax regulations and maintained fixed asset/depreciation schedules.

- **Property Accountant II**

ProLogis, El Paso, TX

December 1998 – December 2002

- Managed full accounting functions for two joint ventures encompassing 63 properties.
- Maintained general ledgers, prepared financial statements, and conducted bank reconciliations.
- Distributed cash to partners, managed mortgage interest payments, and produced consolidated quarterly and year-end reports.
- Assisted with budget preparation and audit processes.
- Helped develop a partner-access portal for financial reporting.

- **Accounting Manager**

Tejano Sports, Inc., El Paso, TX

September 1998 – December 1998

- Managed financial operations, payroll, accounts payable/receivable, and financial reporting for the El Paso Buzzards professional hockey franchise.
- Provided revenue reports to local government and league officials.
- Reported cash status updates to executive leadership.

- **Accountant / Financial Analyst**

Kemp, Smith, Duncan & Hammond, P.C., El Paso, TX

February 1993 – September 1998

- Maintained client accounts, trust funds, and capital asset records.
- Prepared monthly shareholder reports, conducted variance analysis, and managed reconciliations.
- Supported cost recovery, billing, and daily deposits.

PROFESSIONAL AFFILIATIONS

- El Paso Hotel & Lodging Association
- Texas Restaurant Association
- Club Management Association of America (Inactive)
- Club Management Association of America – Lone Star Chapter (Inactive)