

**FINAL - MINUTES
OF THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORP. WORKSHOP
REGULAR MEETING OF WEDNESDAY, JANUARY 24, 2024**

AGENDA

1. CALL TO ORDER

Chair Kathy Meurin called the meeting to order at 1:00 PM.

2. ROLL CALL

Present: Kathy Meurin, Kristen Carden, Tera Thompson, Shane Hines, Larry Hammonds, and Jason Hurta

Absent: Don Austin

Also in Attendance: Mayor Neal Linnartz and Nolan Pierce, Kimley-Horn

3. CITIZENS' COMMUNICATIONS

This time is for citizens to address the Board on issues and items of concerns not on this agenda. There will be no Board action at this time.

None.

4. WORKSHOP ITEMS

A) Briefing on the intercity trip to Greenville, SC.

President Meurin introduced this item.

Jonathan Packer, President & CEO of the New Braunfels Chamber of Commerce, presented a briefing on a recent intercity trip to Greenville, SC. Mr. Packer provided a demographic comparison of Greenville, a summary of the trip's agenda, and a photo review. Trip participants in attendance shared lessons learned and a discussion followed. Mr. Packer indicated the Chamber is planning more intercity visits in the future.

B) Presentation and discussion on NBEDC's financing and funding capacity

President Meurin introduced this item.

Jared Werner, Assistant City Manager, presented this item. Mr. Werner

shared graphs detailing NBEDC revenues and expenditures from FY19 to FY23, projected revenues and expenditures to FY28, current committed funds for projects - approved by the NBEDC and City Council, and financial projections annually to FY29. Mr. Werner also offered a detailed list of existing infrastructure investments and identified when payouts for each project would be anticipated to FY26. The Board provided Mr. Werner with direction on additional data to be included on monthly Treasurer reports moving forward.

Mr. Werner answered questions from the Board.

C) Presentation and update on NBEDC funded Capital Projects and Initiatives

President Meurin introduced this item.

Scott McClelland, Assistant Director of Transportation and Capital Improvements, presented updates on nine NBEDC-funded capital projects and initiatives. Mr. McClelland provided summaries of each project's scope, approved financial investments, upcoming milestones/expectations, and any estimated outstanding financial investments that may be required. Projects discussed were: Castell Avenue - Phase 1 Drainage, Citywide Pedestrian Improvements - Phase 1, Landa Lake Dam & Spillway, Comal River Improvements - Last Tuber's Exit, Common Street Pedestrian Improvements, Downtown ROW Enhancements - Phase 1, Kohlenberg Road Final Design, Alligator Creek Trail West, and Dry Comal Creek Trail Segments 2 & 3 Feasibility.

Garry Ford, Director of Transportation and Capital Improvements, addressed Phase 1 of the Citywide Pedestrian Improvements project. Final design was funded by NBEDC for Hinman Island Drive and Oak Run Parkway. Mr. Ford also informed the Board the City had recently been awarded a AAMPO Project Award, and \$1.7M of the award will address the remaining locations for the pedestrian improvements. Mr. Ford concluded with identifying additional City and TxDOT projects in which the AAMPO award funds will address.

Mr. McClelland and Mr. Ford answered questions from the Board.

D) Presentation, update, and discussion on the Castell Avenue Phase 1 - Coll Street Drainage Improvements Project

President Meurin introduced this item.

Jeff Jewell, Director of Economic and Community Development, provided a brief summary and background on this item. Mr. McClelland introduced Nolan Pierce, Kimley-Horn, as the representative of the engineering firm addressing the final design of this project. Mr. Pierce provided the Board an overview and progress update, the outcome of the recent community stakeholder meeting on January 9th, and reminded the Board about the proposed improvements to Coll Street. The project will improve drainage and add complete sidewalks on Coll Street from South Castell Avenue to South Market Avenue; there are three add alternates which for the Board to consider. The first will add proposed trees, the second will add enhanced landscaping including plantings and hardscapes, and the third will add underground conversions for all electric and telecommunications utilities and above-ground street lighting. Mr. Pierce provided the estimated costs for these options and anticipated project schedules. The Board was in agreement that the three alternates were the preferred direction of the project.

Mr. Pierce answered questions from the Board.

- E) Presentation, discussion, and direction on a potential project expenditure for the acquisition of Parkland, a project authorized under 551.072 of the Texas Government Code

President Meurin introduced this item.

Jordan Matney, Deputy City Manager, presented a potential project expenditure to acquire parkland in north New Braunfels. Ms. Matney shared information about two available properties, totaling approximately 130 acres, which would provide connections to Alligator Creek Trail through existing, pre-constructed, and in-design housing communities. The north side of New Braunfels is fast growing and is presently deficient on parks. The proposed plots contain approximately 70 acres of relatively flat land with development potential for structures/recreation facilities and approximately 50 acres of woodland for trails and conservation. The property also would allow for the expansion of the existing Alligator Creek Trail to possibly increase access and add a trail head. Ms. Matney provided photographs of the properties, maps of existing City parklands, and outlined next steps. The Board was in agreement to move the project forward, post a legal notice, and to hold a special-called meeting in the upcoming weeks to consider action.

Ms. Matney answered questions from the Board.

**F) Presentation and discussion on a proposed Public Relations strategy
President Meurin introduced this item.**

Michele Boggs, Senior Vice President of Economic Development, New Braunfels Chamber of Commerce, and Mr. Packer presented this item and reviewed the goals, assets, channels, and potential key messages to utilize in developing a public relations plan for the NBEDC. Mr. Packer expressed the importance of establishing metrics for success and identifying goals and outcomes for the work.

The Board discussed ideas and strategies.

**G) Presentation and discussion on Strategic Plan priorities for 2024
President Meurin introduced this item.**

Mr. Packer and Ms. Boggs presented on this item and addressed the priorities of workforce education, childcare, and entrepreneurship. Mr. Packer provided an update on the site selection process and the fundraising for the establishment of a Texas State Technical College campus in either Comal or Guadalupe County. The Board was reminded of the community's challenge with being a "childcare desert" - both in quantity and affordability. The Chamber is working collaboratively with Early Matters San Antonio to begin addressing this challenge, and a kickoff is scheduled for an upcoming Greater New Braunfels Economic Development Foundation meeting. The Chamber is also working on developing a strategy to help strengthen entrepreneurial support throughout New Braunfels in partnership with the SPARK Small Business Center's Board.

Mr. Packer and Ms. Boggs answered questions from the Board.

5. ADJOURNMENT

President Meurin adjourned the meeting at 3:56PM.

**By: _____
KATHY MEURIN, PRESIDENT**