

**FINAL - MINUTES  
OF THE NEW BRAUNFELS DOWNTOWN BOARD  
REGULAR MEETING OF TUESDAY, MARCH 19, 2024**

**AGENDA**

**1. CALL TO ORDER**

Chair Pat Butler called the meeting to order at 8:31 AM.

**2. ROLL CALL**

**Present:** Chair Pat Butler, Matt Gandrud, Angie Martinez, Jenny Wilson, Robin Jeffers, Chris Snider, Paul Schaefer, David Kneuper, Gary Seals, and Cheryl Fisher (8:33 AM)

**Absent:** Sarah Harper

**Also in Attendance:** Garry Ford, Director of Transportation & Capital Improvements and Brenadette Faust, Capital Projects Manager, Transportation & Capital Improvements

**3. APPROVAL OF MINUTES**

A) Approval of the January 16, 2024 regular meeting minutes  
Chair Butler introduced this item.

Robin Jeffers motioned to approve the January 16, 2024 regular meeting minutes. Jenny Wilson seconded the motion which was unanimously approved.

B) Approval of the February 14, 2024 special-called meeting minutes.  
Chair Butler introduced this item.

Jenny Wilson motioned to approve the February 14, 2024 special-called meeting minutes. Gary Seals seconded the motion which was unanimously approved.

**4. 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.**

**5. DISCUSSION AND ACTION**

- A) Discuss and consider a recommendation to City Council to approve the W. San Antonio Street roadway reallocation project.

**Chair Butler introduced this item.**

**Mandi Scott, Economic & Community Development Manager, introduced the presenter for this item: Garry Ford, Director of Transportation & Capital Improvements. Mr. Ford shared a PowerPoint presentation addressing the proposed roadway reallocation project on W. San Antonio Street. This project would address safety, access, mobility, parking, economy, and the environment from Main Plaza to Clemens Avenue. Mr. Ford highlighted the purpose of the reallocation, the potential tradeoffs, the goals of the project, opportunities, and reviewed the two proposed roadway striping options. Both the 2010 Downtown Implementation Plan and the 2023 Street Safety Action Plan identified recommendations for modifying W. San Antonio Street to include addressing circulation, walkability, traffic calming, aesthetics, and pedestrian infrastructure. The proposed roadway reallocation would reduce travel lanes from four to two with a dedicated center turn lane, add more on-street parking, improve vehicle and pedestrian safety, improve traffic signal operations, and allow for art, landscaping, and future center-lane pedestrian protection areas. Overall, the Board had a positive response to this project and provided Mr. Ford supportive comments, additional suggestions, and considerations.**

**Mr. Ford and Ms. Scott answered questions from the Board.**

- B) Presentation and discussion on the recently formed Urban Transit District

**Chair Butler introduced this item.**

**Brenadette Faust, Capital Projects Manager, presented a PowerPoint addressing this item. Ms. Faust shared a brief background on public transportation within the City, addressed the community need, and identified the studies/plans supporting transportation needs. Through the planning process, a phased approach was identified with short-term, medium-term, and long-term goals. Within the next year, citywide microtransit service will be initiated. Microtransit is a flexible, on-demand service, where users request a vehicle through a mobile app or by calling a dispatcher. The service will be shared rides at fixed fares. Within the next two-five years, the goal is to plan and implement up to two fixed routes throughout the city; and within five+ years, add**

additional fixed routes throughout the city. Ms. Faust shared additional information about the Urban Transit District, shared maps, and outlined ongoing work and the service timeline.

**Ms. Faust answered questions from the Board.**

C) Discussion and update regarding the New Braunfels Main Street Program

**Chair Butler introduced this item.**

**Ms. Scott presented a PowerPoint addressing this item. The 2024 Texas Main Street Contract has been signed and the annual report was submitted January 24th. This annual report included a program self-evaluation and listed parking reform as our transformation strategy for this year. Ms. Scott shared the goals for the Main Street program and plans to attend two upcoming professional development opportunities. The city's Main Street webpage was recently updated to include Main Street logos, a GIS map, general main street information, and our transformation strategy. Additional graphs and data were shared with the Board.**

**Ms. Scott answered questions of the Board.**

D) Discussion and possible action recommending approval of the Downtown Traffic Signal Box Art Policy

**Ms. Scott provided a PowerPoint to address this item. The Downtown Traffic Signal Box Art idea was originally proposed at a Downtown Board meeting in March 2021; however, the program was not finalized or launched at the time, but the goal was to increase public art in Downtown. The proposed plan will select and place vinyl art on seven signal boxes and include a \$500 artist stipend for the work. The City's Public Works Department has approved the policy, the vinyl application, and will review all proposed work first for any safety/traffic concerns. Designs will be submitted and reviewed by an Art Selection Committee comprised of five members: DT resident, DTA member, DT Board Member NB Art League Member, DT business owner, and a staff liaison. Individual or teams of artists are welcome to submit art, but the lead artist must be a resident of New Braunfels or the ETJ. Overall the process is: RFP process, ECD staff review, Public Works review, Art Selection Committee review and recommendation, DT Board for approval. The total anticipated project cost is approximately \$10,670.**

Ms. Scott answered questions from the Board. Ms. Wilson motioned to approve the Downtown Traffic Signal Box Art policy with the change of adding a member from the Historic Outdoor Art Museum to the Art Selection Committee. Ms. Fisher seconded the motion which was approved unanimously.

**6. GENERAL DOWNTOWN UPDATES**

Ms. Scott presented updates on the following Downtown matters:

1. **Parking:** A Downtown Parking Presentation was made to City Council on March 18 with positive feedback
2. **Sidewalk Cleaning:** Sidewalk pressure washing is now complete; lessons were learned for the next round of cleaning
3. **Cultural District:** The Creative Cultural Alliance is seeking a Downtown Cultural District designation. The City just completed a Strategic Planning process which encouraged a Arts & Culture Master Plan. The City intends to work through the Master Plan process before addressing any district designations.
4. **Approved Projects:** The NBEDC and the City Council recently approved the Coll Street Drainage Construction as phase one of the Castell Avenue Visioning Plan and the New Braunfels Youth Collaborative gymnasium renovation project
5. **Historic Landmark Commission:** Plans for La Belle Vie & Luxe Design Studio were recently approved, schematics of the design were shared on a PowerPoint slide
6. **TIRZ 3 Grant:** The TIRZ 3 Board and the City Council recently approved Celebrations as the first recipient of the Business Improvement & Preservation Grant
7. **Parking Exception Map:** The expanded Downtown Parking Exception Map is moving to Planning Commission for review on April 2. The proposed map encompasses 567 parcels and 316.82 acres and contains industrial and commercial parcels, but no new residentially zoned areas
8. **TxDOT Signs:** TxDOT recently removed some signs near Main Plaza but left the sign footers. TxDOT advised the footers could be removed. Members of the Public Works team removed the footers on March 13.
9. **Upcoming Events:** Saengerfest 5/4/24, Sts. Peter & Paul Festival 4/13/24, and Independence Day Parade 7/4/24

**7. ITEMS FOR NEXT MEETING**

The next meeting is May 21, 2024. This will be the last meeting of the current Downtown Board Calendar Year. Any new board members will begin their terms on June 1. We will set the new meeting schedule at

the June 2024 meeting.

Board members requested an update on Downtown parking at its next meeting.

8. **ADJOURNMENT**

Chair Butler adjourned the meeting at 10:27 AM.

By: \_\_\_\_\_  
PAT BUTLER, CHAIR