

**FINAL - MINUTES
OF THE NEW BRAUNFELS REINVESTMENT ZONE NO.3 - DOWNTOWN TIRZ
REGULAR MEETING OF WEDNESDAY, OCTOBER 2, 2024**

AGENDA

1. CALL TO ORDER

Chair Chris Snider called the meeting to order at 4:00PM.

2. ROLL CALL

Present: Chris Snider, Kristen Pokky, Kat Balmos, Nathan Manlove, Atanacio Campos, Joe Turner (4:03PM), and Chad Nolte (4:08PM).

Absent: None

3. APPROVAL OF MINUTES

A) Approval of the July 29, 2024 regular meeting minutes
Chair Snider introduced this item.

Nathan Manlove motioned to approve the July 29, 2024 regular meeting minutes. Atanacio Campos seconded the motion which was approved unanimously.

B) Approval of the September 11, 2024 regular meeting minutes
Chair Snider introduced this item.

Atanacio Campos motioned to approve the September 11, 2024 regular meeting minutes. Nathan Manlove seconded the motion which was approved unanimously.

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 POSSIBLE ACTION

A) Presentation, discussion, and possible action on Downtown Business Improvement & Preservation Grant applications received as of September 26, 2024

Chair Snider introduced this item.

Jeff Jewell, Director of Economic and Community Development, refreshed the TIRZ 3 Board on the earmarked \$50,000 set aside for Downtown Business Improvement & Preservation Grants for the new fiscal year. Two applications considered were:

1. New Braunfels Art League (NBAL) - 239 W. San Antonio Street - is requesting \$11,104.25 to replace failing window sealants, to reseal penetrations in the exterior brick, and to apply a water repellent to the front and side walls of the building.

2. Cowboys and Cadillacs - 125 N. Castell - is requesting funding for four separate projects to include: \$16,535 to add new neon signs to the entrance, \$2,375 to install a new awning to the entrance, \$22,469.99 to install a glass railing around the exterior of the rooftop bar, and \$12,581.25 to install Saltillo tiles on the rooftop structure. This application was considered and tabled at the May 8, 2024 TIRZ 3 Meeting.

The TIRZ 3 Board received the owner/representative's application along with a summary packet of supporting photographs and project quotes.

Ms. Marcie Helmke, NBAL, was in attendance and answered the Board's questions about the project. Mr. Manlove motioned to approve a grant in the amount of \$11,104.25 to the NBAL, Ms. Balmos seconded the motion, and the grant was approved unanimously.

The Board discussed the four Cowboys and Cadillacs projects and considered the grant applications for each. Mr. Campos motioned to deny the grant applications for the four projects. Mr. Manlove seconded the motion, and the motion was approved unanimously.

Mr. Jewell, Mandi Scott, Economic and Community Development Manager, and Katie Totman, Historic Preservation Officer, answered questions from the Board.

6. STAFF REPORT

A) Presentation and update on Downtown projects, events, and initiatives
Chair Snider introduced this item.

Ms. Scott provided an update on the following matters:

1. **Texas Main Street Program:** The City is leaving the program; the Downtown Board voted to discontinue membership due to increasing requirements which did not equal the program's benefits
2. **NBEDC Funded Projects:** funding has been earmarked for potential landscaping updates to the Coll/Castell parking lot and other maintenance costs for NBEDC assets; final design of pedestrian improvements on Lincoln/Garden between Union and Seguin; and the NBEDC's recommended incentive to the Co-Op Marketplace project will be considered by City Council on 10/14; Coll St. Drainage final design is underway with construction funding already approved - this will include a full road reconstruction, pedestrian amenities, and underground utilities; the Downtown right-of-way final design is wrapping up soon - this will include sidewalks on Academy, Mill, and Market with similar plans as the Coll St. project - funding will be requested from the NBEDC soon
3. **Approved Budget Requests related to Downtown:** a new ECD Coordinator position will be added to the department; the Arts & Culture Master Plan was funded; increased funds for Special Events; Form Based Codes for Downtown is underway - with plans for outreach soon; and funding for a pedestrian and bike network plan through Transportation and Capital Improvements
4. **Beautification and Programming Efforts:** Weed treatment frequency has increased; City Council recently approved the W. San Antonio realignment project with the segment of Walnut to Academy being repaved first, in 2025 the re-striping project will commence; the last abandoned newsstand was picked up by Solid Waste; the Historic Images Window Project is in the process of being designed to fill windows of buildings in transition; Art in the Park was held on 7/30 with approximately 35 attendees at Market Plaza - this is an underutilized park with potential for future programming; Art Haus on First Friday kicks off 12/6 which is an opportunity for emerging art vendors to sell their work and wares
5. **Upcoming Events:** Caroling in Downtown will be back 12/6 in conjunction with the Art Haus Art Market; DDLM is 10/19 - future plans are to consider a shuttle for this event to mitigate parking challenges; Spooktacular is 10/24; Wurstfest is 11/1 - 11/10 the same lane under the Landa overpass will be closed for pedestrian traffic; Downtown Lighting is 11/22; Weihnachtsmarkt is 11/24 and road closure will be in place near the C/CC for unloading; and Wassailfest is 12/5
6. **Parking Update:** the RFP is out and due back 10/8, plans are to award a contract in November, rollout is likely in February; lease agreements are underway with FUMC and Elks for Downtown staff; wayfinding

banners have been mapped out, ordered, and Public Works will help to install on NBU poles and lampposts to direct drivers to paid and free parking lots; an update on the Transit Plan was provided at the DTA meeting on 8/7 - plans for rollout in Spring 2025 called 'Ride the Rio'; the DTA is helping to encourage businesses share the City's parking map showing free and paid lots, an "If You Know You Know" Parking Map is in the process of being created for locals.

7. **ADJOURNMENT**

Chair Snider adjourned the meeting at 4:55PM.

By: _____
CHRIS SNIDER, CHAIR