

**FINAL - MINUTES
OF THE NEW BRAUNFELS DOWNTOWN PARKING REVENUE ADVISORY COM
REGULAR MEETING OF THURSDAY, FEBRUARY 5, 2026**

AGENDA

1. CALL TO ORDER

Mandi Scott, Economic & Community Development Manager, called the meeting to order at 9:02AM.

2. ROLL CALL AND ESTABLISHMENT OF QUORUM

Present: Angie Martinez, Chris Snider, Peter Landerman, Jennifer Wilson, Sammie Martinek and Lindsey Gillum.

Absent: Fred Heimer

Nathan Brown, Senior Assistant City Attorney, advised the Board that an Acting Chair would need to be elected for this meeting. A motion was made by Chris Snider to elect Angie Martinez. The motion was seconded by Peter Landerman and approved unanimously.

3. CITIZENS' COMMUNICATIONS

Acting Chair Martinez introduced this item. No comments were made.

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

4. PRESENTATION AND DISCUSSION

A) Discussion on the Committee's structure, mission, and goals.

Acting Chair Martinez introduced the item. Jeff Jewell, Director of Economic & Community Development, requested that Ms. Martinez read the remaining agenda items, as all would be addressed collectively within the presentation. Ms. Martinez introduced items B, C, and D.

Mr. Jewell led a discussion on the committee's structure, mission, and goals. He explained that the mission and goals of the Downtown Parking Revenue Advisory Standing Committee are to gather input from Downtown constituents, to understand priorities for downtown improvements, and to make informed recommendations to the Downtown Board and City Council regarding the strategic reinvestment of parking revenue to support the broader public good.

Mr. Jewell answered questions from the committee.

The committee discussed goals and priorities, and the following were identified: Beautification, Communications, Mobility/Access, Pedestrian Safety, and Parking Supply.

B) Presentation and discussion on the background, history, and context of the managed Downtown parking program.

Mr. Jewell led a discussion and presentation on the background, history, and context of the managed parking program. Ms. Scott presented on the history of paid parking in Downtown New Braunfels.

C) Update and discussion regarding the Downtown managed parking program.

Mr. Jewell provided an update on the Downtown Managed Parking Program, which was implemented in July 2025. The program initially converted 262 on-street parking spaces to paid parking; this was later revised to 258 paid spaces following the conversion of four spaces to free, ADA-compliant parking. Enforcement hours and citation procedures were discussed. The program's goals, benefits, process, and recent program enhancements were also discussed.

Ms. Scott and Mr. Jewell answered questions from the committee.

D) Presentation and discussion to develop a strategy for the reinvestment of Downtown parking revenue.

Mr. Jewell continued the discussion and presented on potential strategies for using parking program revenue based on the committee's priorities. Data provided to the committee included program maintenance costs, revenue, and Downtown visitation metrics from surrounding areas. Mr. Jewell also explained City strategies to help mitigate Downtown parking challenges, including the Ride the Rio micro-transit program and a shuttle service for major events. Discussion was held on how the funds could be allocated to support the committee's objectives. Garry Ford, Director, and Elizabeth Dupont, Transportation Planner, both of Transportation & Construction Services provided an update of TXDOT restrictions and ongoing projects currently in place for Downtown improvements.

Staff answered questions from the committee.

5. ADJOURNMENT

Acting Chair Martinez adjourned the meeting at 10:39AM.

By: _____
Angie Martinez, Chair