

**DRAFT - MINUTES
OF THE NEW BRAUNFELS DOWNTOWN BOARD
REGULAR MEETING OF TUESDAY, FEBRUARY 17, 2026**

AGENDA

1. CALL TO ORDER

Chair Jenny Jaeckle called the meeting to order at 8:32 AM.

2. ROLL CALL

Present: David Kneuper, Matt Gandrud, Pat Butler, Gary Seals (8:40 AM), Angie Martinez (8:35 AM), Chris Snider, Jenny Jaeckle, Paul Schaefer, Sarah Harper, Tanya Pence.

Absent: Cheryl Ann Fisher

3. APPROVAL OF MINUTES

A) Approval of the November 18, 2025 special-called meeting minutes.

Chair Jaeckle introduced this item. Pat Butler made a motion to approve the November 18, 2025 special-called meeting minutes, Paul Schaefer seconded, and was it 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.

Chair Jaeckle introduced this item. No comments were made.

5. PRESENTATION, DISCUSSION, AND POSSIBLE ACTION

A) Presentation and discussion on the Downtown managed parking program.

Chair Jaeckle introduced this item. Jeff Jewell, Director of Economic & Community Development, presented an overview of the Downtown managed parking program, the program's goals, recent updates to the parking system, and strategies to mitigate parking issues and promote program awareness. The presentation also addressed the in-process development of curb management policies and included a high-level review of program data, parking occupancy, usage, revenue collected since implementation, general visitation metrics, and Downtown area sales tax trends.

The presentation also included discussion of program change

recommendations, along with an overview of the associated advantages and disadvantages of each option.

Aubre Gilliard, General Manager with Interstate Parking, and staff answered questions from the Board.

B) Discussion and update from the Downtown Parking Revenue Committee and possible action on program recommendations for City Council consideration.

Chair Jaeckle introduced this item. Mandi Scott, Manager of Economic & Community Development, provided updates from the Downtown Parking Revenue Advisory Standing Committee, the committee's objectives and progress to date. She reported that, during an exercise at a previous committee meeting, the committee identified its top priorities for potential reinvestment of managed parking program revenue, ranked as follows: 1. Pedestrian Safety and Comfort, 2. Additional Supply, and 3. Improved Parking Experience. Ms. Scott presented potential projects identified by the committee that align with its goals. Mr. Jewell noted that the City will continue to collaborate with the committee to develop these priorities into actionable projects for potential inclusion in the upcoming fiscal year's budget. All project recommendations will be brought to the Downtown Board for review and consideration. There was no action taken.

Staff answered questions from the Board.

6. GENERAL DOWNTOWN UPDATES

A) Presentation and update on Downtown projects, events, and initiatives.

Chair Jaeckle introduced this item. Ms. Scott provided updates on Downtown beautification efforts, the recently approved Streets & Utility Master Plan, right-of-way improvements, and Downtown lighting and tree enhancements. She also reported on staff participation in recent conferences, the Arts & Culture Master Plan is scheduled for presentation to City Council on March 16, 2026, and recent Historic Landmark Commission activities.

7. ADJOURNMENT

Chair Jaeckle adjourned the meeting at 9:30 AM.

By: _____
JENNY JAECKLE, CHAIR