

**New Braunfels Economic Development
Corporation Board of Directors Regular Meeting
Thursday, May 20, 2021**

MINUTES

The New Braunfels Economic Development Corporation May Regular Meeting was called to order on Thursday, May 20, 2021, at 5:06 p.m. at the City of New Braunfels Council Chambers – the meeting was also offered via a Zoom Virtual Meeting.

Present: President Kathy Meurin, Vice President Don Austin, Secretary Jim Poage, Treasurer Brian Cox, Director Kristin Carden, Director Neal Linnartz, and Director Stuart Hansmann.

Absent: none

Chamber Staff: Chester Jenke

City Staff: Assistant City Manager Jordan Matney, City of New Braunfels Community and Economic Development Director Jeff Jewell, City of New Braunfels Finance Director Jared Werner, City of New Braunfels Parks Development Manager Ylda Capriccioso, City of New Braunfels Parks and Recreation Director Stacey Dicke, and City of New Braunfels Downtown Development Coordinator Amy McWhorter.

Also present was Mayor Rusty Brockman.

1. The meeting was called to order by President Meurin at Called to Order at 5:06 p.m.
2. The approval of the minutes from the April 15, 2021 regular meeting was tabled for board minutes review. The motion to table the minutes was made by Linnartz, second by Poage; motion approved 7-0.
3. A presentation of Treasurer's Report was provided by Werner. Werner reported that the march sales tax receipts were up for the month of March – which is paid in May by 42.3% and with expected adjustments will be 40.7%. This is the largest sales tax receipt on record for the City of New Braunfels. This increase can be contributed to increased visits to businesses such as sit-down dining which was up 109% when compared to the March 2020 numbers. Werner also presented the fund balance as the projected current commitments to the board.
4. A presentation and discussion of the Advisory Team Report was provided by Jenke. The briefing included information on 9 new leads since March 5, 11 local business expansion projects; 14 NBEDC (4B) pending projects; 63 “still active” leads from previous months; the status of the city's five major economic development strategic

planning goals; eight new initiatives; local commercial broker activity; county projects; 11 current marketing initiatives; and nine miscellaneous items. Additionally, there was an update provided by Stacey Dicke on the Zip Sports Park Project. Sitework will be a large outlay of funding but will be completed in Phase I of the project. Linnartz suggested that a possible oversight committee of the project be appointed since NBEDC has a substantial investment in the project. Meurin also suggested that the Parks department create a working advisory team to make certain that the needs of all are addressed. There was public comment offered by Mr. Rogers – but the connection was weak.

5. A discussion to approve a project expenditure of up to \$140,000 to the SPARK Small Business Center to assist with the operation of an economic development program (SPARK SBDC New Braunfels), an eligible project expenditure related to the operation of an economic development program. A public hearing was opened at 5:42 p.m. and closed at 5:43 p.m. with not public comment made. A motion to approve the expenditure was made by Poage, second by Hansmann – motion approved 7-0.
6. A discussion to approve a project expenditure of up to \$375,000 to the City of New Braunfels for a professional services agreement with Bain Median Bain, Inc. for final design of a portion of the Dry Comal Creek Hike and Bike Trail, an eligible project expenditure related to recreational, or community facilities was presented by Jewell and Cain. Further project information was provided by Capriccioso regarding connectivity with other trail systems throughout the corridor. A public hearing was opened at 5:50 p.m. and closed at 5:52 p.m. Public comment was made by Nancy Pappas supporting the project and the connectivity of the trails throughout New Braunfels. A motion to approve the expenditure was made by Cox, second by Austin – motion approved 7-0.
7. A presentation and planning discussion of West San Antonio Street corridor was provided by Jewell. The presentation included the strategy of coordinating development, investment, destinations, access, transportation and other policies along the roadway corridor and adjacent areas. A review of Envision New Braunfels provides the secondary framework that can guide the project through completion. The goals provided included establishing and neighborhood connection for feedback and outreach, mitigate existing and future gentrification and promote reinvestment, providing a gateway experience, and expand the housing options and protect the existing neighborhood character. Board agreed that further research and discovery of this town sector should be explored.
8. Jewell provided a Tax Increment Reinvestment Zone (TIRZ) policy proposal. The discussion provided the board with a background and the process currently in place, the most common uses of the TIRZ, the philosophy behind establishing a policy for TIRZ, and a brief overview of the policy language. The board thought that a policy for TIRZ is a step forward and suggested that staff proceed with a draft policy for their review.

9. NBEDC Leadership has suggested that there is representation by NBEDC members on advisory boards for projects that they are supporting – Mering provided examples such as the Sports Complex – where NBEDC has a substantial investment in the project. Other board members also indicated that this would be a good practice so there are regular updates on the projects that are under construction to the NBEDC Board of Directors.
10. Executive Session was entered at 6:41 p.m.

In accordance with the Texas Government Code, Section 551.071, the Board reserves the right to retire into executive session concerning the items listed on this agenda to consult with its attorney. In addition, the Board may convene in executive session on any of the following items, with any final action being taken in open session:

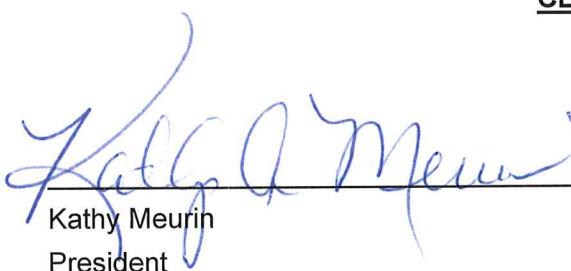
- A. Deliberate Issues Regarding Economic Development Negotiations in accordance with Section 551.087 of the Texas Government Code.

Project Hot Shots

The board returned to open session at 6:58 p.m. There were no actions or motions made after Executive Session.

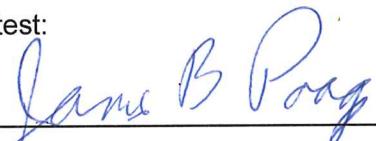
The May meeting of the New Braunfels Economic Development Corporation Board of Directors was adjourned at 6:59 p.m.

CERTIFICATION



Kathy Meurin
President

Attest:



Jim Poage
Secretary