

**FINAL - MINUTES
OF THE NEW BRAUNFELS DOWNTOWN BOARD
REGULAR MEETING OF TUESDAY, MARCH 11, 2025**

AGENDA

1. CALL TO ORDER

Chair Jenny Jaeckle called the meeting to order at 8:35AM.

2. ROLL CALL

Present: Robin Jeffers, Pat Butler, Paul Schaefer, Cheryl Fisher, Sarah Harper, Matt Gandrud, Angie Martinez, Jenny Jaeckle, Gary Seals (8:37AM), and Chris Snider (8:46AM)

Absent: David Kneuper

3. APPROVAL OF MINUTES

A) Approval of the August 20, 2024 regular meeting minutes

Chair Jaeckle introduced this item. Pat Butler motioned to approve the August 20, 2024 minutes, Cheryl Fisher seconded the motion, and the minutes were 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. PRESENTATIONS

A) Presentation, discussion, and update on Downtown Parking efforts

Chair Jaeckle introduced this item.

Mandi Scott, Economic and Community Development Manager, presented on this matter by providing updates on the following: Parking Management RFP, citations and warnings metrics on expanded downtown enforcement, the Downtown Staff Parking Pilot Program, the installation of parking wayfinding banners, TIRZ 3 Board funding of parking-related expenditures, a valet parking permit approved near Muck & Fuss, and the recent denial of a new parking by permit area. Jeff Jewell, Economic and Community Development Director, provided an update on the W. San Antonio Street reallocation

project by sharing current completed work and the plans for the remainder of the project - estimated to begin this summer.

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

6. DISCUSSION AND POSSIBLE ACTION

A) Discussion and possible action to approve Downtown Traffic Signal Box Art Policy administrative changes

Chair Jaeckle introduced this item.

Ms. Scott provided the Board a summary on the proposed administrative policy changes, as recommended by the Traffic Signal Box Art Selection Committee. Changes include refining artist eligibility, evaluation criteria, and adding additional details regarding the marketing of selected artworks. Cheryl Fisher motioned to approve the changes, Robin Jeffers seconded the motion, and the policy changes were approved unanimously.

B) Discussion and possible action reviewing the attendance of Downtown Board Members

Chair Jaeckle introduced this item.

The Board reviewed member attendance and discussed the existing bylaws. Gary Seals motioned to recommend a bylaw edit to the Attendance section to remove members who are absent 50% of the meetings in any given year (June 1 - May 31). Robin Jeffers seconded this motion and the Board voted unanimously to recommend this change. Staff will amend the Downtown Board Bylaws and bring the changes for action at the May 20, 2025 meeting. The approved changes will be taken to City Council soon thereafter, before being fully adopted.

7. GENERAL DOWNTOWN UPDATES

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

Chair Jaeckle introduced this item.

Ms. Scott provided updates on Downtown projects, events, and initiatives to include:

1. City Council being informed on the decision to leave Main Street America

2. Historic Landmark Commission Updates
3. Recent NBEDC & City Council approved Downtown projects
4. City Council's approval of an MOU with The Mainzer project
5. 2025 events posted on Big Belly trash compactors
6. Arts & Culture Master Plan RFP launched; interviews with finalists underway
7. Downtown Workshop on January 27th with Downtown groups
8. Sidewalk project completed at Market Plaza by Parks Foundation
9. Recent Event feedback and metrics: Downtown Lighting, Wassailfest, Art Haus, Coffee with a Cop, MLK March, DTA's First Friday
10. Upcoming Events: Clydesdales in DT (pending), Sts. Peter & Paul Spring Festival (pending), Saengerfest, and Historic Preservation Month activities
11. Traffic Signal Box Art Program
12. Vacant Building Window Display

8. **ADJOURNMENT**

Chair Jaeckle adjourned the meeting at 9:58AM.

By: _____
JENNY JAECKLE, CHAIR