

**FINAL - MINUTES
OF THE NEW BRAUNFELS NEW BRAUNFELS PARTNERSHIP COMMITTEE
REGULAR MEETING OF WEDNESDAY, OCTOBER 9, 2024**

AGENDA

1. CALL TO ORDER

Mary Irwin called the meeting to order at 4:06 p.m.

2. ROLL CALL

The following members were present: Fernando Yarrito, Nathan Manlove, Wayne Peters, Mary Irwin, Tate Korpi, Helgard Suhr-Hollis, Dani Crippen(Schmidt), Kelly Jackson, and Hans Moeller

Guests present: Brittany Hoffmann and Gayle Wilkinson

3. APPROVAL OF MINUTES

A) Approval of the minutes for the July 10th, 2024, meeting.

Mary Irwin read the aforementioned item.

Nathan Manlove moved to approve this item. Wayne Peters seconded the motion which passed unanimously.

4. CITIZENS' COMMUNICATIONS

This time is for citizens to address the Partnership Committee on issues and items of concerns not on this agenda.

Brittany Hoffmann, with the New Braunfels Chamber CVB, addressed the committee about the Highway Visitors Center. Tate Korpi asked questions about how the Visitors Center worked. The Highway Visitors Center might relocate to a new building so all building projects are paused. Brittany Hoffmann gave some statistics about visitor demographics and visitor habits. Wayne Peters asked about marketing of the Visitors Center. Brittany Hoffmann talked about the marketing tactics and exposure for the Visitors Center. Fernando Yarrito asked further questions about visitor demographics - specifically where they are coming from. Brittany Hoffman gave a breakdown on visitation statistics. Fernando Yarrito asked about the new potential location and Brittany Hoffmann answered accordingly. Mary Irwin asked about the visitation from German tourists; Brittany Hoffmann connects them with local German speakers and mentioned

that opportunities are always expanding and welcomes feedback for more partnership. Fernando Yarrito offered ideas & further opportunities to connect German speaking tourists with local German speakers and the German American Society.

5. DISCUSSION AND ACTION

A) Discuss and consider possible action amending the Ordinance of the Partnership Committee.

Mary Irwin read the aforementioned caption.

Nathan Brown, City Attorney, as not able to make the meeting. Gayle Wilkinson gave an update on the proposed changes and recommendations and answered question from the committee.

Wayne Peters moved to approve the proposed changes recommended by legal. Tate Korpi seconded the motion which passed unanimously.

B) Discuss and consider possible action reference communication with Germany.

Mary Irwin read the aforementioned caption.

Mary Irwin updated the committee about the recent Comal Community Band trip to Braunfels, Germany. Irwin mentioned that a group of citizens from Braunfels, Germany will be visiting New Braunfels in 2025. She also mentioned that there is a new point of contact on the Braunfels Partnership Committee for future communications.

C) Discuss and consider possible action on the mural presented at the last board meeting July 10, 2024.

Mary Irwin read the aforementioned caption.

Tate Korpi said he will keep looking for a site and filled in the committee members about what was discussed at the last meeting. The committee discussed alternative options and will continue to pursue the project.

D) Discuss and consider possible action for Wurstfest.

Mary Irwin read the aforementioned caption.

Mary Irwin updated the group of musical artists from Braunfels that will be performing at Wurstfest. She also solicited ideas on how to

keep members entertained. Nathan Manlove updated the committee on the Wurstfest policies and updates for this year.

E) Discuss and consider possible action of a partnership between Braunfels Germany and New Braunfels tourism.

Mary Irwin read the aforementioned caption.

Helgard Sur-Hollis updated the committee about the friendship tree to include a picture.

6. ITEMS FOR NEXT AGENDA

No action may be taken at this time.

Gayle Wilkinson mentioned the committee needs to elect new officers at the next meeting in January.

Fernando Yarrito requested an update on the new communications and future trip for Braunfels residents.

Nathan Manlove wants to make the mural exchange a permanent agenda item.

7. ADJOURNMENT

Mary Irwin adjourned at 4:39 p.m.