



**CITY OF NEW BRAUNFELS, TEXAS
ECONOMIC DEVELOPMENT CORPORATION
MEETING
CITY HALL - COUNCIL CHAMBERS
550 LANDA STREET**



THURSDAY, AUGUST 14, 2025 at 5:00 PM

AGENDA

1. CALL TO ORDER

2. ROLL CALL

3. APPROVAL OF MINUTES

A) Approval of the July 17, 2025 regular meeting minutes [25-954](#)

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.

5. TREASURER'S REPORT

A) Presentation and discussion on the August 2025 [25-955](#)
Treasurer's Report

6. ADVISORY TEAM REPORT

A) Presentation and discussion on the Quarterly Advisory [25-956](#)
Report

7. PRESENTATION AND DISCUSSION

A) Presentation and discussion on the renewal of an annual [25-974](#)
contract with the City of New Braunfels for administrative
support, professional services, and asset management.

B) Presentation and discussion on future workshops and a [25-976](#)
possible strategic planning retreat

8. EXECUTIVE SESSION

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 [25-957](#)
negotiations in accordance with Section 551.087 of the
Texas Government Code:

1. Project Shoot
 2. The Neue
 3. Project Nemo
- B) Deliberate pending/contemplated litigation, settlement [25-1008](#) offer(s), and matters concerning privileged and unprivileged client information deemed confidential by Rule 1.05 of the Texas Disciplinary Rules of Professional Conduct in accordance with Section 551.071, of the Texas Government Code, specifically:
1. IBEX Generator

9. **ADJOURNMENT**

CERTIFICATION

I hereby certify the above Notice of Meeting was posted on the bulletin board at the New Braunfels City Hall.

Board Liaison

NOTE: Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, or large print, are requested to contact the City Secretary's Office at (830) 221-4010 at least two (2) work days prior to the meeting so that appropriate arrangements can be made.



City Council Agenda Item Report

550 Landa Street
New Braunfels, TX

8/14/2025

Agenda Item No. A)

SUBJECT:

Approval of the July 17, 2025 regular meeting minutes

DEPARTMENT: Economic and Community Development

**DRAFT - MINUTES
OF THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING OF THURSDAY, JULY 17, 2025**

AGENDA

1. CALL TO ORDER

President Shane Hines called the meeting to order at 5:02PM.

2. ROLL CALL

Present: Tera Thompson, Jason Hurta, Kathy Meurin, Kristen Carden, and Shane Hines

Absent: Don Austin and Larry Hammonds

Also in attendance: Mayor Neal Linnartz

3. APPROVAL OF MINUTES

A) Approval of the June 24, 2025 workshop meeting minutes

President Hines introduced this item. Director Hurta motioned to approve the June 24, 2025 workshop minutes, Director Carden seconded, and the motion was approved unanimously.

B) Approval of the June 24, 2025 regular meeting minutes

President Hines introduced this item. Director Thompson motioned to approve the June 24, 2025 regular meeting minutes, Director Hurta seconded, and the motion 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.

None

5. TREASURER'S REPORT

A) Presentation and discussion on the July 2025 Treasurer's Report

President Hines introduced this item. Jared Werner, Assistant City Manager, presented on this matter. Mr. Werner identified a 2.6% increase in sales tax collections for May; with adjustments removed, the current period collections increased by 6.3% compared to May of last year. FY 2025 sales tax collections are up 2.2% compared to

FY2024. The increased sales tax collections for May 2025 are tied to increases in the retail, food services, and professional services industries. Mr. Werner shared additional graphs indicating projected revenues, current commitments to projects, infrastructure investments, the projected capacity for additional expenditures, and the proposed ending fund balance to FY 2027.

6. DISCUSSION AND POSSIBLE ACTION

A) Public hearing, discussion, and possible action approving a Third Amendment to the Contract between the New Braunfels Economic Development Corporation (NBEDC) and HD Supply Facilities Maintenance, Ltd., to modify the percentage of sales taxes rebated and extend the existing contract term, pursuant to Section 501.101 of the Texas Local Government Code.

President Hines introduced this item. Mr. Werner presented a project summary and identified the proposed new contract term and modified sales tax percentage for the Third Amendment.

President Hines opened the public hearing at 5:10PM, no comments were made, and public hearing was closed at 5:10PM. Mr. Werner answered questions from the Board. Nathan Brown, Senior Assistant City Attorney, provided guidance to the Board on proper language to use when making motions.

Director Carden motioned to approve the Third Amendment to the contract, Director Thompson seconded, and the motion was approved unanimously.

B) Public hearing, discussion, and possible action approving an economic development incentive, of up to \$950,000 to Lefko USA, Inc., pursuant to Section 501.101 of the Texas Local Government Code.

President Hines introduced this item. Michele Boggs, SVP of Economic Development, New Braunfels Chamber of Commerce, introduced Mr. Eric Blondeau, CEO/President of Lefko USA, Inc. and Ann Miller, Hickey & Associates. Mr. Blondeau and Ms. Hickey presented a brief summary of the proposed project and Ms. Boggs outlined the proposed incentive and compliance metrics.

President Hines opened the public hearing at 5:17PM, no comments were made, and public hearing was closed at 5:17PM.

Director Hurta motioned to approve the incentive to Lefko USA, Inc., Director Meurin seconded, and the motion was approved unanimously.

- C) Public hearing, discussion, and possible action approving an additional project expenditure of up to \$3,800,000, to Alamo Colleges District - Northeast Lakeview College for a primary job training facility and career center, pursuant to Sections 501.101 and 501.105 of the Texas Local Government Code

President Hines introduced this item. Jonathan Packer, President & CEO, New Braunfels Chamber of Commerce, discussed the economic impact of this project and introduced Dr. Veronica Garcia, President, Northeast Lakeview College. Dr. Garcia presented a brief summary of the proposed project.

President Hines opened the public hearing at 5:24PM, resident Richard Kelsheimer spoke, Dr. Garcia answered the provided question, and the public hearing was closed at 5:30PM. Jordan Matney, Deputy City Manager answered questions from the Board.

Director Meurin motioned to approve the additional project expenditure to Northeast Lakeview College, Director Hurta seconded, and the motion was approved unanimously.

- D) Public hearing, discussion, and possible action approving a project expenditure, of up to \$240,000, to fund the Dry Comal Creek Floodplain Remapping Project, pursuant to Section 505.152 of the Texas Local Government Code.

President Hines introduced this item. Ms. Matney presented a brief summary of the proposed project.

President Hines opened the public hearing at 5:34PM, Richard Kelsheimer, New Braunfels resident spoke, Ms. Matney answered the provided question, and the public hearing was closed at 5:36PM.

Director Carden motioned to approve the project expenditure for the Dry Comal Creek Floodplain remapping project, Director Hurta seconded, and the motion was approved unanimously.

7. EXECUTIVE SESSION

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:
 - 1. The Neue
 - 2. Project Shoot

The Board did not exit to Executive Session and the items below were not discussed. No action was taken.

8. ADJOURNMENT

President Hines adjourned the meeting at 5:36PM.

By: _____
SHANE HINES, PRESIDENT



Economic Development Corporation Agenda Item Report

550 Landa Street
New Braunfels, TX

8/14/2025

Agenda Item No. A)

SUBJECT:

Presentation and discussion on the August 2025 Treasurer's Report

DEPARTMENT: Finance

August NBEDC Treasurer's Report

August 14th, 2025

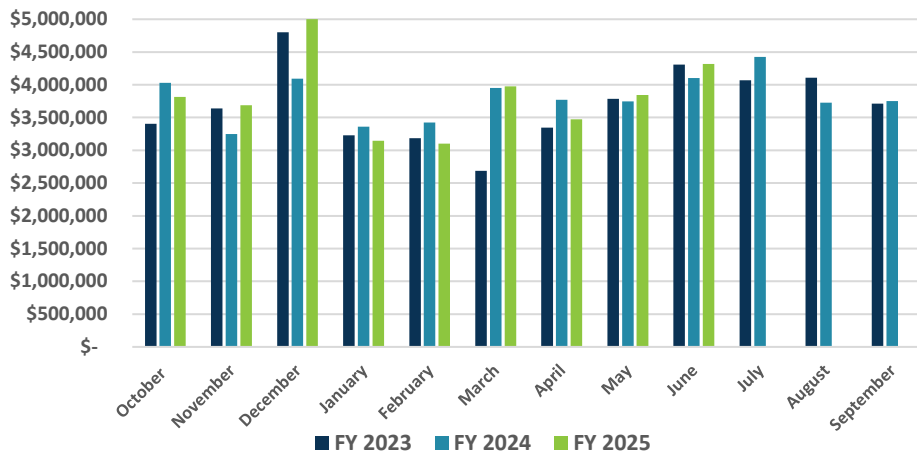
Overview

The Monthly treasurer's report provides updates on sales tax performance, projected revenue streams, projected commitments, and expenditure timing. The NBEDC's financial commitments typically span multiple fiscal years; therefore, the report is formatted to project its financial position over the next five years.

Sales Tax

Compared to June of last year, total sales tax collections increased by 5.3%. When all adjustments are removed, the current period collections increased by 2.8% compared to May of last year. While we are seeing a positive trend in collections in both May and June, we are still projecting flat collections for the remainder of the fiscal year to be conservative. After all adjustments are removed, FY 2025 sales tax collections are up 2.6% compared to FY 2024.

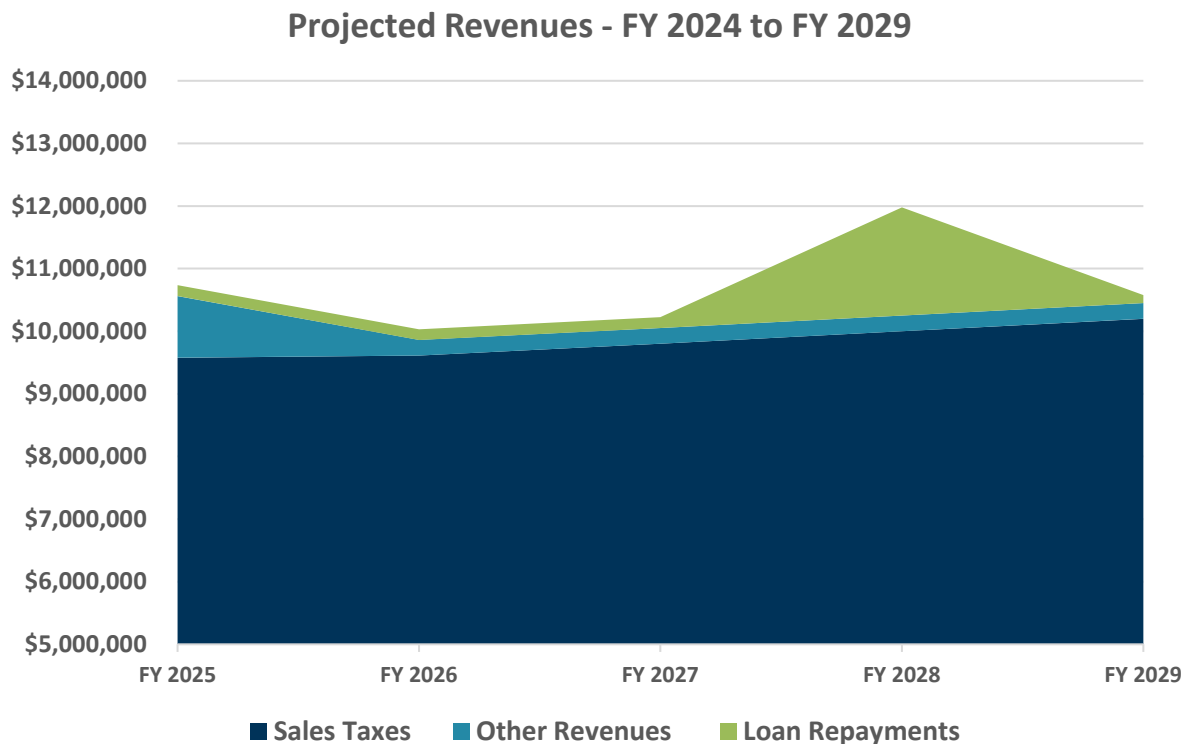
Gross Sales Tax Collections



For more information contact:

Jared Werner
Assistant City Manager
jwerner@newbraunfels.gov
830-221-4385

Revenues



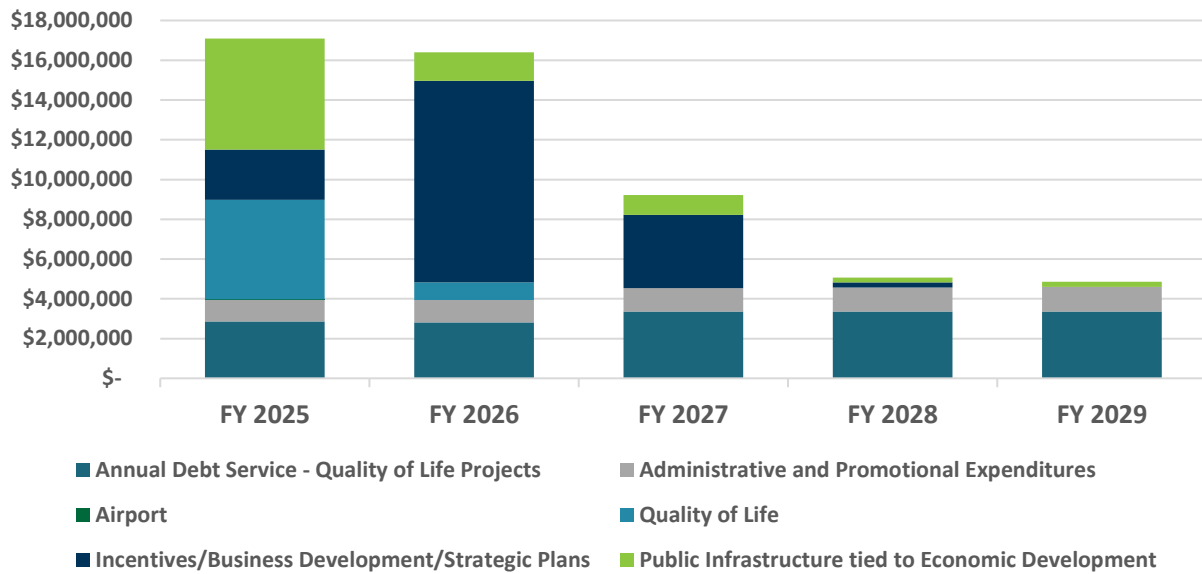
Revenue Summary					
	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029
Sales Taxes	\$ 9,577,633	\$ 9,609,825	\$ 9,802,022	\$ 9,998,062	\$ 10,198,024
Other Revenues	\$ 983,540	\$ 250,000	\$ 250,625	\$ 251,252	\$ 251,880
Loan Repayments	\$ 172,954	\$ 172,954	\$ 172,954	\$ 1,728,954	\$ 128,954
Total Revenues	\$ 10,734,127	\$ 10,032,779	\$ 10,225,601	\$ 11,978,268	\$ 10,578,857

Sales Taxes- The graph and table above reflect the projected sales tax collections through FY 2029. The projections assume a growth of 2.0% annually.

Loan Repayments– The NBEDC began receiving loan repayments from the New Braunfels Regional Airport in FY 2022 (ten years) and ASA properties in FY 2023 (five years with a balloon payment in year six – recognized in FY 2028 above).

Total NBEDC Expenditures – Current Commitments

Current Commitment Projections - FY 2025 to FY 2029



	Summary				
	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029
Administrative and Promotional Expenditures	\$ 1,105,386	\$ 1,138,548	\$ 1,172,704	\$ 1,207,885	\$ 1,244,122
Airport	\$ 2,500	\$ -	\$ -	\$ -	\$ -
Quality of Life	\$ 5,008,161	\$ 881,426	\$ -	\$ -	\$ -
Incentives/Business Development/Strategic Plans	\$ 2,524,535	\$ 10,130,895	\$ 3,686,577	\$ 250,000	\$ -
Public Infrastructure tied to Economic Development	\$ 5,590,533	\$ 1,440,000	\$ 1,000,000	\$ 250,000	\$ 250,000
Annual Debt Service - Quality of Life Projects	\$ 2,862,406	\$ 2,808,456	\$ 3,363,564	\$ 3,365,289	\$ 3,362,439
Total Expenditures	\$ 17,093,520	\$ 16,399,325	\$ 9,222,845	\$ 5,073,174	\$ 4,856,561

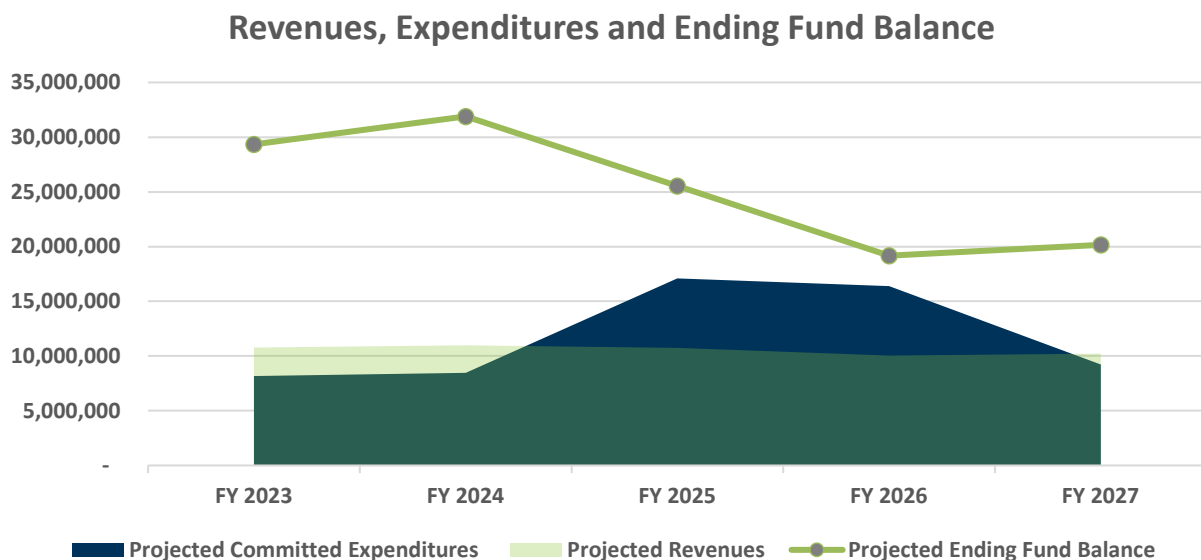
The projections above include all current commitments of the NBEDC. Please note that all numbers listed above are projections based on the project and spending timelines. Spending timelines are assessed regularly.

Future Commitments – Infrastructure/Quality of Life investments

Infrastructure Investment	Project Estimate	Previously Approved by NBEDC	Remaining Investment to be considered
Downtown ROW Enhancements - Phase 1	\$ 4,191,759	\$ 674,920	\$ 3,516,839
West Alligator Creek Trail	\$ 2,000,000	\$ 2,000,000	-
Kohlenberg Road Design Services	\$ 1,308,404	\$ 1,308,404	-
Citywide Pedestrian Improvements - Phase 1	\$ 1,850,007	\$ 1,850,007	-
Landa Lake Dam & Spillway	\$ 1,215,000	\$ 1,215,000	-
Comal River Improvements - Last Tuber's Exit	\$ 1,362,812	\$ 1,362,812	-
Castell Avenue Phase 1 - Coll Street Drainage Construction	\$ 7,200,000	\$ 7,200,000	-
Common Street Pedetrian Improvements	\$ 700,000	\$ 700,000	-
Feasibility & Conceptual Design - Dry Comal Creek Trail	\$ 485,584	\$ 485,584	-
Totals	\$ 20,313,566	\$ 16,796,727	\$ 3,516,839

Financial Summary – Revenues, Committed Expenditures, and Projected Fund Balance

The graph above summarizes estimated revenues, committed expenditures, and changes in fund balance/Reserves based on current commitments.





Economic Development Corporation Agenda Item Report

550 Landa Street
New Braunfels, TX

8/14/2025

Agenda Item No. A)

PRESENTER:

Michele Boggs, Senior VP of Economic Development, New Braunfels Chamber of Commerce

Jonathan Packer, President & CEO, New Braunfels Chamber of Commerce

SUBJECT:

Presentation and discussion on the Quarterly Advisory Report

8/14/2025

Agenda Item No. A)

PRESENTER:

Jeff Jewell, Economic and Community Development Director

SUBJECT:

Presentation and discussion on the renewal of an annual contract with the City of New Braunfels for administrative support, professional services, and asset management.

DEPARTMENT: Economic and Community Development**BACKGROUND INFORMATION:**

The New Braunfels Economic Development Corporation (NBEDC) maintains an annual contract with the City of New Braunfels for administrative support and professional services in support of the NBEDC's mission and business. The contracted amount proposed is \$455,386, which is the same as FY25. Specifically, the contract requires the City to perform administrative and professional service tasks such as contract development and management, pay applications, company and incentive auditing services, fiscal impact analysis, financial auditing, board-directed and required reporting and record keeping. The contract also requires the city to provide for all legal services and facilities needed by the corporation in the normal course of its business. Additionally, the city manages feasibility, engineering, design and construction activities for all NBEDC-initiated projects. Services rendered are provided by a wide array of City departments that include Economic and Community Development, City Attorney's Office, Transportation and Capital Improvements, Planning and Development Services, Finance, and the City Manager's Office.

In 2025, the City received the Texas Comptroller's [Transparency Star Award for Economic Development](https://newbraunfels.gov/3813/Economic-Development-Transparency-Star) <<https://newbraunfels.gov/3813/Economic-Development-Transparency-Star>>. The program recognizes local governments in economic development for going above and beyond in their transparency efforts and that accomplish the following:

- Open their books in the areas of economic development and compliance.
- Provide clear and meaningful financial information by posting financial documents, as well as thorough summaries, visualizations, downloadable data and other relevant information.

The effort requires the City to quantify and report on values of economic development contracts, as well as the status of any active agreements. The City completed contract audits of all companies with active economic development agreements. All NBEDC agreements represent approximately 1,361 full time equivalent employees and approximately \$276 million in ad valorem and business personal property.

Last year, the following modifications were proposed for the FY25 contract: \$50,000 increase earmarked to address operating and property management costs for NBEDC-owned properties and costs associated with additional planning and feasibility studies for future NBEDC-affiliated projects. This will provide some level of pre-approved funding for initiatives not specifically identified but that staff can undertake at the direction of the NBEDC as approved in the services agreement and adopted with the budget. In

Two fiscal years ago, the City presented a contract expansion that fully funded an Assistant Project Manager (APM) in the City's Transportation and Capital Improvements (TCI) department and the marginal cost of moving the ECD's administrative assistant to full-time. These two position additions increased the amount of the contract by \$115,413. Since that time, the TCI department has managed the design and completed construction on three major projects - West Alligator Creek Trail, Common Street Pedestrian Improvements and Last Public Exit Improvement Project - with another (Landa Lake Dam Improvement Project) expected to begin in the fall. The following chart represents all the projects completed, under final design or anticipating construction that the NBEDC has provided funding for (except for the Air Traffic Control Tower, which is funded through an FAA grant but being managed by TCI):

NBEDC Project Timeline



ISSUE:

Renewal of the City's Administrative Services Contract

STRATEGIC PLAN REFERENCE:

- ☐ Economic Mobility
 ☐ Enhanced Connectivity
 ☐ Community Identity
 ☒ Organizational Excellence
 ☐ Community Well-Being
 ☐ N/A

FISCAL IMPACT:

There are no changes proposed to the administrative services agreement for FY2026 for a total amount of \$455,386.

RECOMMENDATION:

Staff requests direction for future consideration of the item.

Administrative & Contract Fulfillment

- ✓ **Compliance Rate:** 100% completion of all contract-required audits.
- ✓ **Reporting:** Filed all required state and federal reports on time.
- ✓ **Meetings & Documentation:**
 - 11 posted meeting agendas (+2 pending for Aug/Sep)
 - 76 agenda items prepared
 - 6 notices of possible quorum
 - 5 public notices published
- ✓ **Project Processing:** 15 EDC-funded project items advanced to City Council.
- ✓ **Legal & Financial Management:** All required legal, financial, and professional services provided through City departments and consultants.
- ✓ **Facilities & Maintenance:** Maintained EDC-owned assets (e.g., Coll & Castell Parking Lot upgrades).
- ✓ **Consulting Services:** Engaged Grow America for workforce/affordable housing, EPS for Gruene 16 feasibility – RFQ/RFP in process.
- ✓ **Funded Studies & Designs:** Advanced multiple strategic plan priorities (economic development, workforce housing, downtown improvements).

Funded Projects – FY25

Total Investment: \$15.3M across 11 projects *(See Appendix Table 1)*

Largest Allocations:

- \$5M – NLC Expansion Project Grant
- \$4.5M – 210 S. Castell ED Incentive
- \$2.3M – Headwaters at the Comal 2nd Grant
- \$1.5M – Kohlenberg Rd Intersection Improvements
- \$950K – Lefko USA ED Incentive

Categorical Breakdown: *(See Appendix Table 2)*

- 48% - Grants for Education & Community Organizations
- 36% - Economic Development Incentives
- 14% - Pedestrian, Roadway, Right-of-Way and other TCI Projects
- 2% - Entrepreneurship
- >1% - Land Development – Gruene 16 Project

Contract Performance Metrics

- **Performance/ED Incentive Agreements in FY25:** 11
 - Active: 8
 - Completed in FY25: 3
- **Community Impact:**
 - 1,361 FTEs supported
 - \$275.86M in real & personal property value

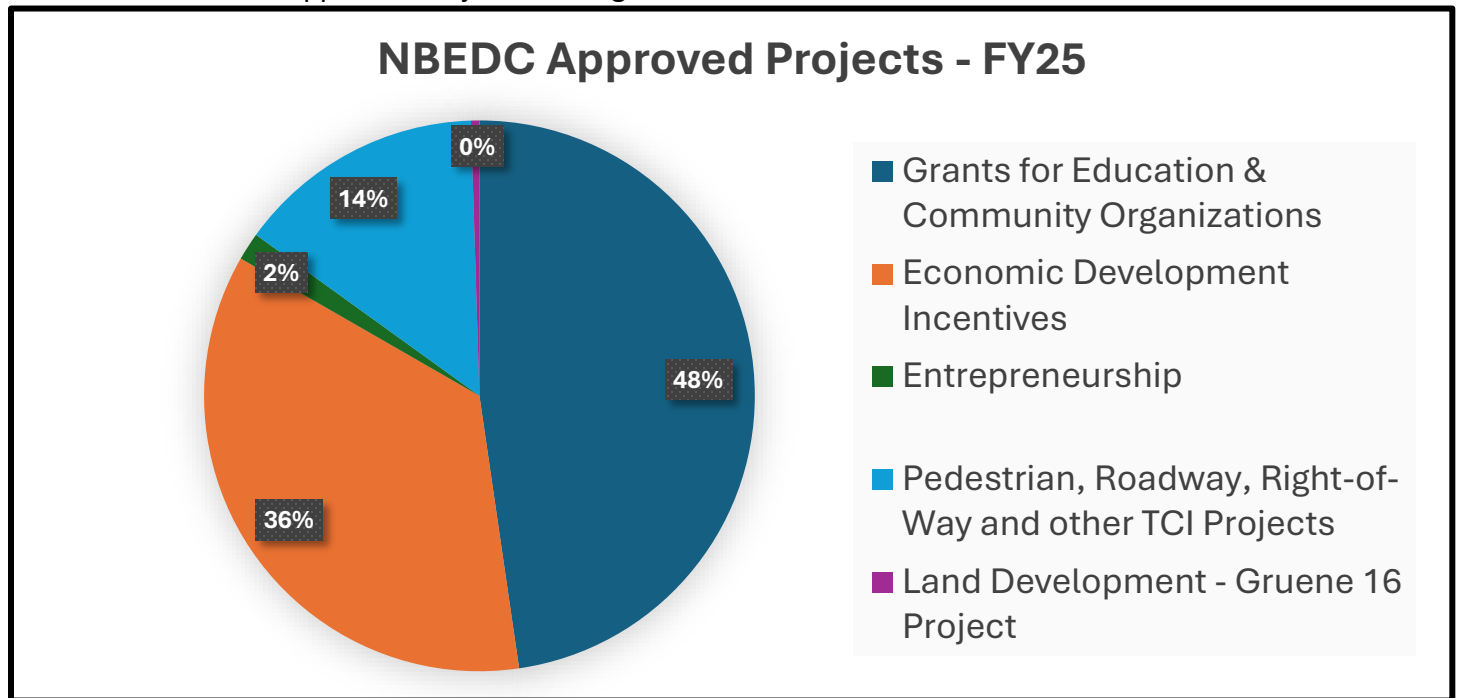
City of New Braunfels + NBEDC Professional Services Agreement
FY25 Summary Report

Appendix

Table 1: NBEDC Expenditures FY25

Project Name/Expenditure	Approved Amount
210 S. Castell - ED Incentive	\$ 4,500,000.00
AAMPO Citywide Pedestrian Project - Final Design	\$ 200,000.00
Spark FY25 Contract	\$ 250,000.00
Downtown ROW Enhancements - Additional Final Design	\$ 200,000.00
Citywide Pedestrian Improvements (Lincoln & Garden) - Final Design	\$ 90,000.00
Kohlenberg Rd Intersection - Additional Design & Construction	\$ 1,500,000.00
Headwaters at the Comal – Second Grant	\$ 2,300,000.00
Escrow & Due Diligence Gruene 16 Project	\$ 75,000.00
Northeast Lakeview College (NLC) Expansion Project Grant	\$ 5,000,000.00
Dry Comal Creek Floodplain Remapping Project	\$ 240,000.00
Lefko USA - ED Incentive	\$ 950,000.00
TOTAL	\$ 15,305,000.00

Table 2: NBEDC FY25 Approved Projects – Categorical Breakdown



8/14/2025

Agenda Item No. B)

PRESENTER:

Jeff Jewell, Economic and Community Development Director

SUBJECT:

Presentation and discussion on future workshops and a possible strategic planning retreat

DEPARTMENT: Economic and Community Development

BACKGROUND INFORMATION:

Staff will discuss plans for future workshops and discuss the benefits of a possible strategic planning retreat.

The purpose of a retreat is to help the NBEDC Board gain consensus and prioritize project funding recommendations and other initiatives based on the Confluence Economic Development Plan, as well as the 2024 City Strategic Plan. The process would include interviews with NBEDC board members, chamber and city staff, as well as other key economic development stakeholders in New Braunfels. Included would be a day long retreat to connect objectives from Confluence and the 2024 City Strategic Plan with funding objectives. A Recommendations Presentation would be finalized with the NBEDC board and delivered to City Council.

Staff intends to begin this planning process in the next 30 days and complete with 60-90 from commencement.

Economic Development Corporation Agenda Item Report

550 Landa Street
New Braunfels, TX

8/14/2025

Agenda Item No. A)

SUBJECT:

Deliberate issues regarding economic development negotiations in accordance with Section 551.087 of the Texas Government Code:

1. Project Shoot
2. The Neue
3. Project Nemo

Economic Development Corporation Agenda Item Report

8/14/2025

Agenda Item No. B)

SUBJECT:

Deliberate pending/contemplated litigation, settlement offer(s), and matters concerning privileged and unprivileged client information deemed confidential by Rule 1.05 of the Texas Disciplinary Rules of Professional Conduct in accordance with Section 551.071, of the Texas Government Code, specifically:

1. IBEX Generator