

**DRAFT - MINUTES  
OF THE NEW BRAUNFELS DOWNTOWN BOARD  
REGULAR MEETING OF THURSDAY, OCTOBER 2, 2025**

**AGENDA**

**1. CALL TO ORDER**

Chair Jenny Jaeckle called the meeting to order at 8:31AM.

**2. ROLL CALL**

**Present: David Kneuper, Cheryl Fisher, Sarah Harper, Jenny Jaeckle, Pat Butler, Chris Snider, Paul Schaefer, Tanya Pence, and Matt Gandrud (8:33AM)**

**Absent: Gary Seals and Angie Martinez**

**3. APPROVAL OF MINUTES**

A) Approval of the August 19, 2025 regular meeting minutes

**Chair Jaeckle introduced this item. Mr. Kneuper motioned to approve the August 19, 2025 regular meeting minutes, Ms. 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. DISCUSSION AND POSSIBLE ACTION**

A) Presentation and update on completion of initiatives recommended in the 2010 Downtown Implementation Plan.

**Chair Jaeckle introduced this item second as item 5A was discussed first. Mandi Scott, Economic & Development Manager, presented slides showcasing completed projects supporting recommendations identified in the 2010 Downtown Implementation Plan (DIP). The DIP highlighted 5 Critical Success Factors of: Market Opportunities, Wayfinding, Circulating & Walkability, Parking Reform, and Aesthetics & Pedestrian Infrastructure. The Board encouraged staff to continue accomplishing projects in order to meet the DIP's recommendations.**

B) Presentation and possible action on the downtown managed parking

program, including potential recommendations to City Council.

**Chair Jaeckle introduced this item and it was discussed before item 5A. Ms. Scott shared updates on parking messaging/marketing, efforts to expand the parking supply, outreach efforts to teach/inform about the parking program, installation of additional parking pole signs, a new water fountain/bottle refiller/doggy dish, and parking space restriping efforts. Plans are underway to: improve the sidewalks on Garden Street between Seguin and Union, add more ADA spaces around Main Plaza, reconfigure the Coll/Castell parking lot to increase supply, activate "Ride the Rio" micro-transit program citywide, improve the pedestrian experience on Coll Street and Mill Street, improve pedestrian lighting, update the Bike & Pedestrian Network Plan, and continue studying the W. San Antonio Lane Reallocation project. Ms. Scott reviewed parking revenue and compliance for July, August, and part of September 2025. Erica Vaillancourt, VP of Operations of Interstate Parking, virtually presented initial results and data tables/charts. Ms. Scott provided additional data on Downtown visitation and sales tax generation trends.**

**Ms. Scott presented eight recommendations previously approved by the Downtown Parking Committee:**

- 1. Offer free parking for ADA License Plate Holders (not placards) - no registration required like current DV exclusion process**
- 2. Increase parking inventory through property lease/partnerships for staff or public parking access**
- 3. Implement bike and pedestrian improvements identified in the Plan**
- 4. Establish a Downtown employee parking incentive program**
- 5. Identify and invest in small and large projects that support walkability and parking**
- 6. Continue positive public education**
- 7. Establish a curb management policy**
- 8. Continue to collect data and work collaboratively for future recommendations**

**Ms. Scott, Ms. Vaillancourt, and Jeff Jewell, Director of Economic and Community Development, answered questions from the Board and Gary Johnson, meeting attendee.**

**Chair Jaeckle opened the item for public comment at 9:27AM. Gary Johnson, meeting attendee, spoke at this time. Chair Jaeckle closed public comment at 9:37AM.**

Ms. Pence motioned to approve the eight recommendations as presented, Mr. Schaefer seconded the motion, and the Board unanimously approved advancing the recommendations to City Council. Staff will present the recommendations to City Council on October 20, 2025.

6. **GENERAL DOWNTOWN UPDATES**

A) Presentation and update on Downtown projects, events, and initiatives  
Chair Jaeckle introduced this item. Ms. Scott presented slides updating the Board on Downtown beautification efforts, upcoming Arts & Culture Master Plan Workshops, recent Downtown events, upcoming Downtown events, and recent approvals for Downtown businesses by the City's Historic Landmark Commission.

7. **ADJOURNMENT**

Chair Jaeckle adjourned the meeting at 10:03AM.

By: \_\_\_\_\_  
JENNY JAECKLE, CHAIR