



**CITY OF NEW BRAUNFELS, TEXAS
CITY COUNCIL - SPECIAL MEETING**



**CITY HALL - COUNCIL CHAMBERS
550 LANDA ST.
NEW BRAUNFELS, TX 78130**

MONDAY, MAY 18, 2026 at 5:00 PM

OUR MISSION

The City of New Braunfels serves the community by planning for the future, responding to community needs, and preserving our natural beauty and unique heritage.

AGENDA

CALL TO ORDER

CALL OF ROLL: CITY SECRETARY

INVOCATION: COUNCILMEMBER EDWARDS

PLEDGE OF ALLEGIANCE & SALUTE TO THE TEXAS FLAG

PROCLAMATIONS

- A) New Braunfels City University 2026 [26-476](#)

1. WORKSHOP

- A) Discuss and consider the approval of the Downtown Parking Revenue Reinvestment Annual Plan as recommended by the New Braunfels Downtown Board. [26-434](#)
Jeff Jewell, Director of Economic & Community Development

PRESENTATIONS

- A) Presentation of the 2026 New Braunfels Community Survey results. [26-364](#)
Jenna Vinson, Director of Communications & Community Engagement
Tobin McKearin, Chief Operating Officer of Polco.
- B) Presentation and update on the ADA Self Evaluation and Transition Plan [26-542](#)
Scott McClelland, Assistant Transportation and Construction Services Director
- C) Presentation and update on the City Right-of-Way Beautification Team [26-603](#)
Jared Werner, Assistant City Manager

2. EXECUTIVE SESSION

In accordance with the Open Meetings Act, Texas Government Code, Ch. 551.071, the City Council may convene in a closed session to discuss any of the items listed on this agenda. Any final action or vote on any executive session item will be taken in open session.

- A) Deliberate the appointment and duties of an Interim City [26-611](#) Attorney in accordance with Section 551.074 of the Texas Government Code.

3. **IF NECESSARY, RECONVENE INTO OPEN SESSION AND TAKE ANY ACTION RELATING TO THE EXECUTIVE SESSION AS DESCRIBED ABOVE.**

4. **ADJOURNMENT**

CERTIFICATION

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

Gayle Wilkinson, City Secretary

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.

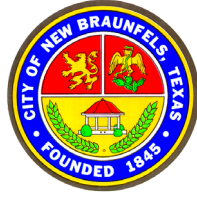


City Council Agenda Item Report

550 Landa Street
New Braunfels, TX

5/18/2026

Agenda Item No. A)



Proclamation

THE STATE OF TEXAS §
COUNTY OF COMAL §
CITY OF NEW BRAUNFELS §

WHEREAS, New Braunfels City University was launched in 2011 to give residents more insight into the day-to-day operations of the City of New Braunfels and provide participants with a greater understanding of their local government; and

WHEREAS, in 2024 the City added a youth component and reserved spots in the class for a high school student from each Council District; and

WHEREAS, City University promotes and enhances community engagement by providing a quality program that connects New Braunfels residents with each City department to learn about the services, programs, initiatives, and projects offered by these departments and the challenges and opportunities facing our community; and

WHEREAS, with this graduating class of 33 students, more than 390 New Braunfels residents have connected with their local government and increased their knowledge of municipal services by completing this enlightening course.

NOW THEREFORE, be it resolved, that I, Neal Linnartz, Mayor of the City of New Braunfels, Texas, hereby recognize and congratulate:

- | | | |
|----------------------|------------------|-------------------|
| Marilyn Achilles | Tammy Howze | Justin Morales |
| Angela Allen | Dean Jones | Keith Remo |
| Jill Bateman-Pickard | Christopher King | Samantha Ridgeway |
| Zachary Blythin | Chloe Kowall | June Smith |
| Jeri Burgess | Tennyson Luhrs | Garry Tackett |
| Lindsey Campbell | Angie Martinez | Cammie Talley |
| Christopher Dayley | Mandi Mawyer | Leonard Valerio |
| Scott Easterwood | Trista McIntire | Trena Wilkinson |
| Jeffrey Goebel | Ana Mendizabal | Guy Williams II |
| Shirley Gwosdz | Kelly Minor | Lauren Wolgamott |
| Ariana Hill Sanchez | Donna Mitchell | Danny Ybarra |

As the 2026 graduating class of New Braunfels City University.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of New Braunfels to be affixed this the 11th day of May 2026.

CITY OF NEW BRAUNFELS

NEAL LINNARTZ, Mayor

5/11/2026

Agenda Item No. A)

PRESENTER:

Jeff Jewell, Director of Economic & Community Development

SUBJECT:

Discuss and consider the approval of the Downtown Parking Revenue Reinvestment Annual Plan as recommended by the New Braunfels Downtown Board.

DEPARTMENT: Economic & Community Development**COUNCIL DISTRICTS IMPACTED:** 1, 5**BACKGROUND INFORMATION:**

The City of New Braunfels launched a managed parking program in Downtown in July 2025 to better manage a limited public resource - parking spaces - and improve access to Downtown destinations. As part of the program, a dedicated Parking Revenue Fund was established to ensure that parking revenue generated in Downtown is reinvested directly back into the district to enhance the visitor experience, support local businesses, and improve the public realm.

Annual parking revenue after program expenses is projected at approximately \$373,833, based on \$196,000 in net revenue generated from July 2025 through February 2026.

To guide reinvestment decisions, the Downtown Board established a Parking Revenue Advisory Standing Committee. The committee evaluated potential uses for revenue and developed recommendations that were approved by the Downtown Board. On February 9, 2026, the committee identified priority categories for reinvestment and on March 23, 2026, the committee prioritized the categories in the following order of importance:

1. Pedestrian Safety & Comfort Projects that enhance walkability, safety, and the pedestrian environment in Downtown, including crosswalk improvements, pedestrian lighting, shade and landscaping, seating, ADA curb improvements, and completion of missing sidewalks.

2. Improved Parking Experience Projects that help visitors easily locate parking while improving the overall convenience and experience of visiting Downtown. Examples include wayfinding signage, parking maps, parking lot lighting, parking space striping, and public art or placemaking features.

3. Additional Parking Supply Projects to increase available public parking, including reconfiguring existing parking lots to gain additional spaces and leasing private property for public parking opportunities.

The Parking Revenue Committee and the Downtown Board also recommended the creation of a Landscaping and Maintenance Worker position to support a broader Downtown beautification team. This team will work 40 hours per week in Downtown performing cleaning, landscaping, and minor maintenance tasks such as sidewalk and curb cleaning, trash removal, landscaping upkeep, graffiti removal, minor repairs, maintenance of public furnishings, and more.

ISSUE:

Maintaining clean, safe, and attractive public spaces is essential to Downtown’s image, safety, and day-to-day usability for businesses, residents, and visitors. The proposed Annual Reinvestment Plan directs efforts and specific projects to reinvest parking revenue into Downtown improvements.

STRATEGIC PLAN REFERENCE:

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

FISCAL IMPACT:

The Economic and Community Development Department will oversee implementation of the Parking Revenue Reinvestment Plan and provide quarterly progress reports to the Downtown Board’s Parking Revenue Committee.

Consideration of the fund’s current balance will be analyzed before advancing specific projects.

The plan supports all five of the City’s Strategic Plan goals by improving walkability, supporting placemaking and public art, and reinvesting revenue into quality-of-life improvements in Downtown.

RECOMMENDATION:

Staff recommends the approval of the Downtown Parking Revenue Reinvestment Annual Plan.

Downtown New Braunfels Parking Revenue Reinvestment Annual Plan – FY 2026-2028



Summary

This document outlines the Downtown New Braunfels Parking Revenue Reinvestment Annual Plan for fiscal years 2026-2028. This plan is intended as a policy document to ensure that parking revenue is strategically reinvested to enhance the downtown area for residents, businesses, and visitors. It details the Downtown Board's reinvestment priorities, the Downtown Beautification & Maintenance Program, the plan's alignment with city strategic goals, and the program's administration and reporting structure. The financial projections provide a current and projected forecast of anticipated revenue, expenditures, and ending balances.

Background

The City of New Braunfels launched a managed parking program in Downtown in July 2025. As part of the program, the City established a dedicated Parking Revenue Fund to ensure that parking revenue generated in Downtown was reinvested directly back into the district to enhance the parking and visitor experience, support local businesses, and improve the public realm with focused infrastructure projects.

The managed parking program was implemented to better manage a limited public resource - parking spaces - and to improve access to Downtown destinations. The program is intended to:

- Promote fairness and better use of a limited public resource
- Make convenient parking spaces available to more users
- Improve turnover and access for customers, visitors, and short-stay uses
- Reduce cruising for parking and related congestion
- Prevent the need to overbuild additional parking supply

Annual parking revenue - after program management and enforcement expenses - is projected at approximately \$370,000 per year based on net revenue received through the managed parking program from July 2025 through March 2026.

Reinvestment Priorities

To guide reinvestment decisions, the Downtown Board established a Downtown Parking Revenue Advisory Standing Committee. The committee evaluated potential uses for revenue and developed recommendations that were subsequently approved by the Downtown Board. The three priority reinvestment categories are:

Pedestrian Safety & Comfort

Example projects: crosswalk restriping and enhancements, completion of missing sidewalks, pedestrian safety improvements such as bulbouts and traffic calming improvements, seating and public gathering spaces, trees shade structures and landscaping, and ADA curb improvements

Improved Parking Experience

Example projects: restriping of parking spaces including ADA spaces, wayfinding signage and pedestrian kiosks, parking maps and digital resources, parking space striping and lot improvements, public art and placemaking features, parking education efforts, lighting improvements in parking lots and the pedestrian realm

Additional Parking Supply

Example projects: reconfiguring existing public parking lots to gain additional spaces, leasing private property for public parking opportunities, due diligence for structured parking solutions

Downtown Beautification & Maintenance Program

A new Landscaping & Maintenance Worker position was approved by the Downtown Board, working 40 hours per week in Downtown performing:

Cleaning

- Sidewalk and curb cleaning
- Trash and debris removal
- Cleaning crosswalk striping benches railings and trash receptacles
- Leaf blowing and debris removal
- Power washing as needed

Landscaping

- Tree mulching and landscape maintenance
- Tree removal and replacement
- Planting trimming and installing new landscaping

Maintenance

- Minor hardscape repairs such as resetting pavers or repairing benches
- Painting and general maintenance of public fixtures
- Maintenance of public furnishings and amenities
- Banner installation and seasonal décor
- Graffiti abatement and migratory bird abatement

These services ensure that the Downtown area remains attractive, safe, and welcoming while preserving the condition of public infrastructure.

Alignment with City Strategic Goals

This Revenue Reinvestment Plan supports the City's Strategic Plan goals of Enhanced Connectivity, Community Identity, Organizational Excellence, and Community Well-Being. Planned investments will improve walkability and pedestrian safety, enhance placemaking

through landscaping and public art, and leverage cross-department collaboration to deliver visible improvements in Downtown using diversified revenue sources. These efforts contribute to an improved quality of life for residents, businesses, and visitors while reinforcing Downtown New Braunfels as a vibrant and welcoming community destination.

Program Administration and Reporting

The Economic and Community Development (ECD) Department will oversee implementation of the Parking Revenue Reinvestment Plan. Responsibilities include:

- Hosting monthly coordination meetings with the beautification team to identify focus areas and develop work plans
- Conducting routine inspections and responding to maintenance issues as they arise
- Implementing projects within the priority categories identified by the Downtown Board
- Prioritizing projects that can be completed efficiently while delivering visible improvements
- Preparing quarterly progress reports for the Downtown Board's Parking Revenue Committee summarizing completed projects maintenance activities and reinvestment outcomes

The program will also maintain flexibility to address weather-related damage, emergency repairs, and other maintenance needs as they arise or are identified.

Financial Projections (FY 2025-2028)

The following charts provide a breakdown of projected revenue, expenditures, and balances for the Downtown New Braunfels Parking Revenue Reinvestment Plan over the next three fiscal years. All figures are estimates and subject to change based on actual revenue and project costs.

Revenue Breakdown

Fiscal Year	Revenue Available for Reinvestment
2025-2026	\$373,833
2026-2027	\$391,311
2027-2028	\$399,183

Expenditure Categories

Fiscal Year	Pedestrian Safety & Comfort	Improved Parking Experience	Parking Supply
2025-2026	\$243,750	\$45,000	\$50,000
2026-2027	\$280,000	\$65,000	\$65,000
2027-2028	\$216,500	\$75,000	\$65,000

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Projected Ending Balance

Fiscal Year	Projected Ending Balance
2025-2026	\$35,083
2026-2027	\$16,394
2027-2028	\$59,077

5/18/2026

Agenda Item No. A)

PRESENTER:

Jenna Vinson, Director of Communications & Community Engagement
Tobin McKearin, Chief Operating Officer of Polco.

SUBJECT:

Presentation of the 2026 New Braunfels Community Survey results.

DEPARTMENT: Communications

COUNCIL DISTRICTS IMPACTED: All

BACKGROUND INFORMATION:

The National Community Survey (NCS) is developed and provided by the National Research Center at Polco in partnership with the International City/County Managers Association (ICMA). The City of New Braunfels has conducted this survey six previous times - 2012, 2014, 2017, 2019, 2022, and 2024. Hundreds of communities in nearly every U.S. state conduct the NCS, which allows cities to not only compare their results to previous years to develop trends, but also benchmark results against communities from across the country. The wording and items are intentionally standardized to establish trend lines and allow for benchmarking

The survey was conducted in two parts - a random sample survey and an open participation survey. For the random sample survey, a sample of 4,500 addresses within the city limits was selected at random. This sample ensured community-wide representativeness and distributed representation from each council district. Data collection was conducted from January 19 through March 16. During this time, 426 responses were received for a margin of error of 4.8% (our goal is less than 5%). The open participation survey was made available to the public online from February 16 to March 16 and 1,278 responses were received.

STRATEGIC PLAN REFERENCE:

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

FISCAL IMPACT:

N/A

5/18/2026

Agenda Item No. B)

PRESENTER:

Scott McClelland, Assistant Transportation and Construction Services Director

SUBJECT:

Presentation and update on the ADA Self Evaluation and Transition Plan

DEPARTMENT: Transportation and Construction Services**COUNCIL DISTRICTS IMPACTED:** Citywide**BACKGROUND INFORMATION:**

Presentation and update on the ADA Self Evaluation and Transition Plan

ISSUE:

N/A

STRATEGIC PLAN REFERENCE: Economic Mobility Enhanced Connectivity Community Identity Organizational Excellence Community Well-Being N/A

Complete an ADA Transition Plan

FISCAL IMPACT:

N/A

RECOMMENDATION:

N/A

5/18/2026

Agenda Item No. C)

PRESENTER:

Jared Werner, Assistant City Manager

SUBJECT:

Presentation and update on the City Right-of-Way Beautification Team

DEPARTMENT: Public Works**COUNCIL DISTRICTS IMPACTED:** Citywide**BACKGROUND INFORMATION:**

IN FY25, City Council authorized the creation of the Right-of-Way Beautification Team. This presentation will provide an update on the team and initiatives that have been implemented.

ISSUE:

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STRATEGIC PLAN REFERENCE:

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

Milestone 4: Allocate resources and recurring funding dedicated to community-wide beautification and streetscape enhancements.

FISCAL IMPACT:

N/A

RECOMMENDATION:

[Enter Text Here]



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5/18/2026

Agenda Item No. A)
