

DRAFT

CTTC Advisory Board January 28, 2025 Strategic Planning Minutes

CENTRAL TEXAS TECHNOLOGY CENTER (CTTC) ADVISORY BOARD			
The City of New Braunfels in partnership with the City of Seguin established the Central Texas Technology Center (CTTC) Board to assist in the administration of the CTTC and its programs. The CTTC Board is charged with the responsibility of oversight for the CTTC and with keeping both City Council's informed on the operations. <i>10 members / 3-year terms, lifetime max of 2 terms / quorum = majority of duly appointed (6 of 10)</i>			
NEW BRAUNFELS		SEGUIN	
X	Rachel Behnke – New Braunfels ISD – Secretary	X	Sergio Juarrieta– Seguin ISD
X	Bret Bradberry - Caterpillar. – Vice-Chair	X	Jason Dinscore – CMC, steel - Chair
X	Shane Hines – New Braunfels EDC	X	Melissa Gossett – Navarro ISD
X	Renee Martinez, Comal ISD	X	Josh Wilson – GRMC
	Lucas Conder		Rosie Torres
OTHER MEETING ATTENDEES: Jessica Dersen, City of Seguin Josh Schneuker, City of Seguin Shannon Gildea, City of New Braunfels Jeff Jewell, City of New Braunfels Mike Crowley, New Braunfels Chamber Sharon Nittinger, Northeast Lakeview College Dr. Veronica Garcia, Alamo Colleges – Northeast Lakeview College Mike Anderson, TSTC Dr. Greg Gibson, Moak Casey facilitator Rusty Brockman, Cemex Kathy Meurin, citizen/NBEDC Jim Holster, citizen Richard Kelsheimer, citizen			

1. Call to Order at 12:09pm
2. Roll call; Quorum established
3. No Citizen's communication presented
4. Discussion and Possible Action
 - A. Discussion and update on the status of the Central Texas Technology Center
 - NLC will be moving into the new building – anticipating Fall of 2026
 - TSTC would be interested in taking over the rest of the building; would be especially focused on short-term workforce training programs

B. Legislative priorities

- ISDs – funding, school safety
- TSTC – funding for workforce training, startup funding, capital funding, CDL
- TxFAME – none specifically, work alongside TSTC
- Alamo/NLC – new performance funding model – transfer to private universities do not currently count, expanding workforce programs across 5 sectors, no funding for outside of the district programs
- NB – partnering with Seguin to advocate for TSTC, advocating for public schools, mobility and interconnectedness
- Seguin - supporting public schools and postsecondary, economic development incentives, proactive on positive impact for cities and what is best for our communities

C. Update on growth and employment conditions in New Braunfels, Seguin, Guadalupe County and Comal County (attachments)

- A lot of opportunity with growing populations; perfectly positioned with proximity to San Antonio and Austin
- Review and discussion of demographic data between Comal and Guadalupe counties; reviewed job posting data

D. Discussion on the mission, vision, and future of the CTTC

- Dr. Greg Gibson – consultant from Moak Casey
- WHAT – Strategic Objective: Students, Staff, Stakeholders, Stewardship
 - i. Students: **Secondary, Postsecondary** (Academic and Workforce)
 - ii. Stakeholders: **Industry, Communities**
- HOW – Strategic Action – worked through several items:
 - i. Strategic Objective #1 - Students - Secondary
 - 1. Cross-functional communication to encourage communication
 - 2. Clear strategic direction and action
 - ii. Strategic Objective #2 - Students – Postsecondary
 - 1. Cross-functional communication to encourage communication – work/skill opportunities
- WHY – Mission (what benefit do we provide_)
 - i. Targeted beneficiaries – students and the workforce
 - ii. Big actions - supporting the provision of opportunities, aligning efforts, clear communication
 - iii. Why –quality of life, opportunities, generational change

5. Committee Updates

- A. Discussion and update from the Facility Naming and Signage Committee – none presented
- B. Discussion and update from the Workforce and ISDs Committee - none presented

6. Minutes from 12/10/24 reviewed and approved

Meeting adjourned 2:24pm