

**DRAFT - MINUTES  
OF THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORPORATION  
REGULAR MEETING OF THURSDAY, NOVEMBER 20, 2025**

**AGENDA**

**1. CALL TO ORDER**

President Shane Hines called the meeting to order at 4:00PM.

**2. ROLL CALL**

Present: Tera Thompson, Jason Hurta, Don Austin, Larry Hammonds, and Shane Hines

Absent: Kathy Meurin and Kristen Carden

Also in Attendance: Mayor Neal Linnartz

**3. APPROVAL OF MINUTES**

A) Approval of the September 30, 2025 special-called meeting minutes

President Hines introduced this item. Director Hurta motioned to approve the September 30, 2025 special-called meeting minutes, Director Austin seconded, and the motion was approved unanimously.

B) Approval of the October 16, 2025 regular meeting minutes

President Hines introduced this item. Director Thompson motioned to approve the October 16, 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.*

President Hines introduced this item. No comments were made.

**5. TREASURER'S REPORT**

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

President Hines introduced this item. Jared Werner, Assistant City Manager, presented on this matter. Mr. Werner identified a 2.3% increase in sales tax collections for the month of September as compared to September 2024. With all adjustments removed, the current period collections increased by 3.0%. Fiscal year 2025 sales tax collections are up 1.7% as compared to FY24. Mr. Werner shared

additional graphs including projected revenues, current commitments to projects, detailed expenditures for FY25 projects, and the projected ending fund balance from FY2026 to FY2030.

## **6. ADVISORY TEAM REPORT**

A) Presentation and discussion on the Quarterly Advisory Report President Hines introduced this item. Michele Boggs, SVP of Economic Development at the New Braunfels Chamber, provided an update on Q3 business leads and recent successes of Lefko and Aumovio. Tate Korpi, Director of Data and Research at the New Braunfels Chamber, presented a retail report including market and visitation trends, population growth, retail market vacancies and square footage, visitor metrics, consumer lifestyle data, retail clusters, consumer performance, and retail demands. Ms. Boggs updated the Board on unemployment data, labor force participation, and business retention data.

## **7. PRESENTATION, DISCUSSION, AND POSSIBLE ACTION**

A) Presentation and discussion on proposed expenditures to support transportation, pedestrian, childcare, and placemaking projects President Hines introduced this item. Jeff Jewell, Director of Economic and Community Development, presented a follow-up to the strategic planning workshop by identifying projects pertaining to transportation, pedestrian, childcare, and placemaking efforts.

Scott McClelland, Assistant Director of Transportation and Construction Services, discussed project outlines, funding plans, and schedules for the following projects:

- AAMPO Citywide Pedestrian Project - Final Design: Hanz Drive, Avery Parkway, Peach, Plum, and Grape
- Gruene Area Pedestrian Improvements - Final Design: ADA improvements, Gruene Road, Hunter Road, intersection realignment at Gruene & Rock
- Downtown Street and Utility Standards: Design standards for ROW improvements to implement consistent and efficient projects by the City and through private partnerships

Mr. Jewell presented on placemaking efforts throughout the Downtown (lamppost improvements, downtown tree revitalization and uplighting, hardscape pedestrian improvements, and public art) and West End (utility pole art or banners, bollards, shade structures/trees)

**and support of Early Childhood Education matters in New Braunfels.**

**Mr. Jewell answered questions from the Board.**

B) Public hearing, discussion, and possible action approving an expenditure, of up to \$2,200,000, to The Neue, LLC., for a mixed-use development project and public infrastructure improvements, pursuant to Section 501.103 of the Texas Local Government Code.

President Hines introduced this item. Jordan Matney, Deputy City Manager, presented on this matter. Ms. Matney detailed the background of the project, the NBEDC's statutory authority to support the project, she shared photos of the existing building at the site, a high-level schematic of the right-of-way improvements, and the City plans and policies which support this project (Downtown Implementation Plan, Envision NB, City's Strategic Plan, and NBEDC Strategic Priorities). Ms. Matney identified community benefits of redevelopment, the importance of adding more residents in Downtown, photos of project renderings, a table displaying details of the incentive structure, and overall public benefits for the project. The Board discussed the item; Ms. Matney and Mr. Jewell answered questions.

President Hines opened the public hearing at 4:53PM. Resident Jonathan Alorda spoke in support of the project and asked a clarifying question. Ms. Matney provided an answer. President Hines closed the public hearing at 4:56PM.

Director Austin motioned to support the project expenditure, Director Hurta seconded, and the motion was approved unanimously.

## **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 negotiations in accordance with Section 551.087 of the Texas Government Code:

1. Project Shoot
2. Project Thread
3. Project Icon

4. Gruene 16

President Hines introduced this item. The Board adjourned to Executive Session at 5:00PM. Executive Session was opened at 5:07PM, the items were discussed in the order on the posted agenda. No action was taken. The Board returned to open session at 5:35PM.

**9. ADJOURNMENT**

President Hines adjourned the meeting at 5:38PM.

By: \_\_\_\_\_  
SHANE HINES, PRESIDENT