

**DRAFT - MINUTES
OF THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORP. WORKSHOP
REGULAR MEETING OF THURSDAY, MAY 16, 2024**

AGENDA

1. CALL TO ORDER

President Kathy Meurin called the meeting to order at 4:01PM.

2. ROLL CALL

Present: Kathy Meurin, Shane Hines, Jason Hurta, Don Austin, and Tera Thompson (4:11PM)

Absent: Larry Hammonds and Kristen Carden

Also in Attendance: Mayor Neal Linnartz and Andrew Knudtsen, Economic & Planning Systems

3. 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

4. INDIVIDUAL ITEMS FOR CONSIDERATION

A) Presentation, discussion, and possible action reviewing the Gruene 16 Feasibility Analysis Study

President Meurin introduced this item.

Mandi Scott, Economic and Community Development Manager, provided a brief background on this item and introduced Andrew Knudtsen, Economic and Planning Systems (EPS), to present on the findings of the Gruene 16 Feasibility Study.

Mr. Knudtsen presented a Powerpoint addressing the study which included information about his firm, an introduction outlining the opportunity, objective, approach, and recommended vision for the property. The contents of his report include Council and NBEDC goals, economic and demographic trends, a review of market conditions, broker insights, opportunistic land uses, and a summary of development themes and concepts. He shared population, household,

employment trends, and outlined trends in the office, medical office, retail, industrial, hospitality, and multifamily markets. The EPS team developed three themes for the property and these include visitation, creativity, and local focus scenarios based on City Council and stakeholder input. The visitation scenario recommends a convention center with meeting space and a boutique or limited-service hotel with secondary uses like food and beverage space, multifamily housing, and parks/open space. The creativity scenario recommends a film studio and a boutique hotel with secondary uses like parks/open space or a land bank. The local focus scenario recommends two medical office buildings with secondary uses like for-sale housing, multifamily, and parks/open space. Mr. Knudtsen explained each scenario thoroughly and shared regional examples with market supported data. The EPS team performed a scoring analysis using specific criteria to quantitatively evaluate each proposed scenarios. The visitation scenario scored the highest with a rating of 83.3%, creativity with 80%, and local focus at 70%. Next steps include a financial feasibility analysis and to initiate a developer solicitation process.

The Board shared their thoughts and opinions about the presented scenarios. Mr. Knudtsen answered questions from the Board.

EPS will work with staff on the next step: a financial feasibility and the potential to add a land planner to fit the site.

5. ADJOURNMENT

President Meurin adjourned the meeting at 5:06PM.

By: _____
KATHY MEURIN, PRESIDENT