



**CITY OF NEW BRAUNFELS, TEXAS  
ECONOMIC DEVELOPMENT CORPORATION  
MEETING  
CITY HALL - TEJAS ROOM  
550 LANDA STREET**



**THURSDAY, NOVEMBER 21, 2024 at 5:00 PM**

**AGENDA**

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. APPROVAL OF MINUTES**

- A) Approval of the October 17, 2024 regular meeting [24-1460](#) minutes

**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.*

**5. TREASURER'S REPORT**

- A) Presentation and discussion on the November 2024 [24-1461](#) Treasurer's Report

**6. DISCUSSION AND POSSIBLE ACTION**

- A) Presentation and update on the Continental expansion [24-1499](#) project
- B) Presentation and discussion on the Kohlenberg Road [24-1478](#) Intersection Improvement Project
- C) Presentation, discussion, and update on proposed [24-1142](#) changes to the Coll/Castell Parking Lots

**7. 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 [24-1474](#) negotiations in accordance with Section 551.087 of the Texas Government Code:
  - 1. Project Fiber Source
  - 2. Project Nemo

3. Project Sun
  4. Project Ellie
  5. Project Lark
  6. Project Shoot
- B) Deliberate and consider the purchase, exchange, lease, [24-1476](#) contract terms, due diligence, or value of real property in accordance with Section 551.072 of the Texas Government Code:
1. TSTC Campus
- C) Deliberate pending/contemplated litigation, settlement [24-1477](#) offer(s), and matters concerning privileged and unprivileged client information deemed confidential by Rule 1.05 of the Texas Disciplinary Rules of Professional Conduct in accordance with Section 551.071, of the Texas Government Code, specifically:
1. TaskUs

8. **ADJOURNMENT**

**CERTIFICATION**

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

---

Board Liaison

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.



# Economic Development Corporation Agenda Item Report

550 Landa Street  
New Braunfels, TX

**11/21/2024**

Agenda Item No. A)

---

---

**SUBJECT:**

Approval of the October 17, 2024 regular meeting minutes

**DEPARTMENT:** Economic and Community Development

**DRAFT - MINUTES  
OF THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORPORATION  
REGULAR MEETING OF THURSDAY, OCTOBER 17, 2024**

**AGENDA**

**1. CALL TO ORDER**

President Kathy Meurin called the meeting to order at 5:01PM.

**2. ROLL CALL**

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

**Absent:** Kristen Carden

**Also in Attendance:** Mayor Neal Linnartz

**3. APPROVAL OF MINUTES**

A) Approval of the September 12, 2024 special called meeting minutes  
President Meurin introduced this item. Director Hurta motioned to approve, Director Hines seconded the motion, and the September 12, 2024 special called meeting minutes were unanimously approved.

**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. TREASURER'S REPORT**

A) Presentation and discussion on the October 2024 Treasurer's Report  
President Meurin introduced this item. Jared Werner, Assistant City Manager, presented on this matter. Mr. Werner identified a 9.2% decrease in sales tax collections for August 2024; with adjustments removed, the current to current collections decreased by 3.4%. One of the city's larger sales tax contributors made its August payment in July, which is one of the reasons why July's collections were higher and August's collections were lower. Through eleven months of the fiscal year, sales taxes are up 3.2% and remain above the FY24 budget projection. Mr. Werner shared additional graphs indicating projected revenues, current commitment projections, infrastructure investments, the projected capacity of additional expenditures, and the proposed ending fund balances to FY26.

## 6. DISCUSSION AND POSSIBLE ACTION

A) Presentation and update on the Downtown Right-of-Way Improvement Project

President Meurin introduced this item. Scott McClelland, Assistant Director of Transportation and Capital Improvements, welcomed Nolan Pierce from Kimley-Horn to provide a presentation on this matter. Mr. Pierce shared an overview on the Downtown Right-of-Way Project which will address pedestrian infrastructure improvements to Mill Street, Academy Avenue, and Market Avenue. This project has three objectives: to enhance the pedestrian experience, improve pedestrian connectivity/walkability and meet ADA requirements, and to improve pedestrian safety and visibility on these roadways. The data collection process is 100% complete and construction design plans are at 60% completion. Mr. Pierce listed the proposed improvements and identified three possible additional design alternatives: enhanced native landscaping, pedestrian lighting, and relocating electric and telecommunication lines underground. The costs to add each alternative with a 20% contingency and an anticipated project schedule was shared. Mr. Pierce answered questions from the Board. Jeff Jewell, Director of Economic and Community Development, offered some additional background on this project and an additional funding source for the proposed traffic signals through the City's intersection improvements bond funds and a safety grant from TxDOT.

B) Presentation and update on the Headwaters at the Comal Phase II

President Meurin introduced this item. Mr. Jewell welcomed Nancy Pappas, Managing Director of Headwaters at the Comal, to provide a presentation to update the Board. Ms. Pappas provided a project summary and a program update, reviewed Phase 2 work, highlighted a schedule of additional work to be completed, and identified a funding gap which is needed to complete their capital campaign and finalize the building. A photo review of construction work, programming, changes to the site, and plan drawings was also shared. Ms. Pappas answered questions from the Board.

C) Presentation and update from the SPARK Small Business Center

President Meurin introduced this item. Mr. Jewell provided a brief introduction and summary. Ron Richardson, Business Advisor at SPARK Business Center, updated the Board on business starts/expansions, business plans created, jobs created/retained, loans secured by banks or private sources, continued community

outreach and networking, upcoming classes and programs, and upcoming/completed training events. Mr. Richardson shared his takeaways from his Intercity trip to Franklin, TN and highlighted new clients. Justin Hammack, SPARK Board Treasurer, reviewed the upcoming 2024-2025 budget and April Ryan, SPARK Board Vice-President, outlined five-year plan objectives.

D) Public hearing, discussion, and possible action approving an expenditure of up to \$250,000 to the SPARK Small Business Center to assist with the operation of an economic development program, pursuant to 505.102 of the Texas Local Government Code.

President Meurin introduced this item. Mr. Jewell provided a brief introduction and summary of the FYF25 contract. Mr. Richardson answered questions from the Board. Directors Hammonds, Thompson, and President Meurin voiced their support of SPARK and the services they provide for small businesses in the community.

President Meurin opened the public hearing at 6:00PM. No comments were made. President Meurin closed the public hearing at 6:01PM.

Director Hines motioned to approve the expenditure of up to \$250,000 to the SPARK Small Business Center, Director Hurta seconded the motion, and the item was unanimously approved.

## **7. ADVISORY TEAM REPORT**

A) Presentation and discussion on the Quarterly Advisory Report  
President Meurin introduced this item. Jonathan Packer and Michele Boggs, New Braunfels Chamber of Commerce, presented on this matter. Mr. Packer reviewed Confluence strategic plan priorities. Ms. Boggs discussed leads, pending projects, marketing activity, business retention and expansion work, entrepreneurship, workforce development and education updates, and progress in addressing early childhood education needs in our community. Economic indicators, employment/unemployment numbers, and labor force participation metrics were also shared.

## **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 Lark
  - 2. Project Nemo
  - 3. Project Fiber Source
  - 4. Project Sun
  - 5. Project Ellie
  - 6. Project Info

**President Meurin introduced this item. The Board entered into Executive Session at 6:17PM. The items were discussed in the following order: Project Sun, Project Nemo, Project Fiber Source, Project Ellie, Project Lark, and Project Info. No action was taken.**

- B) Deliberate and consider the purchase, exchange, lease, contract terms, due diligence, or value of real property in accordance with Section 551.072 of the Texas Government Code:
  - 1. TSTC Campus
  - 2. A-154 SUR-34 H FOSTER - ACRES: 0.942, 1.169, 1.14, 1.0, and 2.437

**The items were discussed in the order listed on the agenda. No action was taken. The Board returned to open session at 7:02PM.**

**9. ADJOURNMENT**

President Meurin adjourned the meeting at 7:02PM.

By: \_\_\_\_\_  
KATHY MEURIN, PRESIDENT



# Economic Development Corporation Agenda Item Report

550 Landa Street  
New Braunfels, TX

11/21/2024

Agenda Item No. A)

---

---

**SUBJECT:**

Presentation and discussion on the November 2024 Treasurer's Report

**DEPARTMENT:** Finance



# November NBEDC Treasurer's Report

November 21<sup>st</sup>, 2024

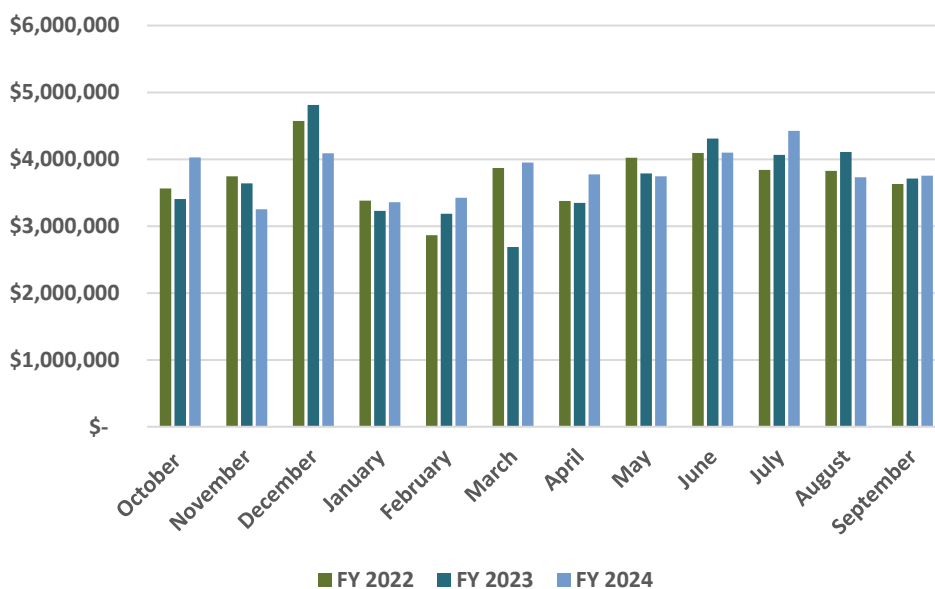
## Overview

The Monthly treasurer's report provides updates on sales tax performance, projected revenue streams and projected commitments and timing of expenditures. The financial commitments of the NBEDC typically span multiple fiscal years; therefore, the report is formatted to project the financial position of the NBEDC over the next five years.

## Sales Tax

Sales tax collections for the month of September increased by 1.1%. When adjustments are removed, current to current collections decreased by 0.3%. At the time this report was completed, the industry level data was not yet available for the month of September. With September being the last month of the fiscal year, gross collections in FY 2024 increased by 3.0%, with current-to-current collections increasing by 2.7%. Net sales tax revenue in FY 2024 still exceeded the initial budget projections.

Gross Sales Tax Collections

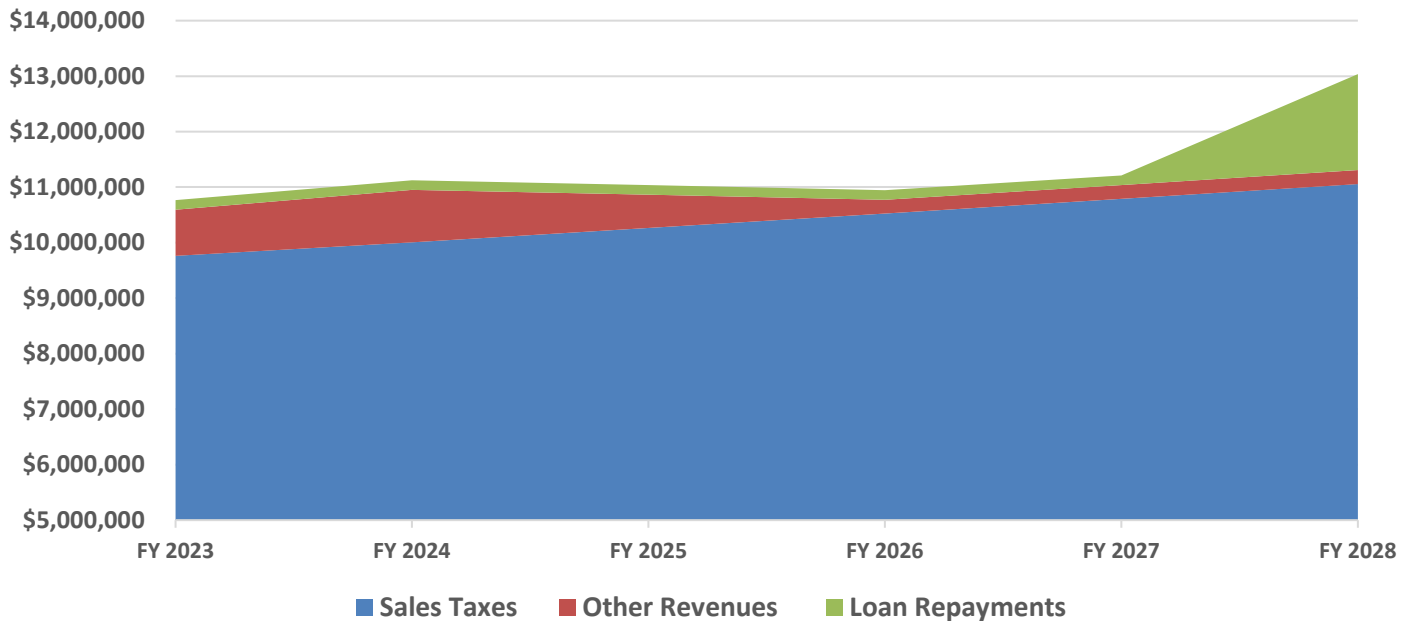


For more information contact:

Jared Werner  
Assistant City Manager  
[jwerner@newbraunfels.gov](mailto:jwerner@newbraunfels.gov)  
830-221-4385

## Revenues

Projected Revenues - FY 2023 to FY 2028



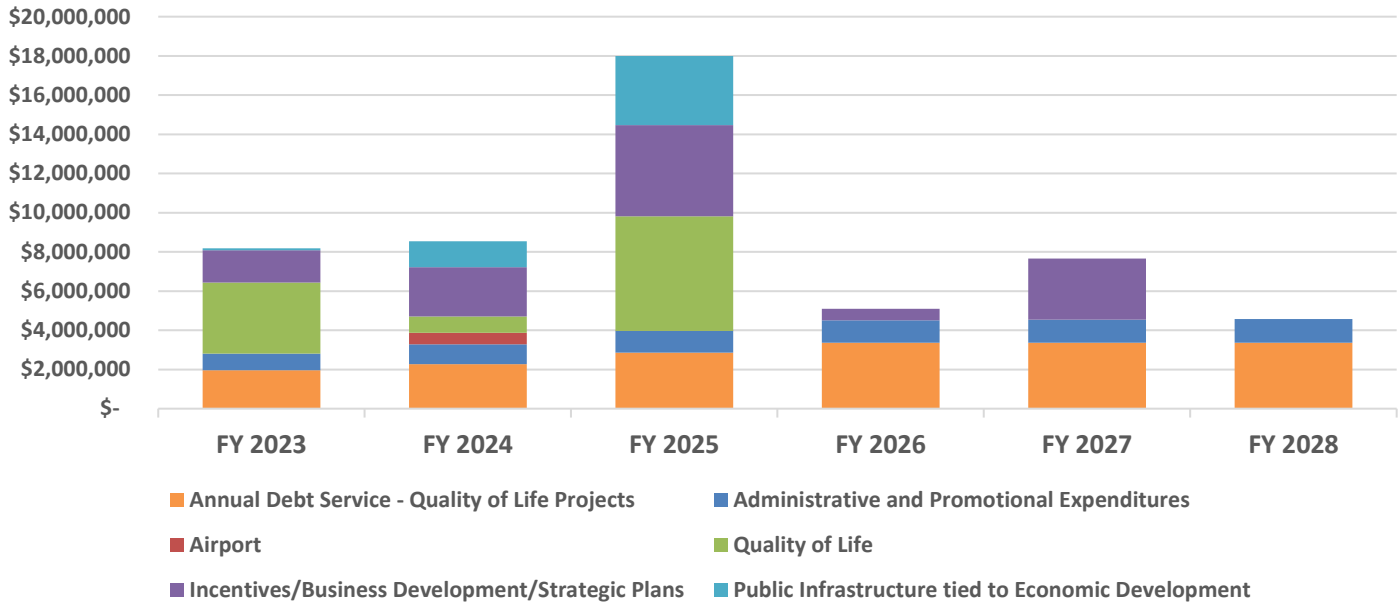
Revenue Projections	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028
Sales Taxes	\$9,761,673	\$10,007,143	\$10,267,134	\$10,523,813	\$10,786,908	\$11,056,581
Interest Earnings	\$831,723	\$944,135	\$600,000	\$250,000	\$250,625	\$251,252
Loan repayments/reimbursements	\$131,900	\$172,954	\$172,954	\$172,954	\$172,954	\$1,728,954
<b>Total Revenues</b>	<b>\$10,766,350</b>	<b>\$11,124,232</b>	<b>\$11,040,088</b>	<b>\$10,946,767</b>	<b>\$11,210,487</b>	<b>\$13,036,786</b>

Sales Taxes - the graph and table above reflect the projected sales tax collections through FY 2028. The projections assume growth of 2.5% annually.

*Loan Repayments* – The NBEDC began receiving loan repayments from the New Braunfels Regional Airport in FY 2022 (ten year) and ASA properties in FY 2023 (five years with a balloon payment in year six – recognized in FY 2028 above).

# Total NBEDC Expenditures – Current Commitments

## Current Commitment Projections - FY 2023 to FY 2028



Current Commitments	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028
Admin/Promotional Expenditures	\$839,996	\$1,005,386	\$1,105,386	\$1,138,548	\$1,172,704	\$1,207,885
Airport	\$0	\$597,500	\$2,500	\$0	\$0	\$0
Quality of Life	\$3,624,967	\$833,627	\$5,841,318	\$0	\$0	\$0
Incentive/Business Development/Strategic Plans	\$1,649,427	\$2,516,385	\$4,653,854	\$596,576	\$3,124,653	\$0
Public Infrastructure tied to Economic Development	\$92,223	\$1,319,550	\$3,521,851	\$0	\$0	\$0
Annual Debt Service*	\$1,967,856	\$2,270,948	\$2,826,406	\$3,361,964	\$3,363,564	\$3,365,289
<b>Total Expenditures</b>	<b>\$8,174,469</b>	<b>\$8,543,396</b>	<b>\$17,987,315</b>	<b>\$5,097,088</b>	<b>\$7,660,921</b>	<b>\$4,573,174</b>

\*Annual debt service includes and assumed debt issuance in FY 2026 for the estimated cost of the Coll Street project.

Projections above include all current commitments of the NBEDC – including those most recently approved including the Landa Lake Dam and Last Tuber’s Exit projects. As a reminder, the NE Parkland acquisition and Castell Avenue phase 1 project (Coll Street Drainage) are reflected in the debt service category.

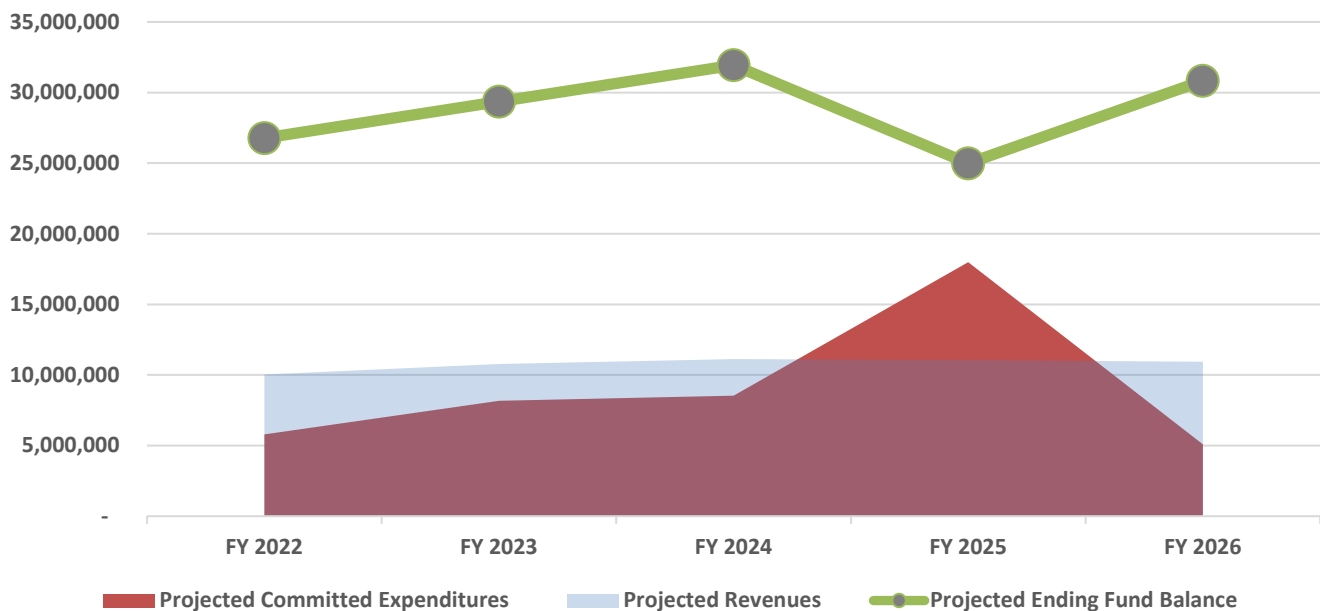
## Future Commitments – Infrastructure/Quality of Life investments

Infrastructure Investment	Project Estimate	Previously Approved by NBEDC	Remaining Investment to be considered
Downtown ROW Enhancements - Phase 1	\$ 4,191,759	\$ 474,920	\$ 3,716,839
West Alligator Creek Trail	\$ 1,942,272	\$ 1,942,272	-
Kohlenberg Road Design Services	\$ 1,308,404	\$ 1,308,404	-
Citywide Pedestrian Improvements - Phase 1	\$ 1,560,007	\$ 1,560,007	-
Landa Lake Dam & Spillway	\$ 1,215,000	\$ 1,215,000	-
Comal River Improvements - Last Tuber's Exit	\$ 1,362,812	\$ 1,362,812	-
Castell Avenue Phase 1 - Coll Street Drainage Construction	\$ 7,200,000	\$ 7,200,000	-
Common Street Pedetrian Improvements	\$ 700,000	\$ 700,000	-
Feasibility & Conceptual Design - Dry Comal Creek Trail	\$ 485,584	\$ 485,584	-
<b>Totals</b>	<b>\$ 19,965,838</b>	<b>\$ 16,248,999</b>	<b>\$ 3,716,839</b>

## Financial Summary – Revenues, Committed Expenditures, and projected Fund Balance (reserves)

The graph above summarizes estimated revenues, committed expenditures and changes to fund balance/Reserves (only based on current commitments).

Revenues, Expenditures and Ending Fund Balance



**11/21/2024**

Agenda Item No. A)

---

**PRESENTER:**

Jeff Jewell, Economic and Community Development Director

**SUBJECT:**

Presentation and update on the Continental expansion project

**DEPARTMENT:** Economic and Community Development

**COUNCIL DISTRICTS IMPACTED:** 4

**BACKGROUND INFORMATION:**

Continental Automotive Systems is a world-leading manufacturer of automotive technologies. The company started in 1871 in Hanover, Germany manufacturing soft rubber products and tires for carriages and bicycles. In 2019, the company invested significantly for the construction and rollout of its 205,000 square foot New Braunfels facility and employs over 400 with plans to employ more than 550 by 2027. Currently, the company has more than \$171 million in taxable value at its New Braunfels facility.

On December 4, 2019, the New Braunfels Economic Development Corporation (NBEDC) voted to approve a \$5,500,000 economic development incentive to Continental for the land acquisition, sewer facilities, building permits, and roadway impact fees associated with the facility. In December 2020, the existing economic development agreement was amended and extended one full year in response to the Covid-19 pandemic. The NBEDC reimbursed building permits and roadway impact fees in April 2021, provided the land acquisition reimbursement in July 2021, and reimbursed the sewer project in March 2023. By the term of the agreement (12/31/2032), Continental will employ a minimum of 576 employees with a minimum aggregate annual wage of \$27,951,206.40.

At present, the New Braunfels facility is competing for an expansion project within Continental's Americas footprint. This presentation will provide an update on this proposed project.

**ISSUE:**

Update and presentation on a proposed Continental expansion project.

**STRATEGIC PLAN REFERENCE:**

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

**FISCAL IMPACT:**

There is no fiscal impact for this item.

**RECOMMENDATION:**

N/A

11/21/2024

Agenda Item No. B)

**PRESENTER:**

Jordan Matney, Deputy City Manager

**SUBJECT:**

Presentation and discussion on the Kohlenberg Road Intersection Improvement Project

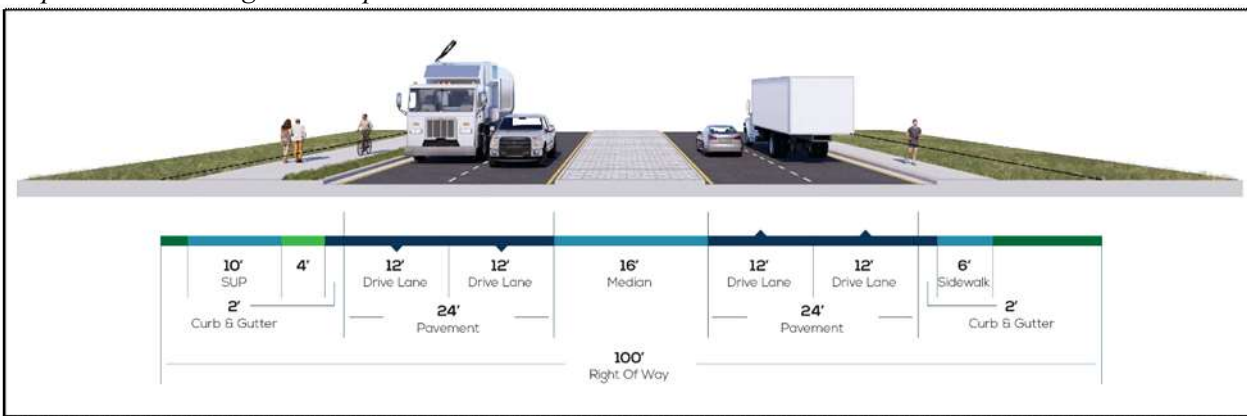
**COUNCIL DISTRICTS IMPACTED: 4**

**BACKGROUND INFORMATION:**

New Braunfels voters approved funding (\$14.3 million) for the improvement and construction of Kohlenberg in May 2023. The NBEDC approved funding for the final design of the Kohlenberg Road improvements in that same year of approximately \$1.3 million. The NBEDC board ranked the improvement of the road at its second highest priority at a summer 2022 workshop.

The Kohlenberg Road project aims to improve the connectivity between FM 1101 and IH-35, provide pedestrian connectivity to the proposed Mayfair Park, and to support the growth and development in the area. To accomplish these goals, Kohlenberg Road will be widened from a two-lane to a four-lane road with turn lanes at major intersections, drainage infrastructure will be added, and a new traffic signal at FM 1101. Pedestrian and bicycle accommodations will also be included:

*Proposed Kohlenberg Road Expansion with Median*



The Mayfair development is adjacent to Kohlenberg Road, which borders the project’s southern boundary. The Mayfair project has a proposed “Street B,” located in the east section that generally runs in a north-south direction and terminates at Kohlenberg Road. Mayfair is proposing to construct street B to the intersection at Kohlenberg.

The construction presents an opportunity to incorporate the project’s ultimate intersection configuration that will also allow for the realignment of Continental Automotive’s existing driveway with the signalized

---

intersection. This will allow for safer and more efficient ingress and egress of vehicles to and from the Continental project. Completion of Street B and this intersection will encourage further commercial development in Mayfair at the corner of Interstate 35 and Kohlenberg Road.

**ISSUE:**

Funding for the intersection improvements at Street B (Mayfair) and Kohlenberg Road.

**STRATEGIC PLAN REFERENCE:**

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

**FISCAL IMPACT:**

TBD

**RECOMMENDATION:**

TBD

**9/12/2024**

Agenda Item No. C)

---

**PRESENTER:**

Jeff Jewell, Economic and Community Development Director

**SUBJECT:**

Presentation, discussion, and update on proposed changes to the Coll/Castell Parking Lots

**DEPARTMENT:** Economic and Community Development

**COUNCIL DISTRICTS IMPACTED:** 5

**BACKGROUND INFORMATION:**

There are two public parking lots on South Castell Avenue near the Civic/Convention Center. The parking lot at 350 South Castell Avenue is owned by the City of New Braunfels and is primarily used by attendees at the Center, city employees who work at 424 South Castell Avenue, nearby businesses, and the public for visits to Downtown and community events. The parking lot at the corner of South Castell Avenue and Coll Street was the former site of Chase Bank, which was purchased by the New Braunfels Economic Development Corporation (NBEDC) in 2016. This lot was seen to be a short or medium-term parking solution as recommended in a 2011 Downtown Parking Plan. The lot was paved as a separate parking lot and is currently used for overflow attendees at the Center, local businesses, and Downtown visitors. As the Center, business, and visitor needs have increased in Downtown, demand for parking has increased.

This presentation will outline the constraints and benefits for reconfiguring these two parking lots to increase the number of parking spaces available. The NBEDC owns the parking lot on the corner of Coll Street and Castell Avenue. A reconfiguration of the two lots will support the Civic/Convention Center's operations and business development in Downtown. Preliminary estimates are that approximately 63 spots can be added from a reconfiguration and joining of the two separate parking lots.

**ISSUE:**

There is an increased need for more parking capacity in Downtown New Braunfels that this project will address.

**STRATEGIC PLAN REFERENCE:**

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

**FISCAL IMPACT:**

N/A - Funding for this project to be derived from Hotel Occupancy Taxes. A preliminary opinion of probable costs estimates this project to cost approximately \$488,000.

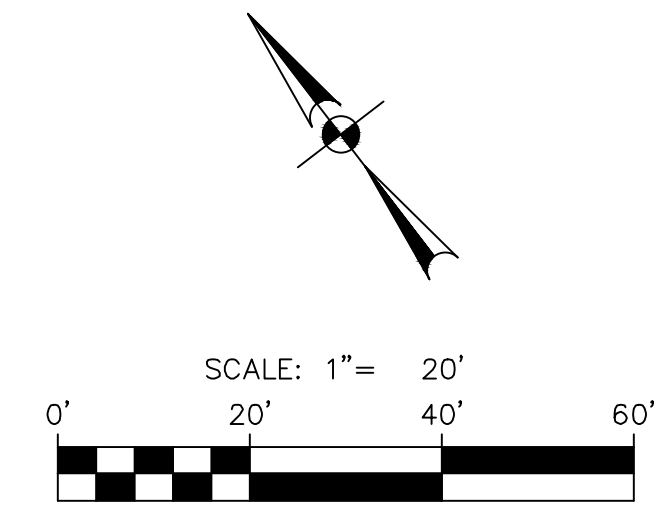
**RECOMMENDATION:**

The NBEDC to provide staff direction on this proposed project.



NO.	REVISION	DATE

Parking Summary	
<b>Existing</b>	
Total Parking Spaces	193
ADA Parking Spaces	9
<b>Proposed</b>	
Total Parking Spaces	258
ADA Parking Spaces	7



**PAPE-DAWSON ENGINEERS**  
 1675 INDEPENDENCE DR, STE 102 | NEW BRAUNFELS, TX 78132 | 830.632.5633  
 TEXAS ENGINEERING FIRM #470 | TEXAS SURVEYING FIRM #10098800

**CASTELL PARKING LOT**  
 NEW BRAUNFELS, TEXAS  
 SITE PLAN

PLAT NO.	
JOB NO.	30068-00
DATE	2-22-24
DESIGNER	JP
CHECKED	DRAWN ML
SHEET	1 OF 1

Date: August 10, 2023, 9:59 AM - User ID: cprestry  
 File: P:\300\68\00\Design\Exhibits\240214-CASTELL  
 P:\300\68\00\Design\Exhibits\240214-CASTELL.dwg - 3/8/24

THIS DOCUMENT HAS BEEN PRODUCED FROM MATERIAL THAT HAS BEEN STORED AND/OR TRANSMITTED ELECTRONICALLY AND MAY HAVE BEEN INADVERTENTLY ALTERED. RELY ONLY ON FINAL HARDCOPY MATERIALS BEARING THE CONSULTANT'S ORIGINAL SIGNATURE AND SEAL. AERIAL IMAGERY PROVIDED BY GOOGLE/UNLESS OTHERWISE NOTED. Imagery © 2016, CAPOCO, Digital Globe, Texas Orthology Program, USDA Farm Service Agency.

# Economic Development Corporation Agenda Item Report

11/21/2024

Agenda Item No. A)

---

---

## **SUBJECT:**

Deliberate issues regarding economic development negotiations in accordance with Section 551.087 of the Texas Government Code:

1. Project Fiber Source
2. Project Nemo
3. Project Sun
4. Project Ellie
5. Project Lark
6. Project Shoot



# Economic Development Corporation Agenda Item Report

550 Landa Street  
New Braunfels, TX

11/21/2024

Agenda Item No. B)

---

---

## **SUBJECT:**

Deliberate and consider the purchase, exchange, lease, contract terms, due diligence, or value of real property in accordance with Section 551.072 of the Texas Government Code:

1. TSTC Campus

# Economic Development Corporation Agenda Item Report

**11/21/2024**

Agenda Item No. C)

---

**SUBJECT:**

Deliberate pending/contemplated litigation, settlement offer(s), and matters concerning privileged and unprivileged client information deemed confidential by Rule 1.05 of the Texas Disciplinary Rules of Professional Conduct in accordance with Section 551.071, of the Texas Government Code, specifically:

1. TaskUs