



**CITY OF NEW BRAUNFELS, TEXAS
ECONOMIC DEVELOPMENT CORPORATION
MEETING
HEADWATERS AT THE COMAL
333 E KLINGEMANN ST.**



THURSDAY, APRIL 16, 2026 at 5:00 PM

AGENDA

1. CALL TO ORDER

2. ROLL CALL

3. APPROVAL OF MINUTES

A) Approval of the March 19, 2026 regular meeting minutes. [26-417](#)

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 April 2026 [26-418](#)
Treasurer's Report.

6. PRESENTATION, DISCUSSION, AND POSSIBLE ACTION

A) Presentation and Q2 update from the SPARK Small [26-442](#)
Business Center

B) Presentation and discussion on proposed project [26-443](#)
expenditures to support upcoming Transportation and
Construction Services projects.

C) Presentation and discussion of a proposed airport loan [26-444](#)
forgiveness

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 [26-440](#)
negotiations in accordance with Section 551.087 of the
Texas Government Code:

1. Gener8tor
2. Gruene 16

3. Project Shoot
4. Project Thread
5. Project Icon
6. Project Casa
7. Texas State Technical College

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

4/16/2026

Agenda Item No. A)

SUBJECT:

Approval of the March 19, 2026 regular meeting minutes.

DEPARTMENT: Economic & Community Development

**DRAFT - MINUTES
OF THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING OF THURSDAY, MARCH 19, 2026**

AGENDA

1. CALL TO ORDER

President Shane Hines called the meeting to order at 5:00PM.

2. ROLL CALL

Present: Kristen Carden (5:07PM), Tera Thompson, Larry Hammonds, Don Austin, Shane Hines, Atanacio Campos, and Cory Elrod
Also in attendance: Mayor Neal Linnartz

3. APPROVAL OF MINUTES

A) Approval of the February 19, 2026, regular meeting minutes.

President Hines introduced this item. Director Austin motioned to approve the February 19, 2026 regular meeting minutes, Director Campos 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 March 2026 Treasurer's Report.

President Hines introduced this item. Jared Werner, Assistant City Manager, presented an update on sales tax revenue. He reported that January 2026 sales tax data reflects an increase of 32.9%, with a net increase of 11.4%. Mr. Werner provided an overview of updated revenue collections and current commitments, noting their alignment with the EDC's recently adopted strategic priorities, the projected fund balance through Fiscal Year 2030, and projected expenditures for the current fiscal year, which will be presented on a project-by-project basis.

6. PRESENTATION AND DISCUSSION

A) Presentation and discussion on possible projects - categorized by

Enhancing Sense of Place/Quality of Life (Strategic Priority 3) and Business Recruitment & Retention (Strategic Priority 4).

President Hines introduced this item. Jeff Jewell, Economic & Community Development Director, presented potential projects aligned with the EDC's recently adopted Strategic Priorities 3 (Enhancing Sense of Place) and 4 (Business Recruitment and Retention). Projects in Priority 3 include a Comal River Master Plan, Downtown placemaking initiatives, HEB Soccer Fields/Camp Comal Athletic Fields renovations, and the Zink Street Gateway intersection project. Projects in Priority 4 include Airport Loan Forgiveness, a targeted incentive plan for Rivermill and the West End, an Industrial Site Readiness Study, the Gener8tor Accelerator Project, and continued support for business expansion and relocation efforts.

Mr. Jewell responded to questions from the Board.

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 negotiations in accordance with Section 551.087 of the Texas Government Code:
 - 1. Project Shoot
 - 2. Project Thread
 - 3. Project Icon
 - 4. Gruene 16
 - 5. Gener8tor
 - 6. Project Casa
 - 7. Texas State Technical College

President Hines introduced this item. The Board adjourned to Executive Session at 5:22PM. Executive Session was opened at 5:26PM. The items were addressed in the following order: Project Casa, Project Shoot, Gruene 16, Project Thread, Gener8tor, Project Icon and Texas State Technical College.

The Board discussed and no action was taken. The Board returned to open session at 5:58PM.

8. ADJOURNMENT

President Hines adjourned the meeting at 5:59PM.

By: _____
SHANE HINES, PRESIDENT



Economic Development Corporation Agenda Item Report

550 Landa Street
New Braunfels, TX

4/16/2026

Agenda Item No. A)

PRESENTER:

Jared Werner, Assistant City Manager

SUBJECT:

Presentation and discussion on the April 2026 Treasurer's Report.

DEPARTMENT: Finance

April NBEDC Treasurer's Report

April 16th, 2026

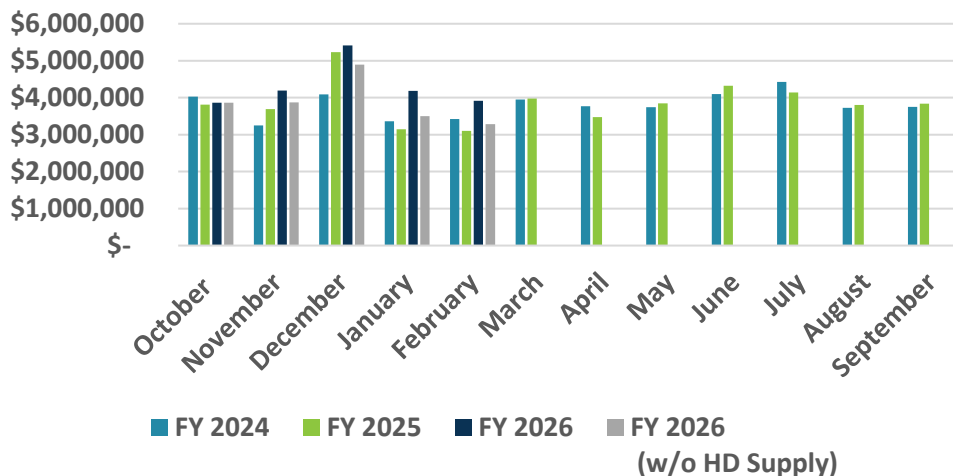
Overview

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

Sales Tax

Compared to February of last year, total sales tax collections increased by 26.3%. The significant increase is partially due to the addition of HD Supply sales tax. When the revenue related to HD Supply sales tax is removed, total collections increased by 5.8% compared to last February. When all adjustments are removed, the current period collections increased by 30.3% (8.6% without HD Supply) compared to February of last year. FY 2026 total sales tax collections are up 13.6% compared to FY 2025.

Gross Sales Tax Collections

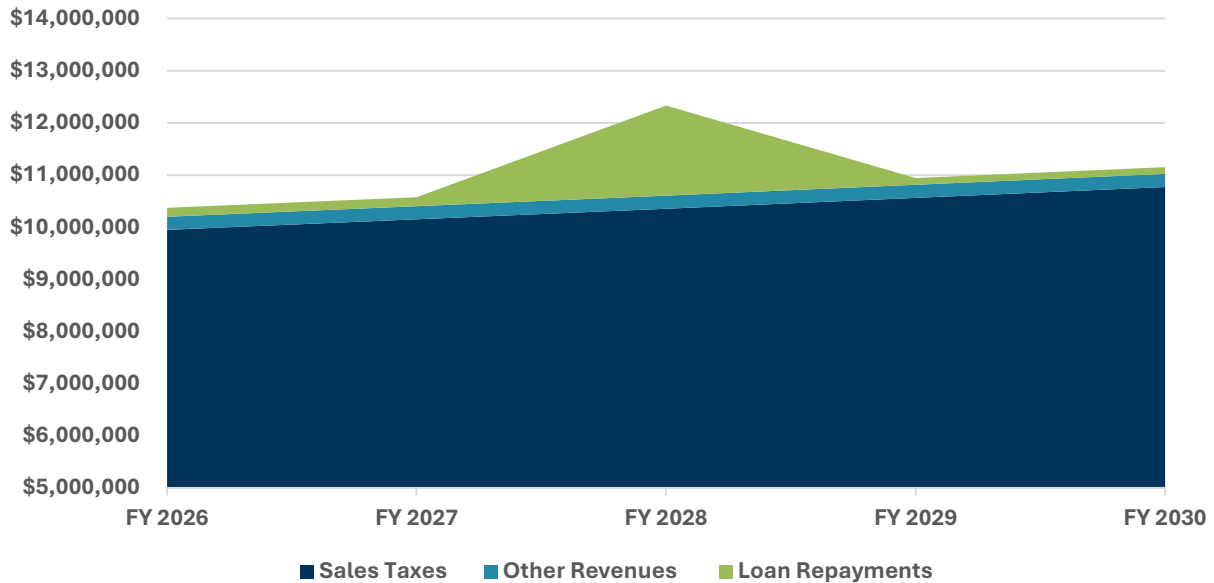


For more information,
contact:

Jared Werner
Assistant City Manager
jwerner@newbraunfels.gov
830-221-4385

Revenues

Projected Revenues - FY 2026 to FY 2030

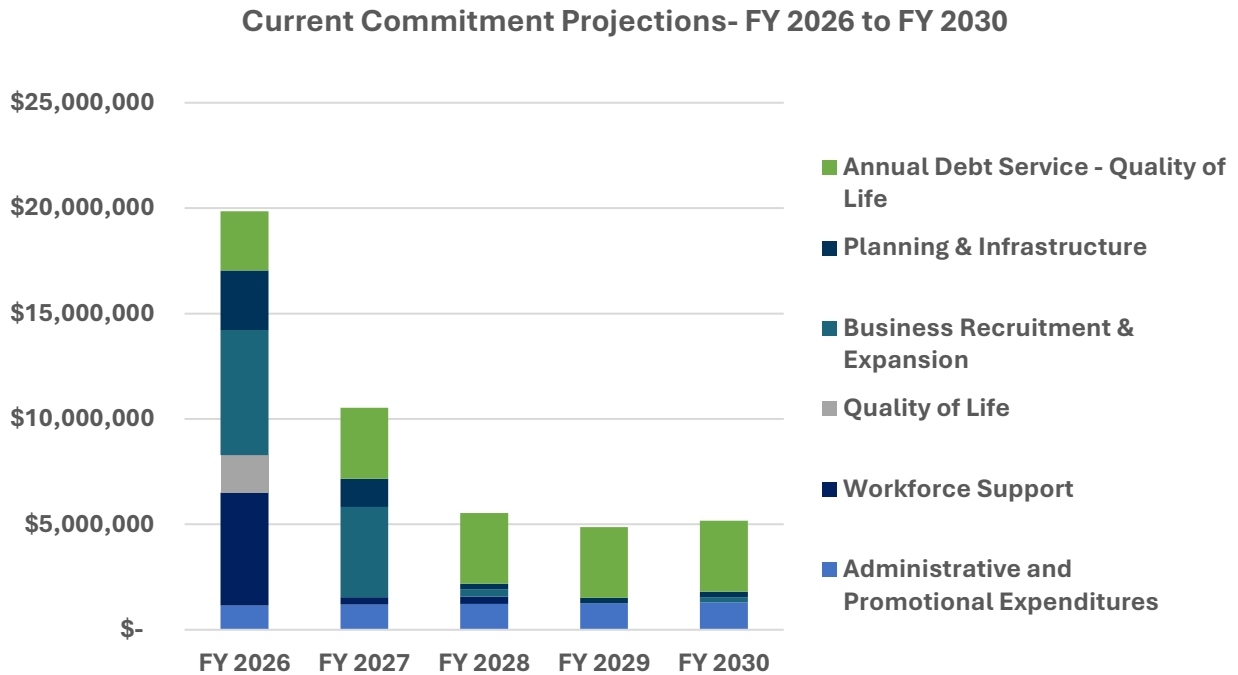


| Revenue Summary | | | | | |
|-----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| | FY 2026 | FY 2027 | FY 2028 | FY 2029 | FY 2030 |
| Sales Taxes | \$ 9,949,425 | \$ 10,148,414 | \$ 10,351,382 | \$ 10,558,410 | \$ 10,769,578 |
| Other Revenues | \$ 250,000 | \$ 250,625 | \$ 251,252 | \$ 251,880 | \$ 252,509 |
| Loan Repayments | \$ 172,954 | \$ 172,954 | \$ 1,728,954 | \$ 128,954 | \$ 128,954 |
| Total Revenues | \$ 10,372,379 | \$ 10,571,993 | \$ 12,331,588 | \$ 10,939,244 | \$ 11,151,041 |

Sales Taxes- The graph and table above reflect the projected sales tax collections through FY 2030. The projections assume a growth of 2.0% annually.

Loan Repayments- The NBEDC began receiving loan repayments from the New Braunfels Regional Airport in FY 2022 (ten years) 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



| Summary | | | | | |
|--|----------------------|----------------------|---------------------|---------------------|---------------------|
| | FY 2026 | FY 2027 | FY 2028 | FY 2029 | FY 2030 |
| Administrative and Promotional Expenditures | \$ 1,155,382 | \$ 1,190,043 | \$ 1,225,745 | \$ 1,262,517 | \$ 1,300,393 |
| Workforce Support | \$ 5,350,000 | \$ 350,000 | \$ 350,000 | \$ - | \$ - |
| Quality of Life | \$ 2,713,823 | \$ 250,000 | \$ 250,000 | \$ 250,000 | \$ 250,000 |
| Business Recruitment & Expansion | \$ 1,640,058 | \$ 3,186,576 | \$ 350,000 | \$ - | \$ 250,000 |
| Planning & Infrastructure | \$ 6,241,686 | \$ 2,183,946 | \$ - | \$ - | \$ - |
| Annual Debt Service - Quality of Life | \$ 2,808,456 | \$ 3,363,564 | \$ 3,365,289 | \$ 3,362,439 | \$ 3,364,839 |
| Total Expenditures | \$ 19,909,405 | \$ 10,524,129 | \$ 5,541,034 | \$ 4,874,956 | \$ 5,165,232 |

The projections above include all current commitments of the NBEDC. Please note that all numbers listed above are projections based on the project and spending timelines. Spending timelines are assessed regularly.

FY 2026 Projected Project Expenditures

Administrative and Promotional Expenditures

| | |
|--|---------------------|
| Chamber of Commerce | \$ 699,996 |
| CONB | \$ 455,386 |
| Administrative and Promotional Expenditures | \$ 1,155,382 |

Quality of Life

| | |
|---|---------------------|
| Last Tuber's Exit Design & Construction | \$ 180,664 |
| Dry Comal Hike and Bike Trail | \$ 225,401 |
| Landa Lake Dam Design & Construction | \$ 987,105 |
| West Alligator Creek Trail | \$ 380,854 |
| South Castell Co-Op | \$ 250,000 |
| Downtown ROW Enhancements | \$ 268,042 |
| Headwaters | \$ 421,757 |
| Quality of Life | \$ 2,713,823 |

Workforce Support

| | |
|--|---------------------|
| SPARK | \$ 250,000 |
| Alamo Colleges District - Northeast Lakeview College | \$ 5,000,000 |
| O&M Zipp Sports Park | \$ 100,000 |
| Workforce Support | \$ 5,350,000 |

Business Recruitment & Expansion

| | |
|---|---------------------|
| Calendar Holdings, LLC | \$ 36,576 |
| Detex | \$ 553,482 |
| Downtown NBU site acquisition | \$ 500,000 |
| Continental ED Incentive/Aumovio | \$ 100,000 |
| Lefko Incentive | \$ 450,000 |
| Business Recruitment & Expansion | \$ 1,640,058 |

Planning & Infrastructure

| | |
|--|---------------------|
| Citywide Pedestrian Improvements | \$ 484,934 |
| Streets and Utility Design Standards Master Plan | \$ 175,000 |
| Castell Ave - Coll Street Drainage Design | \$ 99,669 |
| Kohlenberg Road Intersection Improvements | \$ 750,000 |
| Dry Comal Creek Floodplain Remapping | \$ 240,000 |
| Common Street Pedestrian Improvements | \$ 563,725 |
| Neue Incentive | \$ 1,100,000 |
| EPS - Gruene 16 Feasibility Study | \$ 270,509 |
| Union Pacific Railroad Company | \$ 2,557,850 |
| Planning & Infrastructure | \$ 6,241,686 |

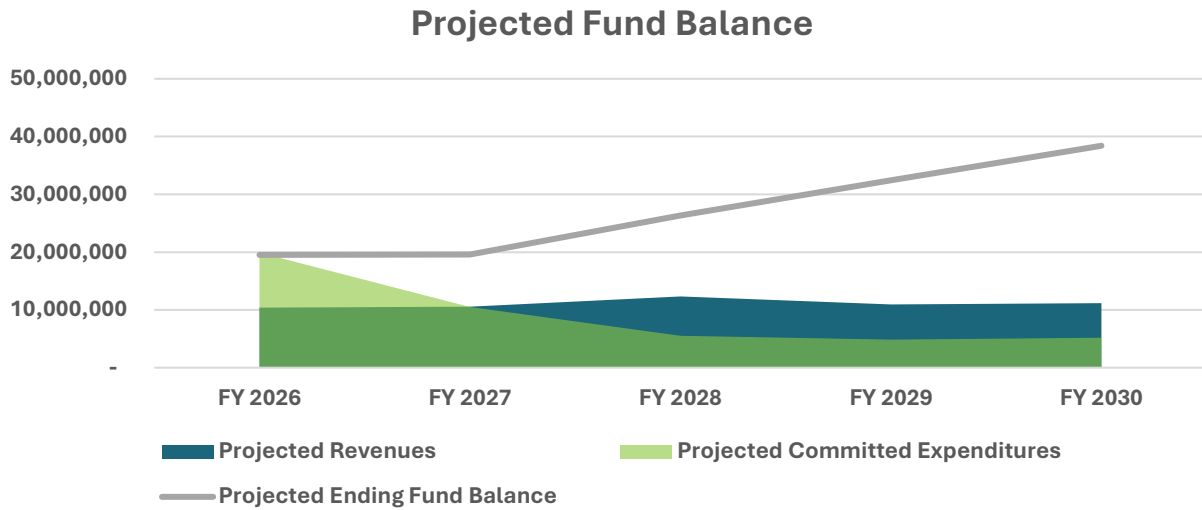
Annual Debt Service - Quality of Life Projects

| | |
|----------------------------|---------------------|
| Existing Debt Service | \$ 2,808,456 |
| Annual Debt Service | \$ 2,808,456 |

Total FY 2026 Projected Expenditures \$ 19,909,405

Financial Summary – Revenues, Committed Expenditures, and Projected Fund Balance

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



4/16/2026

Agenda Item No. A)

PRESENTER:

Ron Richardson, Certified Business Advisor at SPARK Small Business Center

SUBJECT:

Presentation and Q2 update from the SPARK Small Business Center

COUNCIL DISTRICTS IMPACTED: Citywide

BACKGROUND INFORMATION:

The New Braunfels Economic Development Corporation (NBEDC) has an active agreement with the SPARK Small Business Center to help support the operation of a Small Business Development Center satellite office of the University of Texas at San Antonio. The agreement spans from October 1, 2025 to September 30, 2026.

As part of the agreement, SPARK representatives are to provide quarterly reports and two in-person presentations to the NBEDC each year. This presentation is the first of two presentations due to the NBEDC.

Spark Small Business Center Quarterly Report to the New Braunfels Economic Development Corporation

January 1st – March 31st, 2026

Presenting performance metrics and community impact initiatives to the
New Braunfels Economic Development Corporation



Quarterly Spark Office Summary

| | Quarter 1 | Quarter 2 | Q1-Q2 Total |
|---|-------------|-----------|-------------|
| Business Plans Created | 12 | 13 | 25 |
| New Business Starts/Expansions | 4 | 6 | 10 |
| Number of Jobs Created/Retained | 22 | 11 | 33 |
| Capital Infusion (Loans by banks or private sources) | \$1,245,000 | \$605,900 | \$1,850,900 |



Community Engagement Strategy

New Braunfels Rotary

Hill Country Craft Beer Festival
Committee Member (April 25th)

NB Downtown Association

General meetings, collaboration with
downtown businesses (Helped
onboard 2 new members)

Chamber Committees

Business advisory – Presentation “Preparation, Retention, Profit”
Small Business of the Year – Will be announced in May, 2026
Business/Education Partnership – Teacher Luncheon/8th Grade Career Day
Business Expo – Theme “The Great American Road Trip”



Spark SBC Education Updates

New Braunfels ISD

Mock Interview Volunteer;
8th Grade Shark Tank - Investor

Northeast Lakeview – NB

Teaching an evening business
course in Fall 2026.

Comal ISD, Comal Education Foundation

Current Board member of the
Comal ISD Education Foundation,
Incubator Sub-Committee.

Master of Ceremonies for Final Pitch night on May 6th



Westside Community and Spark SBC Partnership

Since June 2025, Spark SBC has partnered with Westside Community Center to provide on-location business advising services.

This strategic initiative eliminates transportation barriers for underserved entrepreneurs and expands our community reach through localized support.

So far, Spark SBC has met with over **60 clients**, and the **feedback has been overwhelmingly positive**. Although this was originally discussed as a short-term initiative, the community participation has reinforced its benefit, and it is now a permanent bi-weekly appointment.



Training & Education Programs (136 Total Training Attendees)



| <u>Date</u> | <u>Training Program</u> | <u>Attendance</u> |
|-------------|--|-------------------|
| 1/09/2026 | Blueprint for Success – Mastering Your Business Model Canvas | 22 |
| 1/20/2026 | Start Smart Webinar | 23 |
| 2/16/2026 | Veteran Entrepreneur Resources | 32 |
| 3/24/2026 | Start Smart Webinar | 15 |
| 3/26/2026 | NB Business Advisory Presentation – Preparation Retention Profit | 44 |

New Business Launches/Expansions



Living Health Holistic



Mark & Beth Davis

General Contractor
830-660-7981
mark@buildwithke.com
beth@buildwithke.com

KE Construction & Renovation - NBTX



This is Home Interior Design



Sassy Song Bird Entertainment



CDM Coatings



NB Express

Spark Google Reviews

 **CPLLC SPURST**

★★★★★ 11 hours ago **NEW**

In reference to the SPARK center; I participated in an online webinar about start up business guidance, which was an excellent presentation with content experts and specific real life applications/examples. Additionally, an attorney was part of the panel who provided an opportunity to submit specific legal questions that were then answered later and quickly. After that I proceeded to contact my local SPARK office, in New Braunfels TX and met with Ron Richardson. The depth of his knowledge and network of resources is incredible and includes some of the most prominent and well humble individuals from the area willing to provide their time and resources to guide us on our business venture(s). And if your looking for solid guidance and advice on starting or expanding a small business, to include hundreds of resources, in print and live, then SPARK Small Business Center if a MUST stop as part of your business journey! Good luck!
Roberto -



 **Sarah Moczygemba**

3 reviews



★★★★★ 2 weeks ago **NEW**

For anyone that is looking to start or has a small business, I HIGHLY recommend connecting with the team there at SPARK SBC. You will not be disappointed & it is FREE!

I recently met with Ron to talk through the steps of setting up and creating my HR consulting business, and he was VERY resourceful! He provided me with so much insight - links to websites, templates/outlines for a business plan, local contacts, information on educational sessions offered, etc. I left the meeting more than satisfied and pleased with the service and support that I received. Ron was also a great "sounding board" to bounce ideas off of, and I especially appreciated his clear communication style, easygoing personality, professionalism, knowledge/expertise, and business intelligence.

The work that SPARK SBC provides is truly amazing. The fact that it is FREE is a huge plus for small business owners. I will 100% be meeting with Ron again!

 **Vincent Brule**

2 reviews



★★★★★ 5 days ago **NEW**

I scheduled an in person meeting with Ron who wears many hats for Sparks. Ron answered all of my questions and some that I had on running a successful business. Ron even gave me a list of items that would be needed to start up my business. Sparks is a hidden gem that I found online to give me a better insight on what is needed to run a business. Ron was willing to get me started in the right direction like we been knowing each other. Thank you Sparks and Ron for all that you do for the community and for myself. They are a true blessing!!!

4/16/2026

Agenda Item No. B)

PRESENTER:

Jordan Matney, Deputy City Manager

SUBJECT:

Presentation and discussion on proposed project expenditures to support upcoming Transportation and Construction Services projects.

COUNCIL DISTRICTS IMPACTED: Citywide

BACKGROUND INFORMATION:

On February 19, 2026 the NBEDC approved four strategic priorities after the culmination of a 10-month Strategic Planning process. These priorities include: Workforce Support, Planning and Infrastructure, Enhancing Quality of Life, and Business Recruitment and Retention.

Staff will present on four upcoming planning and infrastructure projects and address next steps including funding requirements:

1. Citywide Pedestrian Improvements Phase 1 - Construction
2. Gruene Pedestrian Improvements - Final Design
3. AAMPO Citywide Pedestrian Project - Final Design
4. Coll Street Drainage Project

No action is being taken at this time. Any funding requests will be brought to the NBEDC at a future date via formal public hearing.

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 presentation. Any action items with funding requests will be addressed at future meetings with public hearing notices.

4/16/2026

Agenda Item No. C)

PRESENTER:

Jeff Jewell, Economic and Community Development Director

SUBJECT:

Presentation and discussion of a proposed airport loan forgiveness

DEPARTMENT: Economic & Community Development

COUNCIL DISTRICTS IMPACTED: All

BACKGROUND INFORMATION:

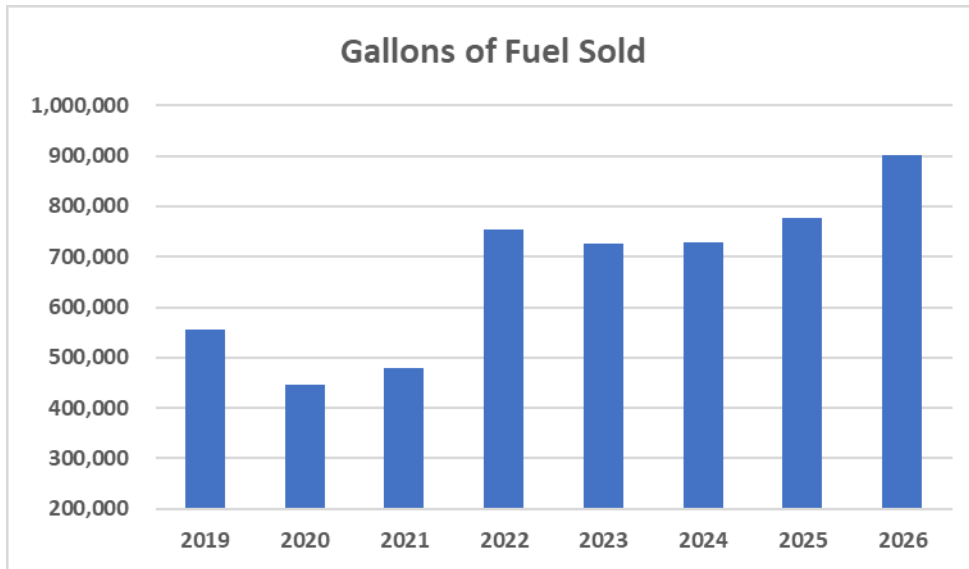
All airports play a variety of different functional roles and contribute at varying levels to meet the transportation and economic needs on a national, state and local level. New Braunfels National Airport - designated a national airport in 2021 - has long been identified as an asset for the city. In addition to serving the need to connect New Braunfels to the rest of the country through the airspace system, the airport has become an integral part of the local community and economy.

Airport operations and activities include business aviation, law enforcement, military, medical care, emergency services, agricultural, scientific, and humanitarian missions. Every year, air visitors in New Braunfels via general aviation, reinforcing the airport’s role as a critical gateway. As a result, the City and its various stakeholders have consistently recognized the need to support the airport’s continued growth and evolution as it assumes a larger role in the national airspace system and the regional economy.

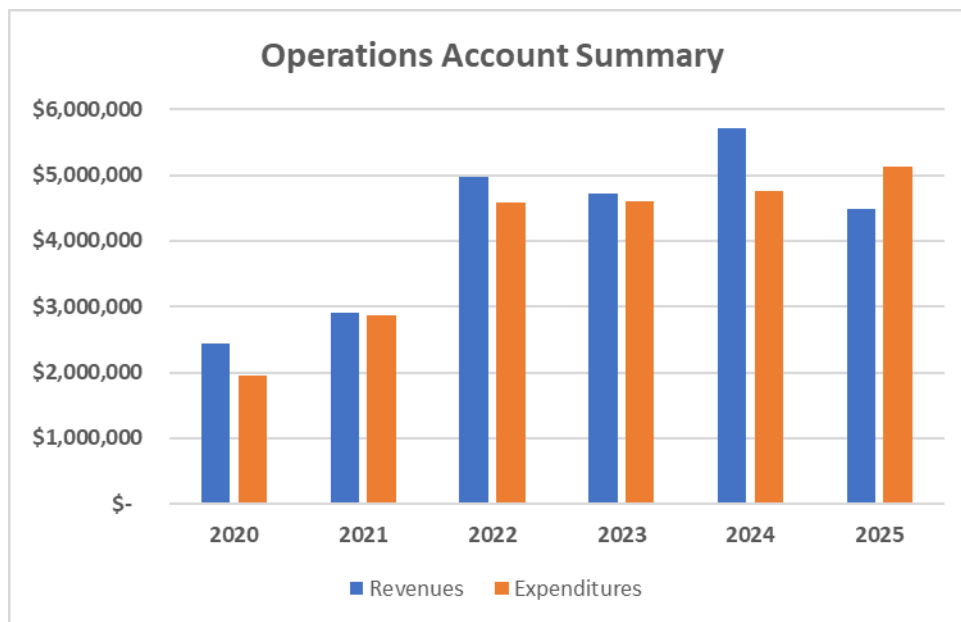
In 2019 the city adopted an airport master plan to guide long-term infrastructure and facility investments, positioning the airport as a premier corporate and business aviation center in the San Antonio-Austin corridor. The plan identified both existing and future infrastructure and facility needs, driven by growth in aviation activity and the regional economy. One key indicator of this activity is operations - defined as a takeoff or landing - which reflect the pace of use at the airport:



Activity at the airport has grown since the Master Plan’s 2019 adoption. Another important indicator - fuel sales, measured in gallons- has also risen significantly in recent years:



While increased activity has driven revenue growth, it has also resulted in corresponding increases in expenditures:



Investments in airport infrastructure enhance airfield readiness and strengthen the airport’s role as a local and regional economic catalyst. Guided by a comprehensive master plan, the New Braunfels National Airport has aligned its development efforts with a vision for capacity, safety, and regional growth. Many of the infrastructure and facility projects identified in the master plan - a new air traffic control tower, terminal and Fixed Base Operation facility, new corporate taxiways and aprons, hangar facilities and stormwater and drainage infrastructure construction - have advanced through feasibility, planning, and design phases.

Recognizing the importance of infrastructure investment in supporting future growth, the NBEDC has

historically supported key infrastructure projects. In 2015, NBEDC provided a \$2,400,000 grant/loan in 2015 to extend a taxiway to enable future hangar developments. Since that time, private development has constructed two hangars along the extended section. These additional hangars and capacity have added operations, activity, fuel sales and corresponding revenue increases, which have been important to airport success.

At the time the agreement was structured, half of the funds were issued to the Airport in the form of a grant, while the other \$1,200,000 was provided as a ten-year amortizing loan with a 3% interest rate. The Airport makes \$129,000 repayments and has done so for the past five years. The remaining balance of the loan is approximately \$644,770.

| | | |
|----|--|---------------------|
| 21 | <i>Loan Terms approved by NBEDC</i> | 10/17/2019 |
| 22 | Airport Loan - 3% Interest Rate - Hard Start @ FY 2021-22 | |
| 23 | FY 2020-21 | |
| 24 | FY 2021-22 | 128,954 |
| 25 | FY 2022-23 | 128,954 |
| 26 | FY 2023-24 | 128,954 |
| 27 | FY 2024-25 | 128,954 |
| 28 | FY 2025-26 | 128,954 |
| 29 | FY 2026-27 | 128,954 |
| 30 | FY 2027-28 | 128,954 |
| 31 | FY 2028-29 | 128,954 |
| 32 | FY 2029-30 | 128,954 |
| 33 | FY 2030-31 | 128,954 |
| 34 | | \$ 1,289,540 |

The New Braunfels National Airport is an enterprise fund, meaning that it does not receive general property or sales tax revenue support. Instead, it relies on revenues generated at the airport through the leasing of land, publicly owned hangars, and the provision of goods and services. However, the scale of ongoing capital infrastructure and facility needs- required to meet growing demand and maintain existing assets- continues to outpace available funding. Forgiveness of the remaining loan would free up approximately \$129,000 in airport revenues, allowing those funds to be reinvested into operations and priority infrastructure projects that support airport’s continued growth and economic impact.

ISSUE:

The NBEDC Strategic Plan identifies Business Recruitment and Retention as one of its four priorities. Continued airport maintenance and expansion to meet projected growth demands from general and corporate aviation will enhance New Braunfels’ position and competitiveness to attract and retain high quality companies. This proposed project would reduce annual airport expenses by \$129,000, allowing the airport to reinvest those proceeds into new projects and capacity expansion that can meet the future demand for services by the general and business aviation community.

STRATEGIC PLAN REFERENCE:

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

FISCAL IMPACT:

This is a presentation and requires no action. Any future action for this project would require a public hearing notice.

Economic Development Corporation Agenda Item Report

4/16/2026

Agenda Item No. A)

SUBJECT:

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

1. Gener8tor
2. Gruene 16
3. Project Shoot
4. Project Thread
5. Project Icon
6. Project Casa
7. Texas State Technical College