



**CITY OF NEW BRAUNFELS, TEXAS
ECONOMIC DEVELOPMENT CORPORATION
MEETING
CITY HALL - COUNCIL CHAMBERS
550 LANDA ST.**



THURSDAY, MARCH 19, 2026 at 5:00 PM

AGENDA

1. CALL TO ORDER

2. ROLL CALL

3. APPROVAL OF MINUTES

A) Approval of the February 19, 2026, regular meeting [26-237](#) 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 March 2026 [26-279](#) Treasurer's Report.

6. PRESENTATION AND DISCUSSION

A) Presentation and discussion on possible projects - [26-280](#) categorized by Enhancing Sense of Place/Quality of Life (Strategic Priority 3) and Business Recruitment & Retention (Strategic Priority 4).

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 [26-281](#) 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

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

3/19/2026

Agenda Item No. A)

SUBJECT:

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

DEPARTMENT: Economic & Community Development

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

1. CALL TO ORDER

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

2. ROLL CALL

Present: Kristen Carden (5:03PM), Tera Thompson, Larry Hammonds, Don Austin, Shane Hines, Atanacio Campos, Cory Elrod

Also in attendance: Mayor Neal Linnartz (5:03PM)

3. APPROVAL OF MINUTES

A) Approval of the January 15, 2026 regular meeting minutes

President Hines introduced this item. Director Austin motioned to approve the January 15, 2026 regular meeting minutes, Director Elrod 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. Brian Blanchard, resident, spoke at this time.

5. TREASURER'S REPORT

A) Presentation and discussion on the February 2026 Treasurer's Report

President Hines introduced this item. Jared Werner, Assistant City Manager, presented an update on sales tax revenue. Mr. Werner reported that sales tax collections for December 2025 increased by 3.5% compared to December 2024, due in part to a one-time audit collection of \$567,000. When the audit collection and HD Supply sales tax (both one-time factors) were excluded, sales tax revenue increased by 10.4%. Without adjustments, current-period collections increased by 16% compared to December 2024. Total sales tax collections for fiscal year 2026 are 5.8% higher than fiscal year 2025. Mr. Werner also presented graphical information outlining projected revenues, current project funding commitments, and the projected ending fund balance for fiscal years 2026 through 2030.

Mr. Werner noted that the table reflecting Infrastructure and Quality of Life Investments was removed, as the only project not fully considered or incorporated into the financials is the Downtown right-of-way (ROW) enhancements. He stated that this project is anticipated to be brought forward for formal approval within the next six to nine months. Mr. Werner indicated that a new table will be added to reflect project-by-project estimated expenditures for the current fiscal year, and that this information will be included in the Treasurer's Report in March.

Mr. Werner answered questions from the Board.

6. PRESENTATION, DISCUSSION AND POSSIBLE ACTION

A) Presentation and update on a workforce study partnership with the Seguin EDC

President Hines introduced the item. Mike Crowley, Vice President of Workforce & Industry Relations with the New Braunfels Chamber of Commerce, presented an update on a workforce study partnership with the Seguin Economic Development Corporation. The project will review existing education, training, and credential pathways across K-12, postsecondary institutions, and workforce programs. The study will examine labor market demand in key industries, including high-demand and middle-skill occupations, and identify barriers to access and participation, particularly for underserved populations. The findings will provide practical, regionally-tailored recommendations to strengthen alignment between education and workforce efforts. Mr. Crowley noted that the workforce study will be conducted by a RWEA Board Member and Professor at Texas State University at no cost.

Jonathan Packer, President & CEO with the New Braunfels Chamber of Commerce, highlighted the importance of this study.

Mr. Crowley answered questions from the Board.

B) Presentation and update on the Northwest Park Master Plan Project
President Hines introduced the item. Bernadette Faust, Capital Projects Manager with Transportation & Construction Services, provided an update on the Northwest Park Master Plan Project and the work completed to date. Two preliminary park concepts were presented at a public meeting. Feedback from the community is being incorporated into the master plan. The design team will continue

working and a draft master plan expected in March 2026. The draft will be presented to the Parks Board and City Council for final approval in June. Following approval, the plan will move into schematic design, with early public access to the site anticipated in late summer 2026 prior to the start of park design.

C) Presentation and possible action to approve the proposed NBEDC Strategic Planning priorities

President Hines introduced the item. Jordan Matney, Deputy City Manager, presented and provided a brief recap of the strategic planning process and prior projects funded by this Board. The strategic planning process yielded four strategic priorities for the EDC: 1) Workforce Support, 2) Planning & Infrastructure, 3) Enhancing Sense of Place, and 4) Business Recruitment & Retention. Ms. Matney requested Board approval of these priorities, noting that projects associated with priorities 1 and 2 would be presented that evening if approved.

Ms. Matney answered questions from the Board.

President Hines opened the item for public comment; no comments were made. Director Carden motioned for approval, Director Thompson seconded, and the motion was approved unanimously.

D) Presentation and discussion on possible projects - categorized by Workforce Support (Strategic Priority 1) and Planning & Infrastructure (Strategic Priority 2)

President Hines introduced the item. Jeff Jewell, Director of Economic and Community Development; Garry Ford, Director of Transportation & Construction Services; and Scott McClelland, Assistant Director of Transportation & Construction Services, presented on potential projects aligned with Strategic Priorities 1 and 2. Workforce Support (Strategic Priority #1). Projects included: TxFAME scholarship opportunities, initiatives to strengthen and expand entrepreneurship in New Braunfels, expansion of postsecondary workforce training capacity, childcare expansion, and a workforce study. Planning & Infrastructure (Strategic Priority #2). Projects included a downtown parking structure, Union Pacific downtown relocation efforts, AAMPO city-wide pedestrian improvements (2026 and 2028), streets and utility design master plans, downtown right-of-way enhancements, and airport infrastructure improvements.

Staff answered questions from the Board.

- E) Public hearing, discussion, and possible action approving an expenditure of \$26,800 for the option to extend the project feasibility period for an additional 90 days per the Purchase Contract between Mildred V. Bartels and Jerald D. Voges and the New Braunfels Economic Development Corporation, pursuant to Section 505.102 of the Texas Local Government Code.

President Hines introduced this item. Mr. Jewell presented on this item and explained that approval of this item would authorize an expenditure to extend the feasibility period on the property currently under contract by the NBEDC for an additional 90 days. The NBEDC previously approved \$50,000 in May 2025 to secure the five additional parcels adjacent from Gruene 16. Due to the need to continue project development, planning, and negotiations with the developer, an extension of the feasibility period is necessary. Approval of this item would require an additional \$26,800 and would extend the feasibility period through July 24, 2026.

Mr. Jewell answered questions from the Board.

President Hines opened up a public hearing at 6:12PM, no comments were made and the public hearing was closed at 6:12PM.

Director Austin motioned to approve, Director Hammonds seconded the motion, and the motion was approved unanimously.

7. ADVISORY TEAM REPORT

- A) Presentation and discussion on the Quarterly Advisory Report

President Hines introduced this item. Michelle Boggs, Senior Vice President of Economic Development with the New Braunfels Chamber of Commerce, presented an update on the Confluence Strategic Plan efforts for economic development. The presentation highlighted key takeaways, recent project wins, active projects, capital investment activity, and ongoing recruitment missions.

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. Gruene 16
 - 4. Stars and Stripes Drive-In Theatre
 - 5. Project Money
 - 6. Gener8tor

President Hines introduced this item. The Board adjourned to Executive Session at 6:20PM. Executive Session was opened at 6:25PM. The items were discussed in the following order: Gener8tor, Project Shoot, Project Thread, Gruene 16, Stars & Stripes Drive-In Theatre, Project Money.

The Board discussed and no action was taken. The Board returned to open session at 7:19PM.

9. ADJOURNMENT

President Hines adjourned the meeting at 7:20PM.

By: _____
SHANE HINES, PRESIDENT



Economic Development Corporation Agenda Item Report

550 Landa Street
New Braunfels, TX

3/19/2026

Agenda Item No. A)

PRESENTER:

Jared Werner, Assistant City Manager

SUBJECT:

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

DEPARTMENT: Finance

March NBEDC Treasurer's Report

March 19th, 2026

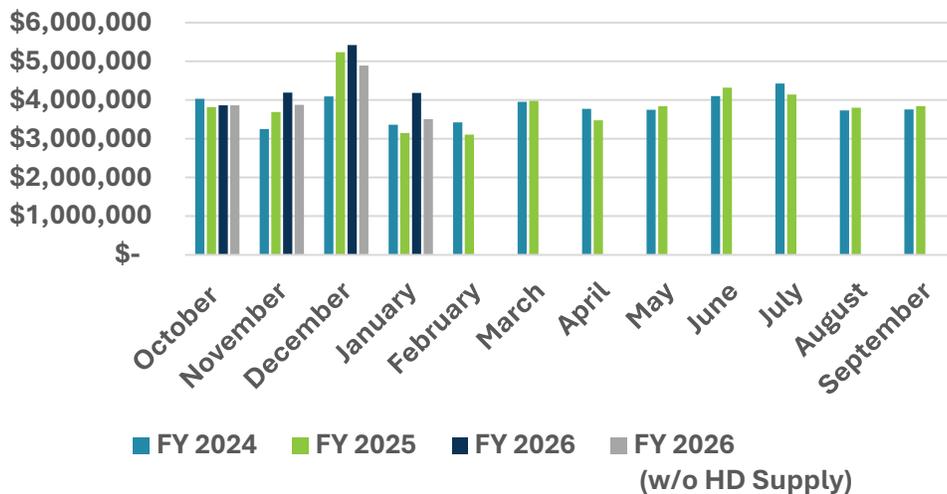
Overview

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 January of last year, total sales tax collections increased by 32.9%. 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 11.4% compared to last January. When all adjustments are removed, the current period collections increased by 33.9% (10.8% without HD Supply) compared to January of last year. FY 2026 total sales tax collections are up 11.1% compared to FY 2025.

Gross Sales Tax Collections

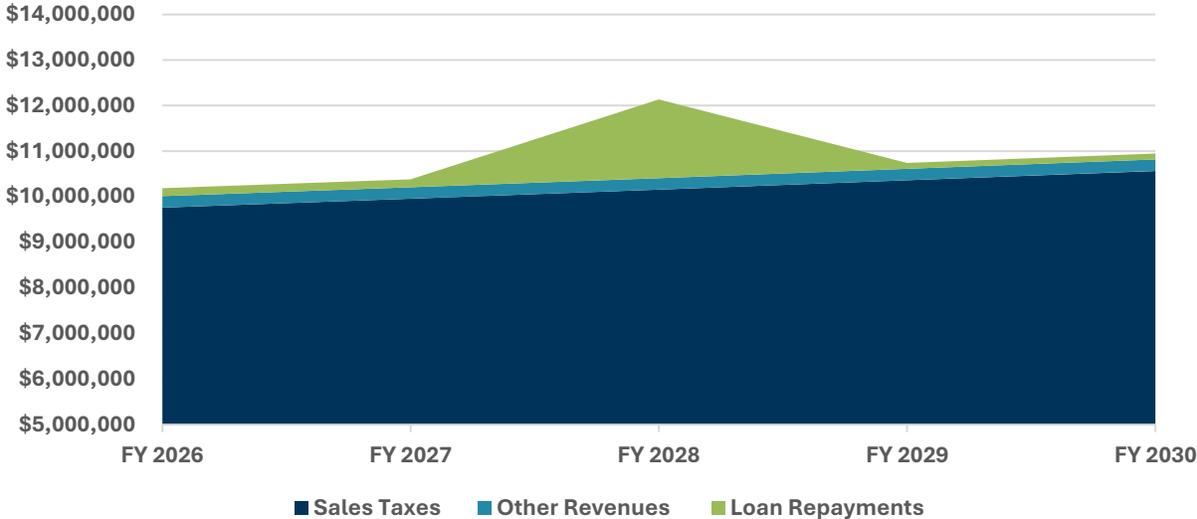


For more information, contact:

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

Revenues

Projected Revenues - FY 2026 to FY 2030

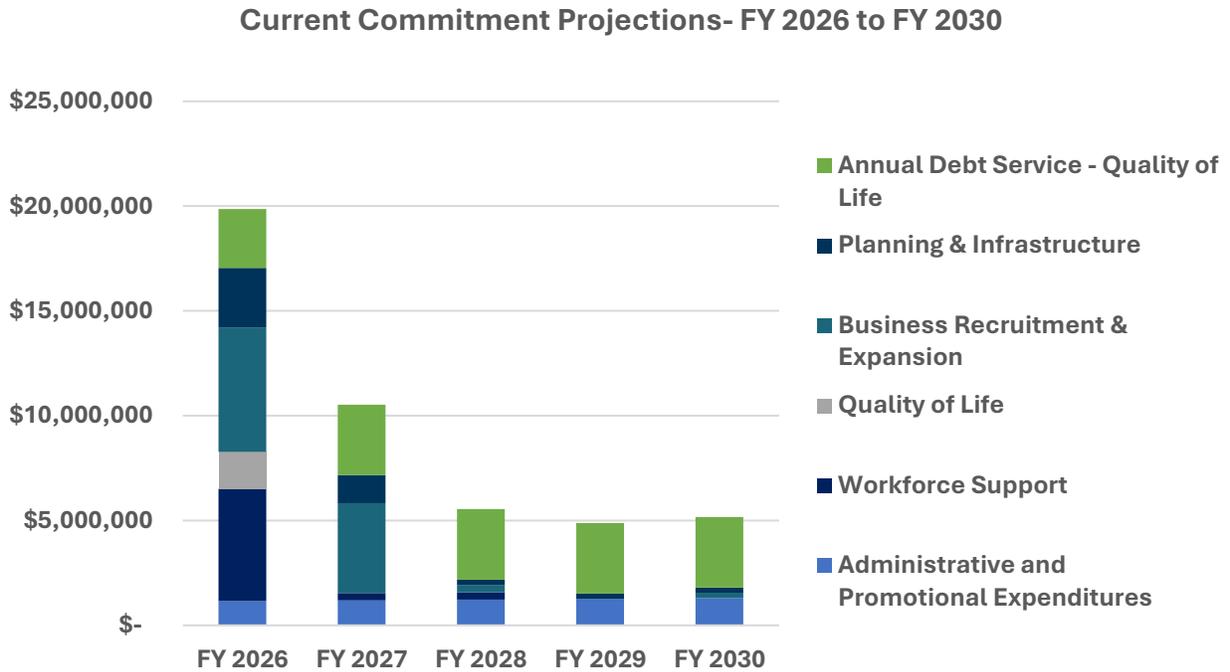


Revenue Summary					
	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030
Sales Taxes	\$ 9,761,104	\$ 9,956,326	\$ 10,155,453	\$ 10,358,562	\$ 10,565,733
Other Revenues	\$ 250,000	\$ 250,625	\$ 251,252	\$ 251,880	\$ 252,509
Loan Repayments	\$ 172,954	\$ 172,954	\$ 1,728,954	\$ 128,954	\$ 128,954
Total Revenues	\$ 10,184,058	\$ 10,379,905	\$ 12,135,658	\$ 10,739,395	\$ 10,947,196

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	\$ 1,774,024	\$ -	\$ -	\$ -	\$ -
Business Recruitment & Expansion	\$ 5,936,573	\$ 4,286,576	\$ 350,000	\$ -	\$ 250,000
Planning & Infrastructure	\$ 2,831,370	\$ 1,333,946	\$ 250,000	\$ 250,000	\$ 250,000
Annual Debt Service - Quality of Life	\$ 2,808,456	\$ 3,363,564	\$ 3,365,289	\$ 3,362,439	\$ 3,364,839
Total Expenditures	\$ 19,855,805	\$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
Quality of Life		\$ 1,774,024

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
Headwaters	\$	421,757
Union Pacific Railroad Company	\$	2,557,850
Detex	\$	553,482
EPS - Gruene 16 Feasibility Study	\$	216,909
Downtown NBU site acquisition	\$	500,000
Continental ED Incentive/Aumovio	\$	100,000
Neue Incentive	\$	1,100,000
Lefko Incentive	\$	450,000
Business Recruitment & Expansion		\$ 5,936,573

Planning & Infrastructure

Citywide Pedestrian Improvements	\$	484,934
Streets and Utility Design Standards Master Plan	\$	175,000
Castell Ave Drainage Design	\$	99,669
Kohlenberg Road Intersection Improvements	\$	750,000
Downtown ROW Enhancements	\$	268,042
South Castell Co-Op	\$	250,000
Dry Comal Creek Floodplain Remapping	\$	240,000
Common Street Pedestrian Improvements	\$	563,725
Planning & Infrastructure		\$ 2,831,370

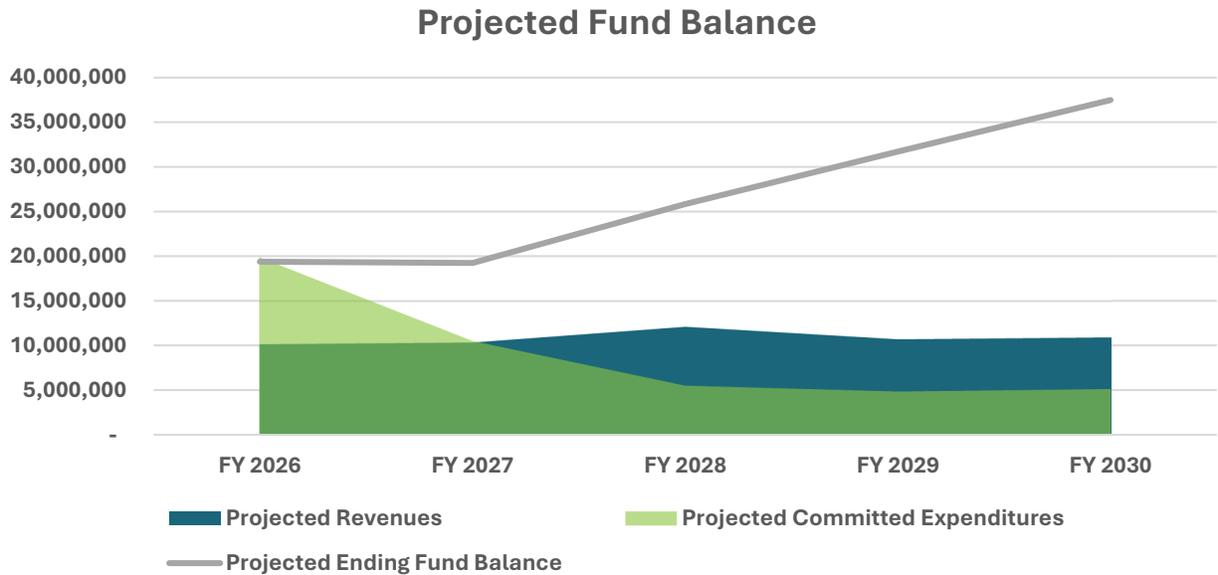
Annual Debt Service - Quality of Life Projects

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

Total FY 2026 Projected Expenditures \$ 19,855,805

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.



3/19/2026

Agenda Item No. A)

PRESENTER:

Jeff Jewell, Director of Economic & Community Development
Garry Ford, Director of Transportation & Construction Services

SUBJECT:

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).

DEPARTMENT: Economic & Community Development**COUNCIL DISTRICTS IMPACTED:** Citywide**BACKGROUND INFORMATION:**

The NBEDC Strategic Planning efforts yielded four strategic priorities. Staff will present on possible projects within the Enhancing Sense of Place/Quality of Life (Strategic Priority 3) and Business Recruitment & Retention (Strategic Priority 2) categories.

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

STRATEGIC PLAN REFERENCE:

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

Economic Development Corporation Agenda Item Report

3/19/2026

Agenda Item No. A)

SUBJECT:

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