

**DRAFT - MINUTES  
OF THE NEW BRAUNFELS DOWNTOWN BOARD  
REGULAR MEETING OF TUESDAY, MAY 21, 2024**

**AGENDA**

**1. CALL TO ORDER**

Chair Pat Butler called the meeting to order at 8:33AM.

**2. ROLL CALL**

**Present:** Matt Gandrud, Jenny Wilson, Robin Jeffers, Pat Butler, Chris Snider, Paul Schaefer, Gary Seals, and Cheryl Fisher (8:34AM)

**Absent:** Angie Martinez, David Kneuper, and Sarah Harper

**3. APPROVAL OF MINUTES**

A) Approval of the March 19, 2024 regular minutes

Chair Butler introduced this item. Jenny Wilson motioned to approve, Chris Snider seconded the motion, and the March 19, 2024 minutes were 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.*

**None.**

**5. DISCUSSION AND ACTION**

A) Discussion and update regarding the New Braunfels Main Street Program

Chair Butler introduced this item. Mandi Scott, Economic and Community Development Manager, presented a Powerpoint addressing this item. The City is moving forward with membership in the Texas Main Street Program and considers the Downtown Board as its Main Street Advisory Board with routine updates given. In January 2024, the national program self-evaluation was submitted with a 2.8 out of 5 rating for 2023. The Texas Main Street program rated the New Braunfels program a 1.97 out of 5. For 2024, the New Braunfels Main Street program is therefore designated as an "Affiliate" member (as opposed to "Accredited"). On April 30, our probation status ended, staff provided a letter outlining recent changes to the program and

requested next steps. As of today's date, no reply has been received. Ms. Scott reviewed upcoming dates for required program training, to include a visit from the Georgetown Main Street program, a retreat and new manager training in San Angelo, and the Texas Downtown Conference in Abilene. Potential new program initiatives were discussed which include a downtown Museum Day, modifications to the Walking Tour signs, and closures to small areas of streets for "First Fridays."

Ms. Scott answered questions from the Board.

## **6. GENERAL DOWNTOWN UPDATES**

A) Presentation and update on Downtown projects, events, and initiatives.

Ms. Scott presented updates on Downtown projects, events, and initiatives to include:

1. W. San Antonio St. Reallocation - The project design process kicks off with Kimley-Horn on 5/15, all parking/stripping scenarios are being designed to consider the "best fit" before a decision is made on the stripping change
2. Historic Preservation Month - May is HPM, two free training courses are being held soon at City Hall, Ms. Scott reminded the Board that most projects involve permits and to reach out to the Building Department to request instructions on permits
3. NBEDC Funded Projects - Downtown Right-of-way Enhancements will include signal replacement and permanent pedestrian bulb-outs at Academy and San Antonio, a new signal and bulb-outs at Market and San Antonio, and pedestrian improvements, landscaping, lighting in other areas - NBEDC approved \$475k for design. Last Tuber's Exit will be under construction this Fall with changes to the stairs, and improvements to safety and access - NBEDC approved \$1.2M for this project. Landa Lake Dam & Spillway will be under construction this Fall with plans to increase the dam stability and address spillway erosion - NBEDC approved \$1M for this project.
4. TIRZ 3 Grants - The TIRZ 3 Board recently approved three additional grants to Luxe Design Studio, La Belle Vie, and Red Stag for exterior improvements and signage - these grants will move forward for City Council consideration at the June 10th meeting.
5. DT Beautification Efforts - The Downtown light poles were recently repainted and the Downtown Association banners were turned inward, over the sidewalk, to eliminate vehicles clipping them. The Public

Works Department is helping to remove abandoned newsstands off the sidewalks.

6. Landa St. Retaining Wall - The retaining wall was completed since our last meeting in March. The stones taken off the original wall are being stored for future reinstallation. No funding source has been identified.

7. City Strategic Plan - The City's Strategic Plan was approved recently which will guide the City's work priorities. Five areas of the plan correlate and support Downtown-related projects such as: economic mobility, enhanced connectivity, community identity, organizational excellence, and community well-being.

8. Parking Update - The expanded Downtown parking exception map was approved by City Council on May 13, a 24/7 parking study is underway from May to July collecting parking trend data on the 200 block of West San Antonio Street, and the last 2-hour parking areas are to be signed on Main Plaza.

9. Saengerfest - Review of some post-event survey questions sent to businesses, overall increases were reported in sales and foot traffic, and less of a decrease was noted in new customers, community spirit, and morale based on 2023 survey data.

10. Historic Landmark Commission - Recent approvals at HLC include patio, windows, and a sign at Wildside - a new sign at New Braunfels Coffee - and Building C at the Co-Op.

## **7. ADJOURNMENT**

Chair Butler adjourned the meeting at 9:58AM.

By: \_\_\_\_\_  
PAT BUTLER, CHAIR