

**FINAL - MINUTES  
OF THE NEW BRAUNFELS DOWNTOWN BOARD  
REGULAR MEETING OF TUESDAY, JUNE 18, 2024**

**AGENDA**

**1. CALL TO ORDER**

Chair Pat Butler called the meeting to order at 8:31AM.

**2. ROLL CALL**

**Present: Pat Butler, Chris Snider, Paul Schaefer, Gary Seals, Sarah Harper, Angie Martinez, Jenny Wilson, and Matt Gandrud (8:39AM)**

**Absent: Robin Jeffers, David Kneuper, and Cheryl Fisher**

**3. APPROVAL OF MINUTES**

A) Approval of the May 21, 2024 regular meeting minutes

**Chair Butler introduced this item. Paul Schaefer motioned to approve, Jenny Wilson seconded the motion and the May 21, 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 possible action to elect a Chair and a Vice Chair

**Chair Butler introduced this item. Chris Snider motioned to nominate Jenny Wilson as Chair of the Downtown Board, Gary Seals seconded the motion, and Ms. Wilson was appointed as Chair unanimously. Pat Butler motioned to nominate Paul Schaefer as Vice Chair of the Downtown Board, Sarah Harper seconded the motion and Mr. Schaefer was appointed as Vice Chair unanimously.**

**Both Ms. Wilson and Mr. Schaefer's terms will begin at the next Downtown Board Meeting.**

B) Discussion and potential action to schedule the Downtown Board meeting dates for the June 2024 to May 2025 calendar year

Chair Butler introduced this item. Jenny Wilson motioned to set Downtown Board meetings on August 20, 2024, October 15, 2024, January 21, 2025, March 11, 2025, and May 20, 2025. Pat Butler seconded the motion and the scheduled Downtown Board meeting dates were approved unanimously.

C) 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. She summarized a recent visit from the Georgetown Main Street Program and outlined the information she obtained at the Texas Main Street Retreat & New Manager Training in San Angelo from June 3rd to the 6th. Ms. Scott reminded the Board of the upcoming Texas Main Street Program Visit scheduled for July 16th in which representatives from the state program will visit New Braunfels, tour Downtown, have lunch, and then hold a meeting with members of the Downtown Board and City Leadership. Comparison demographic data between Main Street and New Braunfels City Limits was shared with 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: City Engineer, Garry Ford, provided recommendations to Council to split the project into two phases - the first will repave from Walnut to Academy in August/September 2024, work will take three to four weeks and is planned to take place at night. The second phase will coordinate pedestrian improvements, improve signal phasing from Ferguson to Main Plaza; the parking options are currently under design; next steps include an internal review then stakeholder feedback - with Council making the final decision.

2. Parking Update: An RFQ for parking management is in the development process, plans are to issue it in July, Operator/Software meeting was held with the Parking Committee Chair, Parking data collection on W. San Antonio Street is underway and will continue until July, the last 2-hour parking signs will be installed at the Plaza soon; staff is working to develop costs for Downtown staff parking lot leases; and Main Street/Downtown design discussions are underway

for parking wayfinding signs.

3. TIRZ 3: The TIRZ 3 Board approved three additional Business and Facade Preservation Grants recently - La Belle Vie, Luxe Design Studio, and Red Stag were selected for exterior improvements

4. NBEDC Projects: The NBEDC recently approved a grant to the City to purchase the NBU Headquarters building Downtown

5. MailChimp: Recent work with the City's IT Department increased the open rate for emails sent to Downtown Businesses - before IT's changes emails sent had a 7.8% open rate and after the open rate increased to 48.8%

6. Beautification Efforts: Weed control efforts have moved to a monthly frequency starting in June, a graffiti removal request on a Downtown solar garbage can was approved, and a vegetation removal request to aid drainage on Cross Street was recently approved.

7. Historic Landmark Commission: Two projects were recently approved by the HLC - the first is at 150 S. Seguin Avenue to add a patio and other improvements, and the second is at 264 W. San Antonio to permanently remove an awning. Efforts are currently underway to survey properties in Downtown with plans to utilize the data to write a new National Register district nomination.

8. Upcoming Events: Staff are working on compiling a five-year multi-event request with TxDOT to approve road closures for the Fair Parade, Dia de los Muertos, Downtown Lighting, Wassailfest, and Wurstfest. The approval for Saengerfest was completed in April 2024. The Independence Day Parade, hosted by the Sophienberg Museum is scheduled for July 4, the TxDOT request for closing Seguin Avenue is pending approval.

## 7. ADJOURNMENT

Chair Butler adjourned the meeting at 9:26AM.

By: \_\_\_\_\_  
JENNY WILSON, CHAIR