

**FINAL - MINUTES  
OF THE NEW BRAUNFELS DOWNTOWN BOARD  
REGULAR MEETING OF TUESDAY, AUGUST 20, 2024**

**AGENDA**

**1. CALL TO ORDER**

Chair Jenny Jaeckle called the meeting to order at 8:27AM.

**2. ROLL CALL**

**Present: Robin Jeffers, Pat Butler, Chris Snider, Gary Seals, Cheryl Fisher, Sarah Harper, Matt Gandrud, Angie Martinez, Jenny Jaeckle, and David Kneuper (8:29AM)**

**Absent: Paul Schaefer**

**3. APPROVAL OF MINUTES**

A) Approval of the June 18, 2024 regular meeting minutes

**Chair Jaeckle introduced this item. Cheryl Fisher motioned to approve, Angie Martinez seconded the motion, and the June 18, 2024 regular meeting 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 POSSIBLE ACTION**

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

**Chair Jaeckle introduced this item. Mandi Scott, Economic and Community Development Manager, presented a PowerPoint addressing this topic. She provided a summary of July 16 Texas Main Street Program (TMSP) site visit in which the following topics were discussed: program benefits, four points approach, the updated Main Street America evaluation framework, areas of growth for New Braunfels Main Street, probation, and program history. The TMSP provided recommendations to guide the New Braunfels program to reach future accreditation standards. Ms. Scott outlined city staff's next steps, to include: adding a new staff member to the Economic &**

Community Development Department, creating a separate Main Street budget with existing funds to better track expenses, submit the 2024 Q3 and Q4 reports, complete the annual assessment, establish a separate Main Street identity/brand/logo, and establish a social media policy for Main Street posts. It is anticipated that accomplishing these next steps, the New Braunfels program would reach accredited status for 2025.

The Board discussed the benefits of remaining in the program. Gary Seals motioned to no longer participate in the Texas Main Street Program, Chris Snider seconded, and the motion was approved unanimously.

## **6. GENERAL DOWNTOWN UPDATES**

A) Presentation and update on Downtown projects, events, and initiatives  
Chair Jaeckle introduced this item. Ms. Scott presented a PowerPoint addressing updates on Downtown projects, events, and initiatives to include:

1. **Parking Update:** A consultant is working with staff to refine the Parking RFP, it will now include river paid parking lots, plans are to award a contract in October; parking data on W. San Antonio is still being collected; staff are working with representatives from the Elks, First United Methodist Church, and the County to establish Downtown Staff parking lots; Planning Commission approved the removal of parking minimums, the first City Council reading is scheduled for August 26, and the second is scheduled for September 9; the final 2-hour parking signs have been installed at the Plaza; the parking wayfinding project is underway, staff are ordering 22 vinyl signs to be installed on NBU light poles to help direct drivers to paid and unpaid parking lots; and a Transit Plan update was provided to the Downtown Association on August 7.

2. **NBEDC affiliated projects:** The NBEDC recently approved additional funds in their annual City contract to address asset management including potential landscape updates at the Coll/Castell lot; future action is scheduled on the following: final design funding on pedestrian improvements from Lincoln/Garden to Union/Seguin, economic development incentive for the Co-Op Marketplace project, and construction for Dry Comal Creek Trail Segment 1. The NBEDC previously approved funding for the Downtown Right-of-Way project - final design is concluding soon and the Coll St. drainage project is currently in the final design phase.

3. **TIRZ 3:** The TIRZ 3 Board recently set its FY25 budget, \$50,000 is earmarked to continue their existing grant program and \$30,000 is earmarked to help support Downtown parking expenditures.
4. **Budget Requests:** The following were included in the City Manager's proposed budget: Funding for a new employee in the Economic and Community Development Department, funding for an Arts & Culture Master Plan, the creation of a dedicated right-of-way maintenance team, increased special event funding, Downtown form based code outreach, and a pedestrian & bike network plan. The budget will be approved by City Council in early September.
5. **Beautification Efforts:** The frequency of weed treatments have increased; the last unused newsstand was picked up by Solid Waste, a total of 7 have been removed; a Henne window decor project is underway - this is a collaborative effort with the City's Historic Preservation Officer and the Sophienburg Museum to add historic photos to the exterior windows.
6. **Solid Waste Changes:** City Council approved changes to solid waste collections, these updates will be presented at the Downtown Association meeting on September 3
7. **Past Events:** Art in the Park was held on July 30 at Market Plaza, the event had approximately 35 attendees and provided free arts activities for children and their families
8. **Historic Landmark Commission:** Recently approved two projects - the first is at 121 W. San Antonio Street, the business owner will not be replacing a concrete cornice to the top of their building - the second is at 219 E. San Antonio Street, two new exterior signs were approved
9. **MailChimp Metrics:** Continued high percentages of open rates for monthly Downtown Updates, June's update was opened at 70.7% and July's at 60.2%
10. **Upcoming Events:** Staff are working with TxDOT to approve a five-year agreement for the Fair Parade, Dia de los Muertos, Downtown Lighting, Wassailfest, and Wurstfest; the Comal County Fair Parade is scheduled for September 27; additional dates for 2024 Downtown events were shared

## **7. ADJOURNMENT**

Chair Jaeckle adjourned the meeting at 9:10AM.

By: \_\_\_\_\_  
JENNY JAECKLE, CHAIR