



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



TUESDAY, JUNE 24, 2025 at 5:30 PM

AGENDA

1. CALL TO ORDER

2. ROLL CALL

3. APPROVAL OF MINUTES

- A) Approval of the May 15, 2025 workshop meeting [25-745](#)
minutes
- B) Approval of the May 15, 2025 regular meeting minutes [25-746](#)

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. PRESENTATION AND DISCUSSION

- A) Presentation on a proposed economic development [25-747](#)
incentive to Lefko USA, Inc. for an expansion project to
create or retain primary jobs.
- B) Presentation on a proposed additional economic [25-762](#)
development incentive to Northeast Lakeview College at
New Braunfels for an expansion project to promote
workforce training and education.

6. 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 [25-750](#)
negotiations in accordance with Section 551.087 of the
Texas Government Code:
 - 1. HD Supply
 - 2. Northeast Lakeview College
 - 3. Project Ellie
 - 4. Project Nemo

- 5. The Neue
- 6. Project Shoot
- 7. Project Ambiance

7. **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

6/24/2025

Agenda Item No. A)

SUBJECT:

Approval of the May 15, 2025 workshop meeting minutes

DEPARTMENT: Economic and Community Development

**DRAFT - MINUTES
OF THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORP. WORKSHOP
REGULAR MEETING OF THURSDAY, MAY 15, 2025**

AGENDA

1. CALL TO ORDER

President Hines called the meeting to order at 4:00PM.

2. ROLL CALL

Present: Tera Thompson, Jason Hurta, Kathy Meurin, Don Austin, Kristen Carden, Larry Hammonds, and Shane Hines

Absent: None.

3. 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.

4. PRESENTATIONS

A) Presentation and discussion on a mid-year Confluence Report

President Hines introduced this item third. Jonathan Packer, President & CEO of the New Braunfels Chamber of Commerce, presented a mid-course assessment of the Confluence Economic Development Plan. Mr. Packer reviewed the plan's six priorities: reviewed demographic, market, and workforce; 1. business retention and expansion trends; 2. new workforce initiatives; 3. progress in community mobility and transportation efforts; 4. land use and development updates; 5. startup and entrepreneur support; 6. and the emerging opportunity of supporting early childhood education.

B) Presentation and discussion on Early Childhood Education in New Braunfels

President Hines introduced this item fourth. Mark Larson, Executive Director of Early Matters San Antonio, presented on this matter. Mr. Larson discussed the timeline of children's brain development; state-level funding for public education; kindergarten readiness levels - including NBISD metrics; the costs of early childhood education for families in New Braunfels; data and metrics on early childhood centers

in New Braunfels; funding capacity and strategies for childcare centers; and the impact of child care needs on business in New Braunfels. Mr. Larson highlighted Early Matters' work by identifying the call to action, the work completed in New Braunfels, and the recommendations and solutions for the local early childhood education industry.

Mr. Larson and Mr. Packer answered questions from the Board. President Hines opened the item up for public comment and Mr. Larson answered questions from the public.

- C) Presentation and discussion on a proposed project expenditure to fund the Dry Comal Creek Remapping Project, an effort to support business development and expansion.

President Hines introduced this item first. Jeff Jewell, Director of Economic and Community Development, presented on the proposed project expenditure to remap the Dry Comal Creek. Mr. Jewell shared the current issues and needs, identified a preliminary scope of work, shared the proposed area to be studied, the estimated cost of the project, and anticipated benefits to the City and future business developments/expansions.

Carly Farmer, Assistant City Engineer, and Mr. Jewell answered questions from the Board.

- D) Presentation and discussion on a proposed project expenditure to support the Gruene 16 project.

President Hines introduced this item second. Mr. Jewell provided a brief history of the Gruene 16 property acquisition and the Consultant's work completed to date - including a feasibility study; economic, demographic, and market trends; a highlight of opportunistic land uses; and themes/concepts for the site obtained through Council, NBEDC, and broker discussions. During the feasibility process, five parcels adjacent to the existing site were identified as a possible significant benefit to the larger development of the site.

The proposed project expenditure would fund a purchase contract to secure the front parcels for a nine-month feasibility period. The expected cost is \$50,000 with an additional \$25,000 for additional due diligence. The purchase contract is transferable to a future developer and a termination repayment schedule is in place. Mr. Jewell stated the RFQ/RFP process is scheduled to commence this summer and

conclude by the Fall of 2025. The Board will consider action for this project expenditure at the regular meeting later this evening.

Jordan Matney, Deputy City Manager, and Mr. Jewell answered questions from the Board.

5. **ADJOURNMENT**

President Hines adjourned the meeting at 5:04PM.

By: _____
SHANE HINES, PRESIDENT



Economic Development Corporation Agenda Item Report

550 Landa Street
New Braunfels, TX

6/24/2025

Agenda Item No. B)

SUBJECT:

Approval of the May 15, 2025 regular meeting minutes

DEPARTMENT: Economic and Community Development

**DRAFT - MINUTES
OF THE NEW BRAUNFELS ECONOMIC DEVELOPMENT CORPORATION
REGULAR MEETING OF THURSDAY, MAY 15, 2025**

AGENDA

1. CALL TO ORDER

President Hines called the meeting to order at 5:12PM.

2. ROLL CALL

Present: Tera Thompson, Jason Hurta, Kathy Meurin, Don Austin, Kristen Carden, Larry Hammonds, and Shane Hines.

Also in attendance: Mayor Neal Linnartz

3. APPROVAL OF MINUTES

A) Approval of the April 17, 2025 regular meeting minutes
President Hines introduced this item. Director Hurta motioned to approve the April 17, 2025 minutes, Director Thompson seconded the motion, and the 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. TREASURER'S REPORT

A) Presentation and discussion on the May 2025 Treasurer's Report
President Hines introduced this item. Karrie Cook, Budget Manager, presented on this matter. Ms. Cook identified a 0.7% increase in sales tax collections for March; with adjustments removed, the FY25 collections decreased by 4%. Ms. Cook shared additional graphs indicating projected revenues, current commitments to projects, infrastructure investments, the projected capacity for additional expenditures, and the proposed ending fund balance to FY27.

6. DISCUSSION AND ACTION

A) Presentation, discussion, and update on proposed changes to the Coll/Castell Parking Lots

President Hines introduced this item. Jeff Jewell, Director of Economic and Community Development, presented on this matter and updated the Board on the proposed improvements to the NBEDC-owned parking lot at the corner of Coll and Castell. At the May 12th City Council meeting, a design contract to streamline these two parking lots, increase efficiency, and increase the parking space count was approved.

- B) Public hearing, discussion, and possible action approving a project expenditure, of up to \$75,000, for escrow and due diligence funding to support the Gruene 16 project, pursuant to Section 505.102 of the Texas Local Government Code.**

President Hines introduced this item. Mr. Jewell presented on this matter and provided a background on the proposed expenditure, the cost of the purchase contract, the duration of the purchase contract, and the repayment schedule if the contract is terminated. Mr. Jewell additionally shared that the purchase contract is transferable and would allow the front parcels adjacent to the Gruene 16 site to be include in the RFP/RFQ process. Any additional funding for the purchase of the land would need to be approved at a later date.

Mr. Jewell answered questions from the Board.

President Hines opened the public hearing at 5:20PM. No comments were made. President Hines closed the public hearing at 5:21PM.

Director Austin motioned to approve the \$75,000 for escrow and due diligence funding to support the Gruene 16 project, Director Carden seconded the motion, and the item was unanimously approved.

- C) Public hearing, discussion, and possible action approving a project expenditure, of up to \$1,200,000, to Alamo Colleges District - Northeast Lakeview College for Phase 1 construction of a primary job training facility and career center, pursuant to Sections 501.101 and 501.105 of the Texas Local Government Code.**

President Hines introduced this item. Mr. Jewell presented on this matter and provided a background on the efforts of Northeast Lakeview College at New Braunfels and its increasing growth in enrollment; the demand of area employers for skilled labor in a variety of fields; and the continued demand for dual credit programs with local ISDs. Northeast Lakeview has invested a significant amount in operational and personnel improvements and recently acquired a new

site with plans to significantly renovate the building in order to accommodate new course offerings with more classroom/lab spaces. NLC cannot utilize bond funds for this project as this planned location falls outside of their taxing jurisdiction. The construction and renovation project is planned for two phases and action tonight would reimburse phase 1 expenses as they are incurred.

Mr. Jewell, Jonathan Packer, President & CEO of New Braunfels Chamber of Commerce, and Mr. Rudy Farias, Director of Strategic Initiatives for Northeast Lakeview College answered questions from the Board.

President Hines opened the public hearing at 5:31PM. No comments were made. President Hines closed the public hearing at 5:31PM.

Director Hammonds motioned to approve \$1,200,000 to Alamo Colleges District - Northeast Lakeview College for Phase 1 construction, Director Thompson seconded the motion, and the item was unanimously approved.

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. HD Supply
 - 2. Northeast Lakeview College
 - 3. Project Ellie
 - 4. Project Shoot
 - 5. Project Nemo

President Hines introduced this item. The Board adjourned to Executive Session at 5:33PM. The items were discussed in the order listed on the agenda. Project Shoot and Project Nemo were not discussed. No action was taken.

- B) Deliberate pending/contemplated litigation, settlement offer(s), and matters concerning privileged and unprivileged client information deemed confidential by Rule 1.05 of the Texas Disciplinary Rules of

Professional Conduct in accordance with Section 551.071, of the Texas Government Code, specifically:

1. Continental Automotive Systems, Inc.

President Hines introduced this item. The Board discussed this item and no action was taken. The Board returned to open session at 6:37PM.

8. ADJOURNMENT

President Hines adjourned the meeting at 6:37PM.

By: _____
SHANE HINES, PRESIDENT

6/24/2025

Agenda Item No. A)

PRESENTER:

Michele Boggs, Senior Vice President of Economic Development, New Braunfels Chamber

SUBJECT:

Presentation on a proposed economic development incentive to Lefko USA, Inc. for an expansion project to create or retain primary jobs.

DEPARTMENT: Economic and Community Development**COUNCIL DISTRICTS IMPACTED:** 4**BACKGROUND INFORMATION:**

Lefko Plastics started in 1957 and was established in 1974, first operating in concrete and plastic and now exclusively dedicated to custom plastic blow molding. A team of over 100 employees help support the production of blow-molded components as well as completely assembled, market-ready products. Lefko Plastics is headquartered in Magog (Quebec) Canada and is actively pursuing an expansion project of Lefko USA, Inc. into the United States. This expanded location would be a new custom blow-molded plastic parts, components, and products manufacturing facility which will serve customers in Mexico and Southern United States. The company has existing customers in these markets in which it currently serves from its location in Canada.

ISSUE:

Lefko Plastics is requesting an economic development incentive from the New Braunfels Economic Development Corporation to assist with the expansion location in New Braunfels.

The proposed incentive of \$950,000 is to be delivered over a three (3) year period. The proposed terms would include:

- \$450,000 (payment 1 of 3) estimated by December 31, 2026
 - o once the company receives their Certificate of Occupancy;
 - o and demonstrates at least \$4M of investment in buildings, real property improvements, machinery and equipment, and business personal property
- \$250,000 (payment 2 of 3) issued within 30 days of January 1, 2028
 - o with continued occupancy of the facility;
 - o at least 20 FTEs with an average payroll of \$62,000/employee;
 - o and a minimum taxable value of \$6M in in business personal property, machinery and equipment, and tenant improvements
- \$250,000 (payment 3 of 3) issued within 30 days of January 1, 2030
 - o with continued occupancy of the facility;
 - o at least 50 FTEs with average cumulative payroll of \$62,000/employee;
 - o and a minimum taxable value of at least \$10.0M in business personal property, machinery and equipment, and tenant improvements

The company would be required to complete annual compliance audits. After the January 2029 payment, the company is required to:

- employ at least 100 FTEs with average cumulative payroll of \$62,000/employee;
- and a minimum taxable value of at least \$10.0M in business personal property, machinery and equipment, and tenant improvements until the contract ceases (Year 10).

For each \$500,000 per year that Company is below the Cumulative Investment obligation as set out above, Lefko will remit to the EDC \$2,000 within 30 days of EDC's request for repayment. For each qualified employee position per year that Company is below the Employment obligation set forth above, Lefko will 50050remit to EDC \$2,000 within 30 days of EDC's request for repayment.

Security, Compliance, and Repayment provisions will be outlined in the proposed contract.

STRATEGIC PLAN REFERENCE:

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

FISCAL IMPACT:

The project will return a net fiscal benefit to all local taxing entities of between \$1.34M to \$1.8M over the project's first 10 years. The project estimates between a 7%-9% annual rate of return to the City of New Braunfels.

FISCAL NET BENEFITS OVER THE NEXT 10 YEARS				
	BENEFITS	COSTS	NET BENEFITS	PRESENT VALUE*
City of New Braunfels	\$3,862,696	(\$3,005,924)	\$856,772	\$666,340
Comal County	\$459,487	(\$125,605)	\$333,883	\$260,573
Comal ISD	\$1,653,539	(\$1,123,269)	\$530,270	\$400,298
Lateral Road - Comal County	\$72,430	\$0	\$72,430	\$54,743
Total	\$6,048,152	(\$4,254,798)	\$1,793,354	\$1,381,955

*The Present Value of Net Benefits expresses the future stream of net benefits received over several years as a single value in today's dollars. Today's dollar and a dollar to be received at differing times in the future are not comparable because of the time value of money. The time value of money is the interest rate or each taxing entity's discount rate. This analysis uses a discount rate of 5.0% to make the dollars comparable.

The proposed incentive of \$950,000 is to be delivered over a three (3) year period.

RECOMMENDATION:

NBEDC to provide staff the direction to move forward with next steps and potential action.

6/24/2025

Agenda Item No. B)

PRESENTER:

Michele Boggs, Senior VP, Economic Development, New Braunfels Chamber of Commerce
Dr. Veronica Garcia, President, Northeast Lakeview College

SUBJECT:

Presentation on a proposed additional economic development incentive to Northeast Lakeview College at New Braunfels for an expansion project to promote workforce training and education.

DEPARTMENT: Economic and Community Development**COUNCIL DISTRICTS IMPACTED:** 2 & 4**BACKGROUND INFORMATION:**

Alamo Colleges' Northeast Lakeview College (NLC) has operated an extension location at the Central Texas Technology Center since the Fall 2023 semester. During this first semester, 125 students were enrolled in 10 courses. Significant enrollment growth has occurred and for the Spring 2025 semester, 400 students are enrolled in 25 courses. Since 2023, NLC has invested operationally by funding marketing, infrastructure, rebranding, and technology improvements; and with personnel investments by hiring a DPS Officer, Lab Technician, Academic Programs Specialist, College Services Coordinator, Faculty, Admin Support Specialists, Advisors, and a Director. Total NLC investments at the Central Texas Technology Center surpass \$1M. The present location is at capacity and the educational and training needs of the community are still in high demand.

NLC has invested \$13.6M to acquire a 58,000+ square foot commercial building at the corner of Old FM 306 and Sundance Parkway and anticipates opening doors for classes in the Fall of 2026. NLC also has the adjacent 2.2 acres under contract for future facility expansion. NLC's plans are to expand course offerings and enrollment potential to include construction management, engineering technology, and logistics and supply chain management and to relocate the allied health, natural sciences, and information technology programs. To accommodate and prepare the space for these eventual offerings, NLC will need to upgrade the facilities at an approximate cost of \$8 million.

The New Braunfels Economic Development Corporation approved a grant of \$1,200,000 to help assist with Phase 1 of the expansion project at its May 15, 2025 meeting. NLC has recently indicated that its design team unanimously recommends a single-phase comprehensive remodel. This approach offers significant economic savings and the strongest strategic advantage for its students, faculty, staff, and community partners. Benefits of a single phase approach include cost efficiency, minimized disruptions, operational simplicity and accreditation alignment and an improved student experience and marketing clarity.

This presentation will outline NLC's expansion plan and more fully explain the rationale behind the phasing being considered as a single project, as opposed to a multi-phased one.

ISSUE:

NLC at New Braunfels is planning an expansion and relocation from the Central Texas Technology Center.

Funding is being requested to help support this transition.

STRATEGIC PLAN REFERENCE:

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

FISCAL IMPACT:

The NBEDC has appropriate reserves to fund this project request. Any funding levels can be modeled to demonstrate the impacts to the NBEDC's reserve levels and expense commitments.

RECOMMENDATION:

NBEDC to provide staff the direction to move forward with next steps and possible action.

Economic Development Corporation Agenda Item Report

6/24/2025

Agenda Item No. A)

SUBJECT:

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

1. HD Supply
2. Northeast Lakeview College
3. Project Ellie
4. Project Nemo
5. The Neue
6. Project Shoot
7. Project Ambiance