

**NEW BRAUNFELS
ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS MEETING
City Hall - Council Chambers**

May 19, 2022 – WORKSHOP

MINUTES

1. CALL TO ORDER

The meeting was called to order by President Meurin at 3:03 p.m.

2. ROLL CALL

Present: Kathy Meurin - President, Kristen Carden, Stuart Hansmann, Neal Linnartz, Brian Cox (4:26 p.m.) **Absent:** Don Austin, Jim Poage

Others: Mayor Rusty Brockman

Staff: Jeff Jewell, Amy McWhorter, Garry Ford, Jared Werner, Jordan Matney, Valeria Acevedo, Nathan Brown; and Jonathan Parker and Michele Boggs (Chamber of Commerce)

3. PRESENTATION, UPDATES, DISCUSSION AND POSSIBLE DIRECTION TO STAFF:

A. Zipp Sports Park update and discussion:

Phase 1 is now estimated at \$32-36 million. Transportation Director Garry Ford reviewed reasons for the project's delay from 2019 to 2021-2022.. Jared Werner, Assistant City Attorney, reported that Pros Consulting has been engaged to conduct a youth sports market analysis to update the previous 2016 analysis. The purpose of this study is to determine what is currently needed now for existing local sports teams in New Braunfels. Mr. Werner stated that in addition to twelve fields, the study will consider potential for sports tourism as a secondary focus to augment the project budget with revenue generation. The board discussed the primary goal of meeting current needs for New Braunfels local teams and organizations. Preliminary results will be presented to staff on June 17th after meeting with local sports organizations and teams regarding their current uses and needs.

B. Economic Development Strategic Plan:

Jonathan Packer presented information from the strategic plan and community assessment. The board discussed performance measures outlined in implementation of recommended measurements. The immediate proposed next steps are 1) Chamber team completing targeted industry focus study 2) Chamber proposing RFP to study high growth entrepreneurship focus 3) City Team and EDC conduct analysis on best use and development vision for the (former HD Supply) EDC-owned property, possibly through an RFQ, or meeting with all local developers about the property and other opportunities (such as River Mill and Creekside).

C. Central Texas Technology Center (CTTC) planning and programming:

Jeff Jewell updated the board about the ongoing process of looking for a workforce training provider to replace Alamo Technical Colleges, who is vacating the CTTC property. Staff is working with Texas State Technological College (TSTC) who received a waiver to implement

the TXFAME program in New Braunfels, which provides advanced manufacturing education through a partnership with regional manufacturers. The program incorporates apprenticeship-style training for today's high-demand manufacturing careers. The CTTC property could be a key asset to expand workforce development and training for companies located in/relocating to New Braunfels. Mayor Brockman suggested that SPARK or the small business development program join with Texas Workforce Commission to explore utilizing the property to provide training and entrepreneurial components for business incubation per the Strategic Plan goals.

D. Presentation and update on the South Castell Preliminary Design:

Jeff Jewell updated the board on the preliminary design project for the corridor. Kimley-Horn's study looked at street rights of way and significant drainage issues and presented a proposal to fix those issues and other off-site improvements. City staff from Public Works, Capital Projects, Engineering and Parks Department have been collaborating with NBU to address dropping utilities underground as part of the overall enhancement to create a pedestrian-friendly environment for businesses. Kimley-Horn is delivering foundational designs for the South Castell rights of way in the next few weeks. Public meetings and informational open houses will follow. The plan is to solicit RFPs for the South Castell Project summer of 2023.

E. Other Items for discussion at future workshops:

Neil Linnartz stressed the value and importance of quarterly workshops and asked that staff continue providing regular information updates to the board regarding ongoing projects, as well as proposed and potential projects. Kathy Meurin requested regular updated financial updates on ongoing and upcoming proposed expenditures, reserves and proposed expenditure scenarios for the board. Jared Werner will prepare visual reports which will provide more detail into the EDC's investment power going forward. Staff will provide a broadband update in the June meeting.

4. ADJOURNMENT – Meeting was adjourned at 4:38 p.m.

CERTIFICATION

Kathy Meurin
President

ATTEST:

Jim Poage
Secretary