

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

June 16, 2022 – WORKSHOP

MINUTES

1. CALL TO ORDER

The meeting was called to order by President Meurin at 4:04 p.m.

2. ROLL CALL

Present: Kathy Meurin – *Chair*, Don Austin, Kristen Carden, Brian Cox, Stuart Hansmann, Neal Linnartz and Jim Poage.

Others: Mayor Rusty Brockman

Staff: Jeff Jewell, Amy McWhorter, Jared Werner, Jordan Matney, Nathan Brown, Emily Wieland Susie Kelley; Jonathan Packer and Michele Boggs - *Chamber of Commerce*.

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

A. Presentation, discussion and possible direction to staff regarding target industries for economic development in New Braunfels:

Michele Boggs – *Chamber of Commerce* provided the board with a handout about specific industries identified by the Chamber team and consultant Matt Tarleton targeted marketing of New Braunfels. Industries and occupations selected include financial services and financial technology; information services and cyber security; regional and back-office professional services; and advanced manufacturing, including semiconductors and aerospace/aviation.

B. Presentation, discussion and possible direction to staff regarding the Small Business Development Center contract

Jonathan Packer – *Chamber of Commerce* and Jeff Jewell – *Director, Economic and Community Development*. Mr. Packer suggested that the Center adjust its reporting to regularly include more quantifiable information about its impacts, such as number of business plans created, new business starts, number of jobs created and jobs retained. Jeff Jewell noted that also recommended the focus should be on impacts and referrals, and level of capital and investments made. The Chamber can assist with these tracking efforts. Mr. Jewell and Mr. Packer will meet with the SBDC team to discuss.

C. Presentation, discussion and possible direction to staff regarding workforce housing initiatives.

Jeff Jewell – *Director, Economic and Community Development*. Mr. Jewell reported that the Workforce Housing Advisory Committee has developed a series of recommendations to address workforce housing in New Braunfels and will be having a joint workshop to present them to the City Council. Mr. Jewell defined workforce housing as

housing that is affordable for moderate to middle income workers and is close to their jobs. He suggested that without interventions those earning 60-80% of area median income (AMI) will be housing burdened due to rental rates and home prices. He stated that interventions are necessary because labor shortages can be attributed to lack of affordable housing. The Workforce Housing Advisory Committee recommends that workforce housing should be a City priority. There are non-financial measures including regulatory changes through land use ordinances and fees, as well as providing financial incentives to developers to produce affordable housing, and programs to increase buyers' and renters' purchasing power.

- D. **Presentation, discussion and possible direction to staff regarding budget planning for 2022-2023 fiscal year.** Jeff Jewell suggested the board conduct some workshops to focus on budget planning in the next several weeks. Staff will send scheduling polls to the board.

5. **ADJOURNMENT** – The workshop was adjourned at 4:38 p.m.

CERTIFICATION

Kathy Meurin
President

ATTEST:

Jim Poage
Secretary