

**New Braunfels Economic Development  
Corporation Board of Directors Workshop  
Honor Hall – 390 S. Seguin Avenue  
Thursday, October 22, 2021**

**MINUTES**

**1. CALL TO ORDER**

The meeting was called to order by President Meurin at 8:09 a.m.

**2. ROLL CALL**

Present: Kathy Meurin (President), Don Austin, Kristen Carden, Stuart Hansmann, Neal Linnartz, Jim Poage

Others: Matt Tarleton, Consultant

**3. CITIZENS' COMMUNICATION**

(none)

**4. INDIVIDUAL ITEMS FOR DISCUSSION**

- A.** Ongoing EDC strategic projects and priorities (*Jeff Jewell, Director, Economic and Community Development and Jared Werner, Chief Financial Officer*); Overall goals, strategies and actions (*Jonathan Packer, President/CEO, Chamber and Matt Tarleton, Consultant*)

Mr. Jewell provided results of the Board's project ranking survey and opened discussion regarding the status and prioritization of each respective project. Mr. Werner provided information on the FY2021-2027 financial proforma. Discussion followed.

- B.** Discuss a proposed strategic planning process for economic development

Mr. Packer introduced Matt Tarleton, who provided insights into national and regional economic development trends and an overview of strategic planning methods. Mr. Tarleton proposed that the board undertake a formal planning process to begin in January of 2022 for a period of four months, to result in a comprehensive community assessment and a new economic development plan for New Braunfels.

**5. ADJOURNMENT** – Meeting was adjourned at 10:01 a.m.

(Certification on following page)

## CERTIFICATION

<p><i>Kathy A. Meurin</i> <u>Kathy A. Meurin (Jan 4, 2022 12:04 CST)</u> Kathy Meurin President</p>	<p>ATTEST:</p> <p><i>James B. Poage</i> <u>James B. Poage (Jan 4, 2022 12:57 CST)</u> Jim Poage Secretary</p>
---	---









# 10-NBEDC Minutes 10.22.2021 Workshop

Final Audit Report

2022-01-04

Created:	2022-01-04
By:	Susie Kelley (Bkelley@nbtexas.org)
Status:	Signed
Transaction ID:	CBJCHBCAABAAKdbtD3B5WP6dIA_axJ-nWkU596m2Ool1

## "10-NBEDC Minutes 10.22.2021 Workshop" History

-  Document created by Susie Kelley (Bkelley@nbtexas.org)  
2022-01-04 - 4:20:32 PM GMT
-  Document emailed to Kathy A. Meurin (clearspringscatering1980@gmail.com) for signature  
2022-01-04 - 4:21:12 PM GMT
-  Email viewed by Kathy A. Meurin (clearspringscatering1980@gmail.com)  
2022-01-04 - 5:58:02 PM GMT
-  Document e-signed by Kathy A. Meurin (clearspringscatering1980@gmail.com)  
Signature Date: 2022-01-04 - 6:04:32 PM GMT - Time Source: server
-  Document emailed to James B. Poage (jbp@startech1.com) for signature  
2022-01-04 - 6:04:35 PM GMT
-  Email viewed by James B. Poage (jbp@startech1.com)  
2022-01-04 - 6:56:43 PM GMT
-  Document e-signed by James B. Poage (jbp@startech1.com)  
Signature Date: 2022-01-04 - 6:57:23 PM GMT - Time Source: server
-  Agreement completed.  
2022-01-04 - 6:57:23 PM GMT