Legislation Details (With Text)

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Title:	Discussion and update regarding the New Braunfels Main Street Program		
Sponsors:			
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Date	Ver.	Action By	Action	Result
1/16/2024	2	Downtown Board		

PRESENTER:
Mandi Scott, Economic and Community Development Manager
SUBJECT:
Discussion and update regarding the New Braunfels Main Street Program
DEPARTMENT: Economic and Community Development
COUNCIL DISTRICTS IMPACTED: 1, 5

BACKGROUND INFORMATION:
The City of New Braunfels has been a member of the Texas Main Street Program (TMSP), a subsidiary of the Main Street America (MSA) program, since 1999. MSA is a subsidiary of the National Trust for Historic Preservation. MSA's Four Point approach is referenced in the Downtown Board bylaws and are also fundamental to the work of the Economic and Community Development Department (ECD). The Four Points are organized into Transformation Strategies that are defined and set by each community: Economic Vitality, Design, Promotion, and Organization.

The TMSP has deemed the New Braunfels Main Street Program to be out of compliance for a variety of reasons. ECD staff met with TMSP and requested to be placed on probation while it works toward compliance.

This presentation will provide updates related to the New Braunfels Main Street program compliance.

ISSUE:
The City of New Braunfels received notice of non-compliance in August. The city met with the TMSP staff and requested to be placed on probation in September. TMSP has set the probation period through April 30, 2024.