



# Greater New Braunfels Chamber of Commerce, Inc.

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July 16, 2018

Ron Reaves  
521 Hunters Creek Drive  
New Braunfels, TX 78132

Dear Ron:

It is a distinct honor for me to announce that you have been selected to receive a Chair of the Board Award in the field of community planning. Only six such awards are bestowed each year, and your efforts leading the current City of New Braunfels Comprehensive Plan update certainly more than qualifies you for this award.

You recently termed off of the City Council after two 3-year terms. While on council you envisioned using the former Albertson's Grocery as a city hall, led efforts for the acquisition and development of Mission Hill Park, served on the Alamo MPO as the city representative, chaired the Mayor's Higher Education Task Force that led to the expansion of the CTTC, and much more. These efforts resulted in you receiving the Chamber's coveted Besserung Award in 2016. You were also inducted into the Chamber's Hall of Honor in 2010.

You participated in the 1997-99 City Comprehensive Plan after moving here as the new superintendent of the NBISD. That experience served you well and Mayor Casteel appointed you to lead the current update effort that has involved hundreds of our citizens, thousands of hours of input, and several dozen meetings with nine advisory groups in different topical areas. These efforts will soon result in the adoption of the plan as early as this month. The plan will provide an overarching guide to the City for the next 10 to 15 years or more.

Your activities are many, including the Wurstfest Association, Rotary Club, Blue Coats, and your church. You are a Life Member of the Chamber, Chaired the Chamber Board of Directors in 2005, and have been President of Main Street Partners. You own Ron Reaves & Associates, LLC and consult for Leadership Management International.

You and Jeannette are invited to be our guests at the Centennial Meeting and Banquet of the Chamber set for Friday, January 25, 2019 in the New Braunfels Civic Convention Center. At that time we will further honor you with a framed certificate as a small token of our appreciation for your efforts in the field of community planning.

Sincerely,

Robin Jeffers  
Chair of the Board