



City of Pflugerville

Minutes - Final

City Council

Tuesday, January 23, 2024

5:00 PM

1611 Pfennig Lane

Worksession

Public comment will be allowed in person at the Regular Meeting scheduled to begin at 7:00p.m.

1. Call to Order

Mayor Pro Tem Doug Weiss called the worksession to order at 5:00pm. Councilmembers Ceasar Ruiz, Kimberly Holiday, Rudy Metayer, Jim McDonald, and David Rogers were in attendance. Mayor Victor Gonzales joined the worksession at 5:19pm.

City staff in attendance: Sereniah Breland, City Manager; James Hartshorn, Deputy City Manager; Emily Barron, Assistant City Manager; Thomas Hunter, Assistant City Manager; Terri Toledo, Director of Management Services; Trista Evans, City Secretary; Charles Zech, City Attorney; Flip Romero, Communications Director; Tracy Waldron, Finance Director; Roger Heaney, Assistant Communications Director.

2. Discuss Only

2B. [2024-0018](#)

Discussion regarding Explore Pflugerville tourism program.

Mayor Pro Tem Weiss opened the item for discussion. Mr. Romero discussed promoting tourism in Pflugerville, brand awareness, and other city examples. Mr. Romero discussed the difference in tourism branding and reviewed the process and how the brand could be used throughout the City. Mr. Rogers discussed concerns with the use of the word explore and provided comment about other logos. Mr. McDonald discussed branding as presenting a holistic package. Mr. Romero provided information about the proposed tagline "Where Central Texas Unfolds." Discussion followed regarding what words to use and where the brand can be placed. Mr. Romero stated they will move forward with Explore Pflugerville and discuss more options for a tagline.

2A. [2024-0114](#)

Interviews of construction law firms for as needed construction legal services and discussion.

Mayor Gonzales opened the item for discussion. Mr. Zech provided information about the need for a construction law firm and introduced Stephanie Cook with Cokinos Young and Will Allensworth with Allensworth Law. Ms. Cook and Mr. Allensworth answered questions from council. Mayor Pro Tem Weiss asked who they typically represent in cases. Mayor Gonzales asked about firm results. Mr. Zech asked about experience on the transaction side versus

litigation side. Mr. Rogers asked about dealing with the Travis County Court process.

2C. [2024-0117](#)

1.) Executive Session Item: Deliberation regarding real property pursuant to Chapter 551.072 of the Texas Government Code regarding the purchase, exchange, lease, and/or value of real property related to real estate proposal for Downtown East.

Mayor Gonzales read the item and stated city council was retiring to executive session at 6:18pm. Mayor Gonzales reconvened the meeting in open session at 6:28pm.

3. Adjourn

Mayor Gonzales adjourned the worksession at 6:28pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as submitted on February 13, 2024.