



City of Pflugerville

Minutes - Final

City Council

Monday, December 18, 2023

12:00 PM

1611 Pfennig Lane

Worksession

1. Call to Order

Mayor Pro Tem Doug Weiss called the worksession to order at 12:11pm. Councilmembers Ceasar Ruiz, Jim McDonald, and Kimberly Holiday were in attendance. Councilmember Rudy Metayer joined the worksession at 12:28pm. Mayor Victor Gonzales and Councilmember David Rogers were not in attendance.

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; Flip Romero, Communications Director; Breanna Higgins, Assistant to the City Manager; Erin Sellers, Innovation Strategist.

2. Public Comment

There was no one present wishing to speak under public comment.

3. Regular Agenda

3A. [2023-1216](#) Discussion regarding tourism in Pflugerville.

Mayor Pro Tem Weiss opened the item for discussion. Ms. Toledo discussed the vision of tourism in Pflugerville and the current PfunTX brand established in 2014. Ms. Toledo introduced an Explore Pflugerville brand and discussed tourism pieces such as Trail Capital of Texas, events, and downtown. Mr. McDonald discussed incorporating the current downtown area with the new. Ms. Toledo discussed marketing strategies and digital solutions. Discussion followed regarding the new branding. Ms. Holiday discussed incorporating more benches. Discussion followed about differentiating the brand based on the particular marketing area. Mr. McDonald discussed using stickers on water bottles. Ms. Holiday asked about coordinating with the Chamber of Commerce. Mr. Ruiz discussed using QR codes at locations around the city to provide information. Discussion followed regarding identifying key locations. Ms. Toledo discussed using a photographer and marketing. Mayor Pro Tem Weiss discussed looking for consistency in the City's branding. Discussion followed regarding the branding images.

4. Adjourn

Mayor Pro Tem Weiss adjourned the worksession at 1:06pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as _____ on January 9, 2024.