



City of Pflugerville

Minutes - Final

City Council

Tuesday, January 28, 2025

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 Kimberly Holiday called the worksession to order at 5:00pm. Councilmembers Doug Weiss, Melody Ryan, Rudy Metayer, and David Rogers were in attendance. Councilmember Ceasar Ruiz joined the meeting at 5:07pm. Mayor Victor Gonzales was 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; Trista Evans, City Secretary; Terri Toledo, Director of Management Services; Charles Zech, City Attorney; Tracy Waldron, Finance Director; Robyn Claridy-Miga, Assistant Director of Development Services.

2. Regular Agenda

2A. [2025-0010](#)

Discussion regarding development vision, goals and core objectives for Project Greenfield, a 52.686 acre tract of land located at 3615 E. Pflugerville Parkway.

Mayor Pro Tem Holiday opened the item for discussion. Mr. Hunter and Ms. Miga reviewed the project vision and key components. Brian Adams with Kimley Horn reviewed the potential layout for development. Ms. Miga discussed visioning a higher education facility to anchor the site. Mr. Adams discussed the vision to organize the elements and it is not a set design, and answered questions from council. Mr. Adams reviewed the drawings of the area. Mr. Hunter provided information about hotel legislature. Ms. Ryan asked about use of city land. Ms. Miga provided information about incentives for development. Discussion followed regarding setting the vision for when developers come in. Mr. Adams discussed the benefit of having residential areas and answered questions about the hotel and conference center facility together. Mr. Adams reviewed comparison projects and opportunities.

Jenifer Boss with Hayat Brown discussed how to take the vision to make it possible and take it out to market. Mark Gilbert with Hayat Brown discussed the rapid changes in East Pflugerville. Ms. Boss reviewed the recommended process and phases. Ms. Boss reviewed some delivery models and examples. Ms. Ryan asked about the general timeline. Ms. Boss stated Pflugerville moves very quickly and reviewed the timeline for Downtown East as an example. Mr.

Rogers stated the university and event center is a critical pillar. Mr. Metayer discussed the domino effect of development. Mr. Weiss stated he agrees with Ms. Ryan and would like to see the possibility of a performing arts center. Mr. Ruiz asked for the development to be cognizant of traffic.

2B. [2025-0024](#)

Conduct a presentation on the Finance Department.

Mayor Pro Tem Holiday opened the item for discussion. Ms. Waldron reviewed the Finance Department staff and responsibilities. Ms. Waldron reviewed system conversions, divisions of the department, and discussed debt management. Ms. Waldon and Mr. Pritchett answered questions from council about loans for utilities. Ms. Waldron discussed financial reporting, utility billing, and reviewed challenges with the utility billing system conversion.

2C. [2025-0114](#)

Discussion regarding a long term strategy on the City's extraterritorial jurisdiction.

Mayor Pro Tem Holiday opened the item for discussion. Mr. Rogers discussed legislature discussions about the extraterritorial jurisdiction (ETJ) and hurdles of annexation. Mr. Weiss discussed dedicated parcels for continuity and continuing with the long term plan until something happens in the legislature. Mr. Rogers discussed concerns about the impact of the legislature. Mr. Metayer discussed encouraged the Pflugerville Community Development Corporation to purchase land. Ms. Ryan discussed existing neighborhoods in the ETJ and the impact on estimated versus actual population growth and the cost of annexation. Mr. Metayer discussed people who live in the ETJ seeing themselves as from Pflugerville.

3. Adjourn

Mayor Pro Tem Holiday adjourned the worksession at 6:49pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as _____ on February 11, 2025.