

City of Pflugerville



PFLUGERVILLE | a
COMMUNITY DEVELOPMENT | CO

Minutes - Final

Wednesday, November 19, 2025

6:00 PM

Regular Meeting

3801 Helios Way, Ste. 130

Pflugerville Community Development Corporation
(PCDC)

Join from PC, Mac, iPad, or Android:
<https://us02web.zoom.us/j/84247253342>

Phone one-tap:
+13462487799,,84247253342# US (Houston)

Join via audio:
+1 346 248 7799 US (Houston)

Webinar ID: 842 4725 3342
International numbers available: <https://us02web.zoom.us/u/k99jXLGo5>

1. Call to Order

PCDC Board President Darelle White called the meeting to order at 6:01 p.m.

Board members present:

Victor Gonzales

Mark Lee

Oscar R. Mitchell

Adam Rosenfield

Darelle White

PCDC Staff:

Lisa Curtis

Jerry W. Jones, Jr.

Adam Maxon

Stacey Pfefferkorn

Atty. Josh Brockman (Messer Fort Law Firm rep)

Absent:

Rudy Metayer (Board member)

Cesar Ruiz (Board member)

2. Opening

A. Pledge allegiance to the flag of the United States of America: I pledge allegiance to the flag of the United States of America and to the Republic for which it stands; One Nation under God, indivisible, with liberty and justice for all.

B. Pledge of Allegiance to the Texas State Flag: Honor the Texas Flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible.

C. Moment of Silence

3. Items of Community Interest

Board Member Adam Rosenfield reminded everyone of the Menorah Lighting event in the Downtown Pflugerville, December 14, 2025, from 6:30-8:30pm. He also announced he recently discovered Pflugerville was voted 2nd Best

Place to Live in the Travel Leisure Magazine.

Executive Director Mr. Jones provided the following updates:

1. The PCDC presented an award to Mayor Victor Gonzales for his 18-1/2 years of public service. President Darelle White joined the presentation to offer congratulatory comments, after which Mayor Gonzales provided his remarks.
2. Mr. Jones reminded attendees that PCDC board member applications are still being accepted. The application link is available on the City of Pflugerville website.
3. Mr. Jones thanked the Board members for their support in assisting with the AEDO re-accreditation meetings and welcoming the team, Henry Florsheim and Steve Stroud. Final confirmation of the accreditation is expected by the end of December 2025.
4. Mr. Jones opened with a summary of the TEDC Annual Conference in San Antonio. The PCDC team, including Lisa Curtis, Stacey Pfefferkorn, and Adam Maxon, then contributed by sharing their individual perspectives on the professional value and key insights gained from the conference.
5. Mr. Jones announce the PF Education Coalition and ESO w/TSTC will join the coalition.
6. Mr. Jones stated the incentive reimbursement checks went out to all companies that complied.
7. Lastly, he followed up on the Venture Pfest Pitch competition winner. He has been actively marketing his company, and more video and activity is to come of his venture.

4. Public Comment

The Request to address the Board document was handed over to the Board President, Mr. White.

Mr. White welcomed E. C. Chi – CEO/President of the Korea Texas Forum (KTF). Ms. Chi provided an overview of the Korea Texas Forum.

In accordance with the Texas Attorney General’s Opinion, any public comment that is made on an item that is not on the published final agenda will only be heard by the PCDC Board. No formal action, discussion, deliberation, or comment will be made by the PCDC Board. Each person providing public comment will be limited to 3 minutes.

5. Public Hearing

Public Hearing 5A. was opened at 6:18 P.M.

Motion to close Public Hearing 5A: Passed 5-0

Motioned by: Mr. White

Seconded by: Mr. Rosenfield

Votes:

Victor Gonzales – Y

Mark Lee – Y

Oscar R. Mitchell – Y

Adam Rosenfield – Y

Darelle White – Y

Public Hearing 5A. was closed at 6:19 P.M.

5A. [2025-0913](#)

In accordance with Texas Local Government Code Section 505.159, the City of Pflugerville Community Development Corporation (“PCDC”) will

hold a public hearing regarding expenditures for the following project being considered by the PCDC:

- Community Engagement Grant submitted by Parks and Recreation Department - City of Pflugerville not to exceed \$1,516,850.00.

6. Regular Meeting

- 6A. [2025-0914](#) Discuss and consider action to approve the PCDC October 15, 2025 Regular Meeting Minutes.

Motion for Approval: Passed: 5-0

Motioned by: Mr. White

Seconded by: Mr. Mitchell

Votes:

Victor Gonzales – Y

Mark Lee – Y

Oscar R. Mitchell – Y

Adam Rosenfield – Y

Darelle White – Y

- 6B. [2025-0915](#) Review and discuss the PCDC October 2025 Staff Report to the Board of Directors.

Mr. Jones delivered an overview of the October Monthly Staff Report, highlighting the PCDC's strategic initiatives for the month. He noted that the report demonstrates PCDC's continued alignment with the Comprehensive Economic Development Strategy (CEDs), the City of Pflugerville's ASPIRE strategic plan, and the implementation of the Workforce Study. Specifically, he emphasized the success of the October 22nd Business Pfirst event, which convened key stakeholders—including real estate professionals, construction companies, and City planning staff—to foster dialogue on economic enhancement and solidify the business ecosystem.

- 6C. [2025-0916](#) Discuss and consider action to accept the FY25 Quarter 4 Financial Reports.

City of Pflugerville Finance Director, Ms. Tracy Waldron, reviewed the PCDC Preliminary FY 2025, Q4 Financial Report, which included the Q4 Investments report, the preliminary Q4 operating report, and the September 2025 balance sheet. She further announced that the City of Pflugerville has transitioned away from Valley View Financial services. The City purchased the reporting software to manage and provide financial reports in-house.

Motion for Approval: Passed: 5-0

Motioned by: Mr. Gonzales

Seconded by: Mr. Rosenfield

Votes:

Victor Gonzales – Y

Mark Lee – Y

Oscar R. Mitchell – Y

Adam Rosenfield – Y

Darelle White – Y

- 6D. [2025-0917](#) Discuss and consider action authorizing the Executive Director to enter into a Professional Services Agreement with ATX Web Designs in the amount of \$ 30,000.00 for the purpose of creating a new PCDC website.

Mr. Adam Maxon provided a brief overview highlighting the strategic importance of the PCDC website. He specifically thanked Board member Adam Rosenfield and Chamber staff member Shannon Peterson for their efforts in evaluating more than 60 RFQ submissions to identify the best website host company.

Mr. Maxon then announced that ATX Web Designs had been selected. Their CEO, Mr. Daniel Griggs, was introduced and subsequently presented an overview of the services his company will provide.

Motion for Approval: Passed: 5-0

Motioned by: Mr. Mitchell

Seconded by: Mr. White

Votes:

Victor Gonzales – Y

Mark Lee – Y

Oscar R. Mitchell – Y

Adam Rosenfield – Y

Darelle White – Y

- 6E. [2025-0924](#) Discuss and consider action to approve a PCDC professional services agreement with DCS in an amount not to exceed \$50,000 for general engineering services for PCDC-related projects for the 2026 fiscal year.

Motioned by: Mr. Lee

Seconded by: Mr. Mitchell

Votes:

Victor Gonzales – Y

Mark Lee – Y

Oscar R. Mitchell – Y

Adam Rosenfield – Y

Darelle White – Y

- 6F. [2025-0918](#) Review and discuss a presentation, "Disruption and Opportunity: What Tariffs and Policy Shifts Mean for Site Selection and Economic Development." by Phil Schneider with Global Location Strategies.

Mr. Jones summarized a key presentation from the TEDC Annual Conference in San Antonio, Texas. The session, "Disruption and Opportunity: What Tariffs and Policy Shift Mean for Site Selection and Economic Development," was authored by Phil Schneider of Global Location Strategies. The review highlighted the presentation's value in detailing the overall economic impacts resulting from current and future tariff implementation.

- 6G. [2025-0919](#) 1.) Executive Session Item: Deliberations in accordance with Sections 551.071 and 551.087 of the Texas Government Code to discuss economic development negotiations and financial information received from businesses expanding or relocating in the City of Pflugerville and to seek legal advice regarding such projects, incentives, and negotiations, including projects: Nexus, Z Star, Listen, Server, Sim, Bite, Pillar,

Anchor, Gamma and Princess.

2.) Executive Session Item: 551.071- Consultation with Attorney regarding pending litigation: 15508 Impact Way, LLC v. Pflugerville Community Development Corp., et al., Case No. 1:23-cv-00914, U.S. Dist. Court for the Western District of Texas.

3.) Executive Session Item: Discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code regarding the Business Development Director, Innovation & Entrepreneurship Manager, Research & Data Analyst, Communications & Marketing Manager, and Executive Assistant.

The Board went into Executive Session at 7:34 P.M.

Board member, Rudy Metayer joined Executive Session at 7:50 P.M.

Board member, Rudy Metayer left Executive Session 9:42 P.M.

7. Reconvene Regular Meeting

7A. [2025-0920](#) Open Session Item: Discuss and consider action on Executive Session items as needed.

The Board returned from Executive Session at 9:42 P.M.

No action was taken.

8. Adjourn

The meeting was adjourned at 9:42 P.M. on Wednesday, November 19, 2025.

**Approved as submitted on December 17, 2025.
Respectfully submitted by Lisa Curtis, Executive Assistant.**

The Pflugerville Community Development Corporation may retire to executive session any time between the meeting's opening and adjournment on any item listed on the Agenda for the purpose of consultation with legal counsel pursuant to Section 551.071 of the Texas Government Code; discussion of real estate pursuant to Section 551.072 of the Texas Government Code; and/or deliberation regarding economic development negotiations pursuant to Section 551.087 of the Texas Government Code by majority vote of the Board. Action, if any, will be taken in open session. PCDC President, Darelle White.

This is to certify that a copy of this agenda for this meeting was posted on the bulletin board located at the City Municipal Building on the 13th day of November, 2025, at 5:00PM pursuant to Section 551.041, Government Code. The Pflugerville Community Development Corporation is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Requests to speak during Public Comment must be received at least 2 hours prior to the meeting. To request to speak please contact Lisa Curtis, Executive Assistant at lisac@pfdevelopment.com or 512-990-3725 for information. This agenda has been reviewed and approved by the PCDC's legal counsel and the presence of any subject in any Executive Session portion of the agenda constitutes a written interpretation of the Texas Government Code Chapter 551 by legal counsel for the governmental body and constitutes an opinion by the attorney that the items discussed may be legally discussed in the closed portion of the meeting considering available opinions of a court of record and opinions of the Texas Attorney General known to the attorney. This provision has been added to this agenda with the intent to meet all elements necessary to satisfy Texas Government Code Chapter 551.144(c) and the meeting is conducted by all participants in reliance on this opinion. Attendance By Other Elected or Appointed Officials: It is anticipated that members of the City Council and/or other city board, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the City Council and/or other city boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the City Council and/or other boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the City Council and/or other boards, commissions and/or committees of the City, whose members may be in attendance. The members of the City Council and/or boards, commissions and/or committees may participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for the City Council or board, commission or committee subject to the Texas Open Meetings Act. VIDEO CONFERENCE CALL: PURSUANT TO SECTION 551.127 OF THE TEXAS GOVERNMENT CODE, ONE OR MORE MEMBERS OF THE PCDC BOARD MAY PARTICIPATE IN A MEETING REMOTELY, FOLLOWING CERTAIN GUIDELINES AND NOTICE REQUIREMENTS. A QUORUM OF THE PCDC WILL BE PHYSICALLY PRESENT FOR THE SCHEDULED MEETING AT THE ABOVE STATED LOCATION. THIS NOTICE SPECIFIES THE INTENT TO HAVE A QUORUM PRESENT AT THE STATED MEETING LOCATION. THE MEMBER OF THE PCDC BOARD PRESIDING OVER THE MEETING WILL BE PHYSICALLY PRESENT AT THE ABOVE PUBLIC LOCATION. VIDEO CONFERENCE EQUIPMENT PROVIDING TWO-WAY AUDIO AND

VIDEO COMMUNICATION WITH EACH MEMBER. PARTICIPATING REMOTELY WILL BE MADE AVAILABLE AND EACH PORTION OF THE MEETING HELD BY VIDEO CONFERENCE THAT IS REQUIRED TO BE OPEN TO THE PUBLIC CAN BE VIEWED AND HEARD BY THE PUBLIC AT THE LOCATION SPECIFIED. Jerry W. Jones Jr., PCDC Executive Director.