



City of Pflugerville

Minutes - Final

City Council

Monday, March 18, 2024

12:00 PM

1611 Pfennig Lane

Worksession

1. Call to Order

Mayor Victor Gonzales called the worksession to order at 12:05pm. Mayor Pro Tem Doug Weiss and Councilmembers Kimberly Holiday and Rudy Metayer were in attendance. Councilmember Ceasar Ruiz joined the worksession at 12:18pm. Councilmember Jim McDonald joined the worksession at 12:50pm. Councilmember David Rogers was not in attendance.

City staff in attendance: Sereniah Breland, City Manager; Emily Barron, Assistant City Manager; Thomas Hunter, Assistant City Manager; Terri Toledo, Director of Management Services; Trista Evans, City Secretary; Breanna Higgins, Special Projects Manager; Katherine Terry, Assistant to the City Manager; Jeremy Frazzell, Planning and Development Services Director; Erin Sellers, Innovation Strategist.

2. Public Comment

Jeff Thompson congratulated Christian Kurtz for earning his Economic Development Certification.

3. Regular Agenda

3A. [2024-0277](#) Discussion regarding retail strategies.

Madison Neal with Retail Strategies reviewed the timeline for their retail recruitment process. Mr. Neal reviewed data and trade area identification for opportunities. Mr. Neal discussed the opportunity gap and points of interest in the City. Discussion followed regarding development opportunities. Mayor Pro Tem Weiss discussed quality of life. Mr. Metayer discussed ETJ development. Amy Madison, PCDC Executive Director, discussed exploring properties. Mayor Gonzales discussed concern regarding seeing only duplication of companies and not anything new. Mr. Ruiz asked why certain areas of the city were not identified as opportunities. Mr. Metayer discussed market demands and mixed use. Mr. Neal reviewed retail recruitment conferences. Mr. Ruiz asked about success rate from attending conferences. Mayor Gonzales asked about what draws in companies to the area. Mayor Pro Tem Weiss asked about how success is measured and discussion followed. Mr. Neal reviewed the latest trends in retail, hurdles and strategies, and answered questions from council. Mayor Pro Tem Weiss discussed bringing businesses that may be new to Central Texas.

4. Adjourn

Mayor Gonzales adjourned the worksession at 1:06pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as _____ on March 26, 2024.