



City of Pflugerville

Minutes - Final - Final

City Council

Saturday, March 27, 2021

10:00 AM

100 East Main Street, Suite 500

Worksession (Telephone/Video Conference)

NOTICE IS HEREBY GIVEN in accordance with order of the Office of the Governor issued March 16, 2020, the City Council will conduct this Meeting by telephone/video conference in order to advance the public health goal of limiting face-to-face meetings to slow the spread of the COVID-19. There will be no public access to the location described above.

This Meeting Agenda, and the Agenda Packet, are posted online at <https://pflugerville.legistar.com>

This telephonic/video meeting will be hosted through WebEx.
Meeting Link: <https://pflugervilletx.webex.com/pflugervilletx/onstage/g.php?MTID=ec6ff23892e5ddf217f58f1ab0c67af94>

Meeting Code/Number: 187 355 7302

Dial-in number: (US toll): = 1-408-418-9388

Public comment will be allowed via telephone/video conference at the Meeting scheduled to begin at 10:00 a.m. All speakers must register to speak at least 2 hours in advance of the Meeting. Public comment on all items will occur under the Public Comment item. Speakers must call in at least 15 minutes prior to the start of the Meeting in order to speak. Written comments may also be submitted 2 hours in advance of the meeting.

To register to speak or to submit written comments, please email citysecretary@pflugervilletx.gov at least 2 hours in advance of the Meeting. Name and address must be included. Written comments are limited to 250 words.

A recording of the telephone/video meeting will be made, and will be available to the public upon written request.

1. Call to order

Mayor Victor Gonzales called the worksession to order at 10:00 a.m. The worksession was held by telephone/video conference. Mayor Pro Tem Omar Peña and Councilmembers Doug Weiss, Ceasar Ruiz, Rudy Metayer and Mike Heath were in attendance. Councilmember David Rogers entered at 10:05 a.m. City employees attending: Sereniah Breland, City Manager; Charlie Zech, City

Attorney; Trey Fletcher, Deputy City Manager; James Hartshorn, Assistant City Manager; Amy Giannini, Assistant City Manager; Karen Thompson, City Secretary; Gwen Holford, Application and Web Developer. Blake Alexander and Lori Alexander, Alexander Consulting, were in attendance.

2. Public Comment

Mayor Gonzales stated that registration for public comment was taken until 8:00 a.m. today and there were no requests to provide public comment.

3. Discuss only

- 3A.** [2021-0259](#) Facilitated strategic planning discussion with Blake Alexander.

Mr. Alexander facilitated an introductory exercise. He reviewed and discussed mission and vision statements with the City Council. He reviewed and discussed a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis compiled from his survey results. A break was taken from 11:07 a.m. to 11:10 a.m. Discussion followed regarding possible themes for initiatives: safety, infrastructure, regional leadership, economic development, land use, community services and annexation plans. Mr. Alexander was to development some options for mission and vision statements for review at the next session.

- 3B.** [2021-0260](#) Discuss scheduling additional facilitated strategic planning worksessions with Blake Alexander.

There was discussion on the item. The next session was set for April 20, 2021 from 5:30 p.m. to 7:30 p.m. with an extension to 8:00 p.m. if necessary.

4. Adjourn

Mayor Gonzales adjourned the worksession at 12:01 p.m.

Respectfully submitted,

Karen Thompson
City Secretary

Approved as presented on April 13, 2021.