



City of Pflugerville

Minutes - Final

City Council

Monday, April 21, 2025

12:00 PM

1611 Pfennig Lane

Worksession

1. Call to Order

Mayor Pro Tem Kimberly Holiday called the worksession to order at 12:01pm. Councilmembers Doug Weiss, Ceasar Ruiz, and Rudy Metayer were in attendance. Councilmember Melody Ryan joined the worksession at 12:05pm. Councilmember David Rogers joined the worksession at 12:06pm. Mayor Victor Gonzales was not in attendance.

City staff in attendance: James Hartshorn, Deputy City Manager; Emily Barron, Assistant City Manager; Thomas Hunter, Assistant City Manager; Terri Toledo, Director of Management Services; Breanna Higgins, Special Projects Manager; Trista Evans, City Secretary; Jason O'Malley, Police Chief; Erin Sellers, Innovation Strategist.

2. Public Comment

Craig Reinecke stated he is a member of a new group called Strong Towns Pflugerville and stated appreciated work on mobility master plan. Mr. Reinecke voiced concern regarding items 5J. and 5K. on the April 22nd council agenda, stating improving driver safety is important but it could make the area less safe for pedestrians, and dynamic speed signs do not necessarily slow down cars. Mr. Reinecke requested a roll call at council meetings and recommended putting sculptures in the middle of roundabouts.

3. Regular Agenda

3A. [2025-0335](#)

Discussion regarding Strategic Action Plan 2026-2030.

Mayor Pro Tem Holiday opened the item for discussion. Ms. Barron reviewed the strategic plan process and stated this is an opportunity to provide an update. David Beurle with FutureIQ reviewed the process phases, community engagement, and the scenario matrix for the future of the city. Mr. Beurle reviewed the results of the community engagement sessions matrix of expected, preferred, and least desired future. Discussion followed regarding the people who responded and cost of implementing plans. Mr. Beurle discussed the survey currently online. Mayor Pro Tem Holiday asked about an option for a hardcopy survey. Ms. Higgins reviewed the different ways the survey is being shared with the community. Mr. Beurle reviewed the preliminary data of the stakeholder survey. Discussion followed regarding the preliminary results. Mr. Beurle discussed the draft strategic pillars and next steps. Discussion followed regarding the preliminary data.

4. Adjourn

Mayor Pro Tem Holiday adjourned the worksession at 12:57pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as _____ on May 13, 2025.