



City of Pflugerville

Minutes - Final

City Council

Tuesday, October 14, 2025

6:00 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 Victor Gonzales called the worksession to order at 6:00pm. Mayor Pro Tem Kimberly Holiday and Councilmembers Doug Weiss, Cesar Ruiz, Rudy Metayer, Melody Ryan, and David Rogers were in attendance.

City staff in attendance: James Hartshorn, Acting City Manager; Emily Barron, Assistant City Manager; Thomas Hunter, Assistant City Manager; Terri Toledo, Director of Management Services; Trista Evans, City Secretary; Charles Zech, City Attorney; Breanna Miller, Special Projects Manager.

2. Regular Agenda

- 2A. [2025-0804](#) Discussion regarding "Energizing the Core: A Downtown Pflugerville Study."

Mayor Gonzales opened the item for discussion. Ms. Barron discussed the Downtown Pflugerville Study. Jen Boss with Hayat Brown discussed the purpose of the study and the collaboration to put the study together. Mark Gilbert with Hayat Brown reviewed the scope of work including assessing conditions, gathering and analyzing data, and reviewed project goals. Mr. Gilbert discussed the physical conditions overview. Mr. Rogers asked about how many bike riders there are. Molly Alexander with ITP Consulting provided information about input from the area about the desire for bike racks and discussion followed. Mr. Gilbert reviewed facility conditions, market analysis, and the retail assessment summary. Mayor Pro Tem Holiday asked about coordination with The Monarch. Ms. Alexander provided information and answered questions regarding youth-oriented businesses and discussion followed. Mr. Gilbert discussed the valuation and investment summary and next steps and answered questions from council. Mr. Gilbert answered questions regarding potential redevelopment. Ms. Miller reviewed recommendations including to issue a request for information, prioritizing improvements, and expanding current placemaking efforts. Ms. Ryan asked about funding options. Ms. Miller and Ms. Barron provided information about the role PCDC can play and other opportunities.

- 2B. [2025-0790](#) 1.) Executive Session Item: Deliberation regarding real property pursuant to Section 551.072 of the Texas Government Code regarding the

purchase, exchange, lease, and/or value of real property related to Project Listen.

There was no discussion on the item.

3. Adjourn

Mayor Gonzales adjourned the meeting at 6:53pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as submitted on October 28, 2025.