



City of Pflugerville

Minutes - Final

City Council

Friday, January 24, 2025

8:30 AM

6012 Aviation Drive

Worksession

1. Call to Order

Mayor Victor Gonzales called the worksession to order at 8:31am. Councilmembers Doug Weiss, Ceasar Ruiz, Melody Ryan, and David Rogers were in attendance.

City staff in attendance: Sereniah Breland, City Manager; James Hartshorn, Deputy City Secretary; Emily Barron, Assistant City Manager; Thomas Hunter, Assistant City Manager; Terri Toledo, Director of Management Services; Charles Zech, City Attorney; Trista Evans, City Secretary; Tracy Waldron, Finance Director; Breanna Higgins, Special Projects Manager; Jason O'Malley, Police Chief; Katherine Terry, Assistant to the City Manager.

2. Public Comment

There was no one present wishing to make public comment.

3. Regular Agenda

3A. [2025-0073](#) Discussion regarding enneagrams and Clifton Strengths.

Mayor Gonzales opened the item for discussion. Ms. Higgins discussed each councilmember's enneagram and Clifton Strengths. Discussion followed regarding the coordination between council. Mayor Gonzales recessed the meeting at 9:20am. Mayor Gonzales reconvened the meeting at 9:32am.

3B. [2025-0074](#) Discussion regarding current Strategic Plan.

Mayor Gonzales opened the item for discussion. Ms. Barron introduced David Beurle with Future IQ. Mayor Gonzales discussed going through the process of strategic planning and the importance of growth in the city. Mayor Gonzales discussed the view of predecessors to keep the city small and stated working with the growth is exciting.

Mr. Beurle discussed the strategic planning process and community engagement. Mayor Gonzales discussed including people from the extraterritorial jurisdiction. Mr. Beurle answered questions about who will be involved in the discussion and provided information about the timeline and feedback. Mayor Gonzales talked about bringing in students.

Ms. Barron reviewed the current strategic plan goals and answered questions

from council. Ms. Barron reviewed accomplishments under each pillar of the plan. Mayor Gonzales recessed the meeting at 10:34 am. Mayor Gonzales reconvened the meeting in open session at 10:49am.

3C. [2025-0075](#)

Discussion regarding future strategic planning.

Mayor Gonzales opened the item for discussion. Mr. Beurle asked about the key aspects council wants to consider. Mr. Weiss discussed a gap between working and living in the city. Ms. Ryan discussed geographic and economic differences. Mr. Weiss discussed the missing middle. Mr. Ruiz asked if there should be a bigger emphasis on water needs, discussion followed. Ms. Ryan discussed the impact of the difference between estimated and actual population growth. Mr. Beurle stated the plan will look at different scenarios. Mr. Rogers discussed increasing job opportunities in Pflugerville.

Mr. Beurle discussed how the city fits in to the urbanization of the world and the area, changing demographics and changes in social values. Discussion followed regarding the future of Pflugerville, different perspectives and land availability. Mayor Gonzales recessed the meeting at 12:10pm. Mayor Gonzales reconvened the meeting at 1:03pm.

Mr. Beurle asked the group about where Pflugerville is going and where it fits in. Ms. Barron discussed geographic benefits, engaging with the surrounding communities, and the opportunities that come with the diversity of the city. Mr. Hunter discussed the speed at which everything is happening and the development of the city. Mr. Hartshorn discussed learning from other communities who are at the end of their growth cycle, needs of ongoing maintenance, and staffing needs. Mayor Gonzales discussed the work already happening to send the message that Pflugerville is a place anyone can come to live. Mr. Beurle discussed ways that cities can influence attainable housing. Mr. Rogers discussed employees living in the city. Ms. Ryan discussed ways to prioritize needs. Mr. Rogers discussed using zoning as a tool to provide attainable housing.

Mr. Beurle asked about potential economic growth and who Pflugerville is trying to appeal to. Mr. Ruiz stated he thinks everyone looks at the city, but who does the city want to appeal to. Mr. Weiss discussed not limiting the city. Discussion followed regarding driving the economic future of Pflugerville.

4. Adourn

Mayor Gonzales adjourned the worksession at 2:20pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as _____ on February 11, 2025.