



City of Pflugerville

Minutes - Final

City Council

Tuesday, February 13, 2024

5:00 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 5:00pm. Mayor Pro Tem Doug Weiss and Councilmembers Ceasar Ruiz, Kimberly Holiday, Rudy Metayer, Jim McDonald, and David Rogers were in attendance.

City staff in attendance: Sereniah Breland, City Manager; James Hartshorn, Deputy City Manager; Emily Barron, Assistant City Manager; Thomas Hunter, Assistant City Manager; Trista Evans, City Secretary; Charles Zech, City Attorney; Flip Romero, Communications Director; Terri Toledo, Director of Management Services; Tracy Waldron, Finance Director; Jason O'Malley, Police Chief.

2. Discuss Only

2A. [2024-0168](#)

Discussion regarding the Pflugerville Community Development Corporation (PCDC) Comprehensive Economic Development Strategic Plan 3.0 (CEDS).

Mayor Gonzales opened the item for discussion. Tony Delisi with Ernst & Young reviewed the vision state and discussed target industries. Mayor Gonzales asked about how to be competitive with the surrounding cities. Mr. Delisi discussed growth in the region. Mr. McDonald asked about the office building market. Mr. Delisi discussed fluctuations in the market. Mr. Delisi discussed building areas for a wet lab and life sciences. Mayor Pro Tem Weiss stated these industries are growing at a faster rate in the area and they are already coming here. Mr. Delisi discussed the type of development and growing industries. Mayor Pro Tem Weiss discussed looking at the type of structures rather than industries. Discussion followed regarding competition with other cities.

Mayor Pro Tem Weiss discussed focusing on workforce for target industries and focusing on the workforce that leaves the city to work every day. Mr. Delisi discussed workforce needs, changing skills, and education needs. Mr. Ruiz discussed market driven wet labs. Mayor Pro Tem Weiss asked what CEDS 2.0 showed about life sciences. Mr. Delisi discussed growth in life sciences since the last CEDS. Ms. Madison provided information about a wet lab in the area that is transitioning out. Discussion followed regarding changes from each

CEDS iterations. Mr. Delisi discussed companies looking for space that already exists rather than building it and costs for companies to come to the city.

Brian Kelsey with Ernst & Young discussed the difficulty of determining why companies do not come to Pflugerville. Discussion followed regarding conversations with those companies. Mr. Ruiz discussed concern about limiting focus with CEDS. Ms. Madison stated the CEDS is updated every three years to keep up with the market changes. Discussion followed regarding apprenticeship programs. Mr. Metayer discussed the importance of identity. Mayor Pro Tem Weiss discussed needing more work on the CEDS and concerns about the data. Mr. McDonald discussed difficulty in knowing when the CEDS is successful and discussion followed on how success can be measured.

- 2B.** [2024-0169](#) Discussion regarding Pflugerville Community Development Corporation (PCDC) budget priorities.

There was no discussion on this item.

- 2C.** [2024-0124](#) Discussion and presentation regarding the Pflugerville Community Development (PCDC) Quarter 1 Financial Report.

Mayor Gonzales opened the item for discussion. Salom Tsoka, PCDC Finance Manager, reviewed the Q1 revenues and expenditures and answered questions from council regarding percentage of the budget expended.

3. Adjourn

Mayor Gonzales adjourned the worksession at 6:59pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as _____ on February 27, 2024.