



City of Pflugerville

Minutes - Final

City Council

Tuesday, June 27, 2023

5:00 PM

1611 Pfennig Lane

Joint Worksession with PCDC Board

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 Weiss, Councilmembers Ceasar Ruiz, Kimberly Rogers, Jim McDonald, David Rogers and Rudy Metayer 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; Ashley Lobb, Deputy City Secretary; Charles Zech, City Attorney; Breanna Higgins, Assistant to the City Manager; Jason Smith, Assistant Chief of Police; Terri Toledo, Director of Management Services; Andrea Brinkley, CIP Director; Isaac Espinoza, Project Manger; Jeremy Frazzell, Planning and Development Services Director; Jennifer Coffey, Library Director; Evan Groeschel, Operations Director; Abby Morrison, Special Projects Manger; Roger Heaney, Communications Assistant Director; Brandon Pritchett, Public Works Director; Romulus Atanasiu, Engineer Associate; Robyn Miga, Assistant Planning and Development Director.

2. Discuss Only

2A. [2023-0537](#)

Discussion regarding City Council strategic plan and Community Economic Development strategic plan.

Mayor Gonzales opened the item for discussion. PCDC members present: Dennis Spencer, Anthony Nguyen, Jonathan Kamenciky and Adam Rosenfield. Ms. Madison gave an overview of PCDC's Plan. Ms. Madison gave an overview of current projects, priorities, and goals. Ms. Madison discussed job fairs, infrastructure projects, office development sites and education. Ms. Madison highlighted awards and accreditations received by PCDC both locally and internationally. Ms. Madison gave an overview of current projects to include recruitment, workforce study and hosting a 130 corridor conference. Ms. Madison discussed an opportunity zone and possible grant opportunity. Ms. Madison discussed tasks that have not yet been completed by PCDC. Ms. Madison discussed PCDC and the City's strategic plan.

Mayor Gonzales asked if there was anything in the legislature on the horizon that would have a negative effect on economic development. Ms. Madison stated that they were successful this year with a house bill that will allow PCDC

to still engage with school district with projects in the community. Mr. Rogers asked when pitching to companies, what is unique about Pflugerville. Ms. Madison talked about the diversity and equity in the community. Discussion occurred regarding the diversity in Pflugerville. Mayor Gonzales asked if Pflugerville loses out on companies due to diversity. Ms. Madison said businesses like the diversity. Mayor Pro Tem Weiss commented that Pflugerville has the highest number of patents. Mr. Ruiz asked the PCDC board what they believe their role is on the board. Board Members discussed how they view their role on the board. Discussion occurred regarding shovel ready projects, businesses, and the downtown east project. Discussion occurred regarding jobs and affordable residency in Pflugerville. Discussion occurred regarding bringing higher education to Pflugerville. Ms. Madison discussed wanting to bring a career training center where they could train and teach in the center. Discussion occurred regarding the possibility of using an opportunity zone and developers. Discussion occurred regarding Pflugerville affordability and jobs. Mr. Metayer asked the PCDC Board about partnership with the Pflugerville Chamber. Discussion occurred regarding the current partnership between PCDC and the Chamber. Mayor Pro Tem Weiss and Mr. Metayer, Mr. McDonald discussed what they would like to see from PCDC in the future.

3. Adjourn

Mayor Gonzales adjourned the worksession at 6:54pm.

Respectfully submitted,

Ashley Lobb, Deputy City Secretary

Approved as _____ on July 11, 2023.