City of Pflugerville

Minutes - Final

Wednesday, February 25, 2026

6:00 PM

Regular Meeting

3801 Helios Way, Ste. 130

Pflugerville Community Development Corporation (PCDC)

Join from PC, Mac, iPad, or Android:
https://us02web.zoom.us/j/87119593749

Phone one-tap:
+13462487799,,87119593749# US (Houston)

Join via audio:
+1 346 248 7799 US (Houston)

Webinar ID: 871 1959 3749

International numbers available:
https://us02web.zoom.us/u/kbjGoV7ia8

1. Call to Order

With a quorum present, President Darelle White called the Pflugerville Community Development Corporation Regular Board meeting to order at 6:04 P.M. on Wednesday, February 25, 2026.

In-Person Attendees:
Mark Lee
De Juana Lozada
Oscar R. Mitchell
Adam Rosenfield
Ceasar Ruiz
Darelle White

PCDC Staff:
Lisa Curtis
Jerry W. Jones, Jr.
Adam Maxon
Stacey Pfefferkorn
Atty. Brad Bullock (Messer Fort Law Firm)

Absent:
Rudy Metayer

2. Opening

A. Pledge allegiance to the flag of the United States of America: I pledge allegiance to the flag of the United States of America and to the Republic for which it stands; One Nation under God, indivisible, with liberty and justice for all.

B. Pledge of Allegiance to the Texas State Flag: Honor the Texas Flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible.

C. Moment of Silence

3. Items of Community Interest

Executive Director Jones reported on the PCDC's successful participation in the ICSC Conference in San Antonio. Mr. Jones emphasized the strategic importance of the event for relationship-building with key industry stakeholders and noted that all leads are being managed via HubSpot. Mr. Jones formally recognized Adam Maxon for his instrumental role in designing the PCDC booth, which received high praise from attendees. Additionally, the Board was provided with the ICSC informational booklet, which outlines Pflugerville's competitive advantages in infrastructure, workforce data, and business incentives.

4. Public Comment

No Public comment was made.

In accordance with the Texas Attorney General's Opinion, any public comment that is made on an item that is not on the published final agenda will only be heard by the PCDC Board. No formal action, discussion, deliberation, or comment will be made by the PCDC Board. Each person providing public comment will be limited to 3 minutes.

5. Regular Meeting

5A. [2026-0174] Discuss and consider action to approve the PCDC January 21, 2026 Regular Meeting Minutes.

Executive Assistant, Lisa Curtis, noted two corrections to the minutes. One of them was to correct the title of the Officers voted on, to specifically state, "President, Vice-President and Secretary". The second correction was a typographical error, to correct 206 to reflect "2026".
Motion for Approval: Passed: 6-0
Motioned by: Mr. Mitchell
Seconded by: Ms. Lozada
Votes:
Mark Lee - Yes
De Juana Lozada - Yes
Oscar R. Mitchell - Yes
Adam Rosenfield – Yes
Ceasar Ruiz – Yes
Darelle White - Yes

5B. [2026-0175] Review and discuss the PCDC January 2026 Staff Report to the Board of Directors.

Mr. Jones presented the January 2026 Monthly Staff Report, structured around three pillars: strategic alignment, execution, and regional competitiveness. Mr. Jones began by recapping key January 2026 activities, including:

- **Project Nexus – stating that weekly meetings take place with the JLL team and PCDC to ensure updates and alignment continues for further progress. The Assistant City Manager, Emily Barron, Planning Director, Ashley Bailey and Public Utility Director, Matt Rector attend bi-weekly.**
- **There is a focused goal on the active implementation of strategic goals,**

emphasizing alignment with CEDS 3.0, Aspire 2040, and the Workforce Study.

- **Mr. Jones highlighted the launch of the "Website Reimagination" project, and the fact that progress is being made.**
- **Mr. Jones also highlighted the development of a draft business retention incentive framework, and coordination with PfISD for the Summer 2026 Pforge program.**
- **Mr. Jones stated that the PCDC staff finalized preparations for the upcoming Board Retreat and the ICSC Red River Conference, setting the stage for high-impact governance and recruitment in the coming months.**

5C. 2026-0176 Annual Performance Evaluation: Executive Director Jerry W. Jones

Mr. Jones provided comments regarding his annual evaluation. He stated that more conversation will convene in Executive Session at the March 2026 Board meeting to further review performance documents and discuss areas for improvement. Mr. Jones stated that he is currently developing a response to Council's recent inquiries to ensure our reporting moves beyond just 'actions taken' to 'measurable ROI.' Mr. Jones stated that his goal is to establish a high-standard metrics model that provides the PCDC Board with total confidence in staff results. Mr. Jones stated that he wants to use the upcoming joint work session to bridge the gap between our current 2025 objectives and the Council's forward-looking 2026 expectations, to ensure all parties are strategically aligned.

5D. 2026-0177 1.) Executive Session Item: Deliberations in accordance with Sections 551.071 and 551.087 of the Texas Government Code to discuss economic development negotiations and financial information received from businesses expanding or relocating in the City of Pflugerville and to seek legal advice regarding such projects, incentives, and negotiations, including projects: **Nexus**, Z Star, Server, Sim, Anchor, Gamma, Princess, **Longhorn Orange**, Print, and Blue Jean.

2.) Executive Session Item: 551.071 Consultation with Attorney regarding pending litigation: 15508 Impact Way, LLC v. Pflugerville Community Development Corp., et al., Case No. 1:23-cv-00914, U.S. Dist. Court for the Western District of Texas.

3.) Executive Session Item: 551.071 Consultation with attorney regarding legal rights and obligations of PCDC under a proposed agreement with Travis County Emergency Services District No. 2.

4.) Executive Session Item: Discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code regarding the Business Development Director, Innovation & Entrepreneurship Manager, Research & Data Analyst, Communications & Marketing Manager, and Executive Assistant.

5.) Discuss Legal Services.

The Board went into Executive Session at 7:06 P.M.

6. Reconvene Regular Meeting

Adam Rosenfield left Executive Session at 8:15 PM

The Board returned from Executive Session at 9:59 P.M.
No action taken

6A. 2026-0178 Open Session Item: Discuss and consider action on Executive Session items as needed.

Executive Session Item 5D: 1): Ms. Lozada motioned to authorize the Executive Director to proceed with an incentive agreement of up to $250,000 for the Project Princess agreement. Mr. Ruiz seconded.
Motion for Approval: Passed: 5-0
Motioned by: Ms. Lozada
Seconded by: Mr. Ruiz
Votes:
Mark Lee - Yes
De Juana Lozada - Yes
Oscar R. Mitchell - Yes
Ceasar Ruiz – Yes
Darelle White - Yes

Executive Session Item 5D: 1): Ms. Lozada motioned to authorize the Executive Director to proceed with an incentive agreement of up to $600,000 for the Project Print agreement. Mr. Lee seconded.

Motion for Approval: Passed: 5-0
Motioned by: Ms. Lozada
Seconded by: Mr. Lee
Votes:
Mark Lee - Yes
De Juana Lozada - Yes
Oscar R. Mitchell - Yes
Ceasar Ruiz – Yes
Darelle White - Yes

Executive Session Item 5D: 3): Mr. White motioned that the PCDC Board move forward with the proposed agreement that will be finalized by the Executive Director between the PCDC and the Travis County Emergency Services, District No. 2. The agreement will be put in place and presented to the City Council for their approval. Mr. Mitchell seconded.

Motion for Approval: Passed: 5-0
Motioned by: Mr. White
Seconded by: Mr. Mitchell
Votes:
Mark Lee - Yes
De Juana Lozada - Yes
Oscar R. Mitchell - Yes
Ceasar Ruiz – Yes

Darelle White - Yes

7. Adjourn

The meeting was adjourned at 10:01 P.M. on Wednesday, February 25, 2026.

Approved as submitted on March 25, 2026.
Respectfully submitted by Lisa Curtis, Executive Assistant.

The Pflugerville Community Development Corporation may retire to executive session any time between the meeting's opening and adjournment on any item listed on the Agenda for the purpose of consultation with legal counsel pursuant to Section 551.071 of the Texas Government Code; discussion of real estate pursuant to Section 551.072 of the Texas Government Code; and/or deliberation regarding economic development negotiations pursuant to Section 551.087 of the Texas Government Code by majority vote of the Board. Action, if any, will be taken in open session. PCDC President, Darelle White.

This is to certify that a copy of this agenda for this meeting was posted on the bulletin board located at the City Municipal Building on the 19th day of February, 2026, at 5:00PM pursuant to Section 551.041, Government Code. The Pflugerville Community Development Corporation is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Requests to speak during Public Comment must be received at least 2 hours prior to the meeting. To request to speak please contact Lisa Curtis, Executive Assistant at lisac@pfdevelopment.com or 512-990-3725 for information. This agenda has been reviewed and approved by the PCDC's legal counsel and the presence of any subject in any Executive Session portion of the agenda constitutes a written interpretation of the Texas Government Code Chapter 551 by legal counsel for the governmental body and constitutes an opinion by the attorney that the items discussed may be legally discussed in the closed portion of the meeting considering available opinions of a court of record and opinions of the Texas Attorney General known to the attorney. This provision has been added to this agenda with the intent to meet all elements necessary to satisfy Texas Government Code Chapter 551.144(c) and the meeting is conducted by all participants in reliance on this opinion. Attendance By Other Elected or Appointed Officials: It is anticipated that members of the City Council and/or other city board, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the City Council and/or other city boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the City Council and/or other boards, commissions and/or committees. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a meeting of the City Council and/or other boards, commissions and/or committees of the City, whose members may be in attendance. The members of the City Council and/or boards, commissions and/or committees may participate in discussions on the same items listed on the agenda, which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for the City Council or board, commission or committee subject to the Texas Open Meetings Act. VIDEO CONFERENCE CALL: PURSUANT TO SECTION 551.127 OF THE TEXAS GOVERNMENT CODE, ONE OR MORE MEMBERS OF THE PCDC BOARD MAY PARTICIPATE IN A MEETING REMOTELY, FOLLOWING CERTAIN GUIDELINES AND NOTICE REQUIREMENTS. A QUORUM OF THE PCDC WILL BE PHYSICALLY PRESENT FOR THE SCHEDULED MEETING AT THE ABOVE STATED LOCATION. THIS NOTICE SPECIFIES THE INTENT TO HAVE A QUORUM PRESENT AT THE STATED MEETING LOCATION. THE MEMBER OF THE PCDC BOARD PRESIDING OVER THE MEETING WILL BE PHYSICALLY PRESENT AT THE ABOVE PUBLIC LOCATION. VIDEO CONFERENCE EQUIPMENT PROVIDING TWO-WAY AUDIO AND VIDEO COMMUNICATION WITH EACH MEMBER. PARTICIPATING REMOTELY WILL BE MADE AVAILABLE AND EACH PORTION OF THE

MEETING HELD BY VIDEO CONFERENCE THAT IS REQUIRED TO BE OPEN TO THE PUBLIC CAN BE VIEWED AND HEARD BY THE PUBLIC AT THE LOCATION SPECIFIED. Jerry W. Jones Jr., PCDC Executive Director.