



City of Pflugerville

Minutes - Final

City Council

Tuesday, February 24, 2026

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 Doug Weiss called the worksession to order at 5:01pm. Mayor Pro Tem Kimberly Holiday and Councilmembers Jonathan Coffman, Melody Ryan, and David Rogers were in attendance. Councilmember Rudy Metayer joined the worksession at 5:08pm. Councilmember Cesar Ruiz joined the worksession at 6:15pm.

City staff in attendance: Sereniah Breland, City Manager; Emily Barron, Assistant City Manager; Trista Evans, City Secretary; Mike Hayes, City Attorney; Terri Toledo, Director of Management Services, Willie Richards, Chief of Police, Tracy Waldron, Finance Director.

2. Regular Agenda

- 2A. [2026-0202](#) Presentation and submission of the 2025 Racial Profiling Data Report to the City Council as required by Texas Statute Code of Criminal Procedure, Chapter 2 General Duties of Officers, Art. 2.132 Law Enforcement on Racial Profiling.

Mayor Weiss opened the item for discussion. Eric Fritsch, Ph.D., Director of Justice Research Consultants, reviewed the report stating Pflugerville is fully in compliance with Texas law pertaining to policy, training, complaint process, and collection of data. Dr. Fritsch reviewed comparative analysis of traffic stops and discussed issues in assessing stop data including no valid measure of driving population and that it is rare for a Pflugerville police officer to know the driver's race or ethnicity before the stop. Dr. Fritsch answered questions from council regarding types of stops and how to have meaningful reviews. Dr. Fritsch discussed the importance of what can be done at the supervisor level to review stops. Chief Richards provided information about supervisor reviews and stated there were two complaints in 2022 and they were the only complaints in the last five years. Discussion followed regarding the complaint process and body cams. Dr. Fritsch reviewed traffic stop outcomes, searches, and answered questions from council regarding consent searches. Chief Richards discussed working towards a new ticketing system that may allow for more comprehensive data.

- 2B. [2026-0212](#) Presentation regarding the Pflugerville Community Development

Corporation (PCDC) End of the Year Report for 2025.

Mayor Weiss opened the item for discussion. Jerry Jones, PCDC Executive Director, reviewed the PCDC team and guiding documents. Mr. Jones discussed the desire for retail development, working with consultants, and site selectors. Mr. Jones discussed job growth in the city and answered questions from council. Mr. Jones discussed the request for information process and stated PCDC responded to four in 2025 and answered questions from council. Mr. Jones discussed small businesses, start ups, and continuing education program through Pflugerville ISD. Discussion followed regarding small businesses in the city. Mr. Metayer asked what the goals are for infrastructure and PCDC. Mr. Jones discussed being fluid in incentivizing infrastructure. Mr. Jones discussed storytelling, the website, marketing strategy, and accreditation. Mr. Metayer asked what the five focus areas are for 2026. Mr. Jones provided information. Mayor Weiss discussed how to define success. Mr. Jones discussed the experience of businesses in the city. Mr. Coffman discussed staying focused on the biggest opportunities and acting on them. Mr. Coffman asked what the goal is for PCDC for 2026. Discussion followed. Ms. Ryan asked about the approved budget which included additional staff. Mr. Jones provided information.

3. Adjourn

Mayor Weiss adjourned the worksession at 6:49pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as _____ on March 10, 2026.