



City of Pflugerville

Minutes - Final

City Council

Tuesday, April 25, 2023

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, Jim McDonald, and David Rogers were in attendance. Councilmembers Kimberly Holiday and Rudy Metayer were not 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; Jeremy Frazzell, Planning and Development Services Director; Erin Sellers, Innovation Strategist; Brandon Pritchett, Public Utility Director; Evan Groeschel, Operations Director; Sara King, Assistant Finance Director; Breanna Higgins, Assistant to the City Manager; Jason Haun, Emergency Management Coordinator; Jason O'Malley, Police Chief; Makeba Lewis, Commander; Cassie Balderas, Public Information Officer; Shane Mize, Parks and Recreation Director.

2. Discuss Only

2B. [2023-0364](#) Discussion regarding Black Pflugerville's Juneteenth event.

Mayor Gonzales opened the item for discussion. Simone Pollard and Alicia Jackson with Black Pflugerville provided information about the gala. Ms. Pollard stated they are looking for a different audience and do not want to charge for the event if they do not have to. Ms. Pollard provided information about the types of activities that will be at the gala and target is 150 people. Ms. Jackson provided an overview of the event budget and discussion followed regarding changes from the previous budget. Mr. McDonald stated he is on the Black Pflugerville board and asked about vendors at the event. Ms. Pollard stated vendors are allowed inside the room and they will not be charging. Mr. McDonald asked how much money Black Pflugerville is putting into the event. Ms. Pollard stated she will get that information. Mr. Ruiz stated he would like to see other funding or ways that the organization has raised money before coming to the City. Mayor Gonzales asked if there is a contract with the Marriott. Ms. Pollard stated there is not currently a contract but they will need to pay a percentage up front.

Mr. Rogers asked about using existing facilities this year instead of the Marriott. Ms. Pollard stated they do not have enough people for an outdoor event and are focusing on targeting a different kind of audience. Mayor Pro Tem Weiss asked if the plan is to issue tickets. Ms. Jackson stated it will be ticketed and it is looking like they will have to charge. Mayor Gonzales asked for more information about items such as planning and revenue to help council in the decision making process.

2A. [RES-1103](#)

Discussion regarding adopting Tax Increment Reinvestment Zone No. 1 Reimbursement Policy.

Mayor Gonzales opened the item for discussion. Ms. Barron introduced the Tax Increment Reinvestment Zone No. 1 (TIRZ) and Naina Magon with Hawes Hill. Ms. Magon reviewed the history of the TIRZ and stated the policy is intended to provide a framework and base for the city and guidance to a developer for what the city is looking for. Ms. Magon stated it is meant to be flexible and reviewed some of the administrative framework and general requirements to stay consistent with City goals and plans. Ms. Magon reviewed the sections of the policy including Development Standards and Uses, Mobility and Infrastructure, and Parks, Trails and Open Spaces. Ms. Magon discussed terms of the development included in the agreement in exchange for reimbursement. Mayor Gonzales discussed using the police to create different types of agreements with difference developers. Mayor Pro Tem Weiss asked about pay expectations. Ms. Magon discussed using that amount to incentivize developments needed more by the city. Mr. McDonald asked about infrastructure. Ms. Magon provided information about how infrastructure can be incentivized. Mr. Rogers discussed zoning in the area and flexibility in zoning regulations. Ms. Magon provided information about ways to set requirements in the development agreement.

2C. [2023-0394](#)

Discussion regarding After Action Review of Winter Storm Mara.

Mayor Gonzales opened the item for discussion. Mr. Haun reviewed the situation synopsis of the winter storm between January 30 and February 2, 2023. Mr. Haun reviewed improvements implemented from previous storms including communication improvements. Mr. Haun discussed actions such as monitoring outages, keeping the Library and Recreation Center open as warming centers, treating roads for ice accumulation, and debris removal sites. Mr. Rogers asked about the change from Nixle to a new public notification system. Mr. Haun provided information about the process of the move. Ms. Balderas stated they are currently in training for the system and will have more information about the switch over. Discussion followed regarding emergency radios.

Mr. Rogers asked for information about registry for people who need wellness checks. Mr. Haun provided information about the process stating assisted living homes have their own process as well. Mr. Haun reviewed work throughout departments including debris removal and communication on social media and the website. Mr. Haun discussed the improvement plan on items such as communicating policies with employees, creating a list of emergency vendors, and establishing a centralized call center. Discussion followed regarding road conditions and staffing.

Mayor Pro Tem Weiss asked about the financial impact. Mr. Haun provided information about the reimbursement process through FEMA. Discussion

followed regarding contracts for debris removal and Mr. Haun answered questions from council about the timeline for reimbursement. Mayor Gonzales stated the City departments did an excellent job and the contractor was efficient picking up the limbs.

3. Adjourn

Mayor Gonzales adjourned the worksession at 6:21pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as submitted on May 9, 2023.