



City of Pflugerville

Minutes - Final

City Council

Monday, August 18, 2025

12:00 PM

1611 Pfennig Lane

Worksession

1. Call to Order

Mayor Pro Tem Kimberly Holiday called the worksession to order at 12:06pm. Councilmembers David Rogers, Melody Ryan, and Doug Weiss were in attendance. Councilmember Rudy Metayer joined the meeting at 12:20pm. Mayor Victor Gonzales and Councilmember Cesar Ruiz 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; Terri Toledo, Director of Management Services.

2. Public Comment

There was no one present wishing to make public comment.

3. Regular Agenda

3A. [2025-0659](#) Presentation regarding Tourism Public Improvement Districts.

Mayor Pro Tem Holiday opened the item for discussion. Scott Joslove, President and CEO of Texas Hotel & Lodging Association provided an overview of tourism public improvement districts (PID). Mr. Joslove reviewed the types of PIDS in Texas, assessment, and discussed the rules of establishments. Mayor Pro Tem Holiday asked about the role of Pflugerville Community Development Corporation. Mr. Joslove stated they typically work as partners. Ms. Ryan asked about bidding for events and if there were any objections from other hotels. Mr. Joslove provided information and discussed previous experiences. Mr. Joslove stated new hotels can opt in, but are not automatically included in the PID. Ms. Breland provided an overview of how implementation could fit into the current funding. Mayor Pro Tem Holiday asked about next steps. Mr. Joslove provided information about the process.

4. Adjourn

Mayor Pro Tem Holiday adjourned the worksession at 1:13pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as submitted on August 26, 2025.