

# **City of Pflugerville**



## **Minutes - Final**

**Tuesday, June 24, 2014**

**6:00 PM**

**Joint Worksession with the City Council**

**100 East Main Street, Suite 500**

**Pflugerville Community Development Corporation**  
**(PCDC)**

**1. Call to Order**

Mayor Pro Tem Wayne Cooper called the worksession to order at 6:03 p.m. Councilmembers Brad Marshall, Starlet Sattler, and Victor Gonzales were in attendance. Mayor Jeff Coleman and Councilmember Omar Peña were absent. City employees in attendance: Brandon Wade, City Manager; George Hyde, City Attorney; Lauri Gillam, Assistant City Manager; Trey Fletcher, Assistant City Manager; Tom Word, Assistant City Manager; Karen Thompson, City Secretary; Dan Franz, City Engineer; Emily Barron, Planning Director; Terri Waggoner, Public Information Officer; Blake Overmyer, Building Official; Chuck Hooker, Police Chief; James Hemenes, Parks Director. Floyd Akers, PCDC Executive Director, and PCDC Boardmembers Doug Weiss, Janice Heath, Darelle White and George Cudd were in attendance.

**2. Discuss Only**

- 2A.** Discussion regarding the proposed advertising campaign to promote Pflugerville with the Pflugerville City Council and Pflugerville Community Development Corporation Board.

Floyd Akers, PCDC Executive Director, and PCDC Boardmembers Doug Weiss, Janice Heath, Darelle White and George Cudd were in attendance. Mr. Akers provided information on a concept to provide an integrated marketing message for the City and PCDC. He provided a media strategic plan developed by R&R Partners. Discussion of Mr. Akers, Mr. Wade, the PCDC Board and Council followed. Council indicated the need for a process to get others involved and to develop consensus before moving forward.

- 2B.** Discussion regarding economic development priorities for the next three years with the Pflugerville City Council and the Pflugerville Community Development Corporation Board.

Mr. Akers stated we are primed for an explosion in the office market and he thinks that is what we are going to see here in the next two years. He stated that there is also a need for general industrial space. He stated that these are the two things that we are lacking and the two areas we should be focused on for the next three years. Mr. Cooper indicated support and provided comments. Mr. Wade indicated concerns for metal buildings and outside storage with general industrial and stated that he hopes we will keep the city's requirements in mind. Mr. Akers asked if there is a place in the community where industrial businesses with large metal buildings or small metal buildings would be appropriate. The Council indicated yes and indicated support for a balance of businesses.

- 2C.** 1.) Executive Session Item: Discussions regarding deliberations on economic development negotiations pursuant to Chapter 551.087 of the Texas Government Code and consultation with legal counsel pursuant to Chapter 551.071 of the Texas Government Code for legal advice concerning economic development negotiations. (Joint worksession item of the City Council and Pflugerville Community Development Corporation Board.)

Mayor Pro Tem Wayne Cooper announced that the City Council was retiring to executive session on item 2C. He read the item and retired to executive session. The time was 6:41 p.m.

### **3. Adjourn**

Mayor Pro Tem Cooper reconvened in open session at 7:03 p.m. Mr. Gonzales made a motion to close the worksession. Ms. Sattler seconded the motion. All voted in favor. The motion carried. The worksession was adjourned at 7:03 p.m.

The Pflugerville Community Development Corporation may retire to executive session any time between the meeting's opening and adjournment for the purpose of consultation with legal counsel pursuant to Chapter 551.071 of the Texas Government Code; discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code; discussion of real estate acquisition pursuant to Chapter 551.072 of the Texas Government Code; and/or deliberation regarding economic development negotiations pursuant to Chapter 551.087 of the Texas Government Code. Action, if any, will be taken in open session.

Omar Peña, President

This is to certify that a copy of the agenda for this meeting was posted on the bulletin board located at the City Municipal Building on the 18th of June, 2014 5:00 pm pursuant to Section 551-041, Government Code.

Floyd Akers, Executive Director

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#### **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 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.