



Minutes - Final

Wednesday, February 19, 2025

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/86751720922>

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Webinar ID: 867 5172 0922

International numbers available: <https://us02web.zoom.us/u/kdkK63zpa>

1. Call to Order

PCDC Board President Darelle White called the meeting to order at 6:00 p.m.
Board members present: Darelle White, Jeff Thompson, Victor Gonzales, Oscar R. Mitchell, Adam Rosenfield, Ceasar Ruiz and Mark Lee.

PCDC staff members: Jerry Jones, Crystal Connally, Lisa Curtis and PCDC Counsel Josh Brockman-Weber.

2. Opening

Pledge of 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.

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.

3. Items Of Community Interest

Mr. Jones announced the Pflugerville Education “A Night in Paris” Annual Gala event on Saturday, Feb. 22, 2025, at the Renaissance Hotel, Arboretum. PCDC board members, community members, and business partners will complete a PCDC-sponsored table.

Mr. Jones gave each member an informational handout referencing the Texas Economic Outlook. He explained it is an informative publication outlining the economic forecast for Texas.

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. [2025-0192](#) Approve the January 22, 2025 Annual Meeting Minutes.

Mr. Gonzales moved to approve the January 22, 2025, Annual Meeting Minutes.
Mr. Mitchell seconded. Passed 7-0.

5B. [2025-0194](#)

Discussion and presentation regarding Project Greenfield.

Mr. Jones gave a brief update on Project Greenfield. Board President Darelle White and Jerry Jones signed closing documents, and the courier delivered the keys to the PCDC office. Jerry Jones met with City staff. A presentation was made to the Pflugerville Council. The same presentation will be made to the PCDC Board at the March 26, 2025, Board meeting.
The board members had no questions at this time.
No action was taken.

5C. [2025-0195](#)

Discussion regarding the Pflugerville Community Development Corporation's Executive Directors goals and priorities.

Mr. Jones provided a detailed draft document outlining the Executive Director's priorities and goals for PCDC.

To recap, Mr. Jones shared the following goals:

- Retail Development – To enhance retail recruitment and retention efforts.
- Parks and Mixed-Use Development – Continue to commit to supporting parks through our annual \$300,000 financial support and identify ways to encourage mixed-use developments to enhance economic activity and quality of life through possible infrastructure incentive agreements.

The board confirmed continuing to use community engagement projects to request funds for parks, public infrastructure, and requests from other organizations.

- Branding and Marketing – Create a unique brand and marketing campaign that showcases Pflugerville's strengths, diversity, and inclusivity from an Economic Development perspective.
- Development Processes – To ensure Pflugerville's development processes and fees are competitive.
- Business Attraction and Expansion – To pursue relocation and expansion projects and strategically acquire land for development.

5D. [2025-0196](#)

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, negotiations, and performance agreement compliance, including projects: Extra Care, Essentium, Helios Way, Impact Way Phase IV.

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: Deliberations in accordance with Sections 551.072 of the Texas Government Code to discuss the sale, purchase, or lease of real property : Project Greenfield

4.) Executive Session: Discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code including the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee: Deputy Director, Assistant Director Business & Retail Recruitment, Business Retention & Workforce Development Coordinator and Business Recruitment Coordinator.

6. Regular Meeting

6A. [2025-0197](#) Open Session Item: Discuss and consider action on Executive Session items as needed.

No action taken. Mr. White moved to closed the Executive Session. Mr. Rosenfield seconded. Passed 6-0.

7. Adjourn

Mr. White adjourned the meeting at 8:35 p.m.

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 14th day of February, 2025, 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.