

City of Pflugerville



PFLUGERVILLE | a
COMMUNITY DEVELOPMENT | CO

Minutes - Final

Friday, February 13, 2026

9:00 AM

Worksession

3801 Helios Way, Ste. 130

Pflugerville Community Development Corporation
(PCDC)

Join from PC, Mac, iPad, or Android:
<https://us02web.zoom.us/j/86252941466>

Phone one-tap:
+13462487799,,86252941466# US (Houston)

Join via audio:
+1 346 248 7799 US (Houston)

Webinar ID: 862 5294 1466

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

1. Call to Order

President White called the meeting to order at 10:27am.

In attendance were the following:

De Juana Lozada
Oscar R. Mitchell
Adam Rosenfield
Ceasar Ruiz
Darelle White

PCDC Staff:

Lisa Curtis
Jerry W. Jones, Jr.
Adam Maxon
Stacey Pfefferkorn

Joined online at 10:30am
Rudy Metayer

Absent:
Mark Lee

2. Opening

3. 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.

4. Discuss Only

- 4A. [2026-0118](#) Presentation and discussion on Strategic Framework and Master Plan Alignment
- Mr. Jones discussed the Vision: Strategic Framework and Master Plan Alignment by outlining the framework overview and the Organizational Identity.**
- 4B. [2026-0119](#) Discussion regarding Intelligence Brief: Feedback and Benchmarking
- Mr. Jones discussed the Intelligence Brief: Feedback and Benchmarking by outlining the Site Selector Feedback, AEDO Site visit insights and Governance and Financial health.**
- 4C. [2026-0120](#) Discussion regarding CEDS, Workforce Study, and City of Pflugerville Strategic Action Plan 2026-2030.
- Mr. Jones outlined and discussed the CED's 3.0 and Aspire 2040 Integration and Workforce Study.**
- 4D. [2026-0170](#) Discussion regarding Quality of Place and Placemaking (The "10-Minute Neighborhood")
- Mr. Jones discussed the Quality of Place and Placemaking (The 10-Minute Neighborhood) by outlining the Comprehensive Community Commercial analysis, Retail and Restaurant Initiatives, Small Business Support and ETJ expansion.**
- 4E. [2026-0171](#) Discussion regarding The Pflugerville Innovation Hub.
- Mr. Jones discussed the Pflugerville Innovation Hub by outlining the Project Nexus Evolution and by giving a JLL & Nexus Update.**
- 4F. [2026-0172](#) Discussion on 2026 Execution: Signature Events and Storytelling.
- Mr. Jones discussed the 2026 Execution: Signature Events and Storytelling by outlining the Signature Events Roadmap, Story Telling strategy and the Digital Outreach.**
- 4G. [2026-0173](#) Discussion on Accountability: Feedback from the Board
- Mr. Jones discussed the Accountability and Directives from the Board by outlining the action item summary and review of the Q1-Q4 roadmap. Mr. Jones welcomed feedback from the Board members.**
- 4H. [2026-0183](#) Discussion regarding the financial support of the MONARCH Center.
- Mr. Jones discussed the financial support of the Monarch center with Board members.**
- 4I. [2026-0184](#) Discussion regarding the Pflugerville Community Development Corporation (PCDC) moving to the new City Hall.
- Mr. Jones discussed the PCDC forward movement and direction.**

5. Adjourn

Mr. White adjourned the meeting at 3:00pm.

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 9th day of February, 2026, 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.