



# City of Pflugerville

## Minutes - Final

### City Council

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Monday, May 15, 2023

12:00 PM

1611 Pfennig Lane

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#### Worksession

#### 1. Call to Order

Mayor Victor Gonzales called the worksession to order at 12:01pm. Mayor Pro Tem Doug Weiss and Councilmembers Ceasar Ruiz, Rudy Metayer, and David Rogers were in attendance. Councilmember Kimberly Holiday joined the meeting at 12:02pm. Councilmember Jim McDonald was 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; Breanna Higgins, Assistant to the City Manager; Amy Madison, PCDC Executive Director; Makeba Lewis, Commander.

#### 2. Public Comment

There was no one present wishing to speak under public comment.

#### 3. Regular Agenda

##### 3A. [2023-0467](#) Discussion regarding retail recruitment with NaviRetail.

Mayor Gonzales opened the item for discussion. Ms. Madison introduced what PCDC has been doing for retail since the council adopted the retail recruitment policy including attending conferences and making contacts. Casey Kidd with NaviRetail attending conferences PCDC may not be able to attend. Mr. Metayer asked for information about those conferences. Mr. Kidd discussed the evolution of retail and the impact of COVID. Mr. Kidd answered questions from council about the retail environment. Mr. Metayer provided comment about working towards what is best for Pflugerville in the long term. Discussion followed regarding working with developers. Mr. Rogers provided comment about office building vacancies. Mr. Kidd discussed changes in multi-family trends. Mr. Kidd answered questions from council about anticipated trends in Pflugerville. Discussed followed regarding sales tax, retail, and online shopping. Mr. Kidd provided information about the cost of capital and interest rates.

Mr. Kidd discussed consumers and retail leakage to surrounding areas. Mr. Kidd discussed incentivizing developers for the right development for the area and working with developers. Mr. Rogers asked where Pflugerville stands in the region in terms of working with developers. Mr. Kidd discussed some actions that could be taken for retail. Discussion followed regarding land and

retail opportunities.

**4. Adjourn**

Mayor Gonzales adjourned the worksession at 1:12pm.

Respectfully submitted,

Trista Evans, City Secretary

Approved as \_\_\_\_\_ on May 23, 2023.