



# City of Pflugerville

## Minutes - Final - Final

### City Council

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Saturday, June 9, 2018

8:00 AM

Courtyard by Marriott Austin Pflugerville,  
16100 Impact Way, Pflugerville, TX 78660

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#### Worksession

#### 1. Call to order

Mayor Victor Gonzales called the worksession to order at 8:12 a.m. Mayor Pro Tem Omar Peña and Councilmembers Doug Weiss, Jeff Marsh, Rudy Metayer, and Mike Heath were in attendance. Councilmember Jim McDonald entered the worksession at 10:13 a.m. City employees attending: Trey Fletcher, Interim City Manager; Lauri Gillam, Assistant City Manager; Karen Thompson, City Secretary; Amy Good, Finance Director; Jennifer Coffey, Library Director; Robert Polanco, Building Official; Rhonda McLendon, Animal Services Director; Jessica Robledo, Police Chief; Terri Toledo, Communications Director; Amy Giannini, City Engineer; Emily Barron, Planning Director; James Hemenes, Parks Director; Cindy Pierce, Development Engineering Director; Caroline Davis, Court Administrator/ Associate Judge.

#### 2. Discuss only

##### 2A. [2018-6846](#)

Discuss strategic vision, team building, and preliminary development of a multi-year strategic plan.

Mr. Mike Mowery, Strategic Government Resources (SGR), facilitated the worksession.

Mr. Mowery provided a recap of Friday's worksession. He discussed trust and the words and actions that support trust.

Small group discussion followed regarding: 1.) What are our reputation drivers? and 2.) What do we want to be known for. Groups provided their findings and discussed being diverse and family oriented, attracting significant employers, diversifying the tax base, keeping growth in place and maintaining the small town feel, being safe and friendly, looking at different funding approaches to keep taxes down but get the things we want, being community oriented, having employment, providing facilities, having the Pf Factor, being connected to the past through community heritage, and that we are a value community with great schools and police but are missing jobs and entertainment.

Mayor Gonzales called for a break at 9:30 a.m. He reconvened at 9:40 a.m.

Small group discussion followed regarding operational drivers: 1.) How should things ideally work around here? 2.) What are the pressing needs? 3.) What makes us say, we've got to do something about this? 4.) What do you care

about?

Mayor Pro Tem Peña exited the worksession at 10:13 a.m.

Groups provided their findings and discussed how things should ideally work around here: all staff able to collaborate because in the same building, executive staff focused on strategic, council clear with strategic vision and clear message to city staff, good two-way communication, safe environment for staff, use metrics and be data driven, cross train, push the boundaries, safe environment for new ideas.

Mayor Gonzales called for a break at 10:35 a.m. He reconvened at 10:45 a.m.

Groups provided their findings and discussed pressing needs: infrastructure: streets, water/wastewater; revenue opportunities: retail, taxes, creating business, communication avenues-public information, city hall facilities, need to put a strategic plan in place with metrics, need for a purposeful bond program, staff needs: salaries, additional staff, space needs, need to keep up with the growth, need places to meet, providing welcoming sense of community, create belonging, needs concerning roads and annexation.

Mr. Mowery facilitated a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis.

Mayor Gonzales called for a break at 12:09 p.m. He reconvened at 12:44 p.m.

Mr. Mowery reviewed and discussed the city's mission and vision and community values. Mayor Pro Tem Peña returned to the worksession at 1:49 p.m. Small group discussion and discussion of the group followed regarding the areas of excellence and pillars of focus. Infrastructure, economic vitality, public safety, and quality of life were identified as the four pillars of focus.

Mayor Gonzales called for a break at 2:07 p.m. He reconvened the worksession at 2:17 p.m.

Small groups each discussed one of the four pillars and provided their findings to the group.

Mr. Mowery provided a wrap up discussion and stated that he would provide a written report.

### **3. Adjourn**

Mr. Marsh made a motion to adjourn. Mr. McDonald seconded the motion. The vote was: Mr. Weiss-yes, Mr. Marsh-yes, Mayor Pro Tem Peña-no, Mr. Metayer-yes, Mr. Heath-yes, Mr. McDonald-yes, Mayor Gonzales-yes. The motion carried. The worksession was adjourned at 4:01 p.m.

Respectfully submitted,

Karen Thompson  
City Secretary

Approved as presented on June 26, 2018.