



City of Pflugerville

Minutes - Final

Pflugerville Community Development Corporation (PCDC)

Tuesday, June 26, 2018

6:00 PM

100 East Main Street, Suite 500

Joint Worksession with the City Council

1. Call to Order

Mayor Pro Tem Omar Peña called the worksession to order at 6:03 p.m. Councilmembers Doug Weiss, Jeff Marsh, Rudy Metayer, and Jim McDonald were in attendance. Councilmember Mike Heath joined the worksession at 6:07 p.m. Mayor Victor Gonzales was absent. City employees attending: Trey Fletcher, Interim City Manager; Lauri Gillam, Assistant City Manager; Charlie Zech, City Attorney; Jennifer Stubbs, Deputy City Secretary; Amy Giannini, City Engineer; James Hemenes, Parks Director; Aileen Dryden, Park Development Manager; Terri Toledo, Communications Director; Emily Barron, Planning Director; Jeremy Frazzell, Assistant Planning Director; Erin Sellers, Senior Planner; Jennifer Coffey, Library Director; Cindy Pierce, Development Engineering Director; Jessica Robledo, Police Chief; Mayo Neyland, Police Commander; Amy Good, Finance Director; Robert Polanco, Building Official; Rhonda McLendon, Animal Welfare Services Director.

2. Discuss Only

2A. [2018-6869](#)

Introductions of Pflugerville Community Development Corporation (PCDC) employees and boardmembers and membership announcements.

PCDC Boardmembers Jim Swanzy, Ron Agnew, Jeff Thompson, Victor Johnson, Ken Dalfonso and Doug Weiss were in attendance. Amy Madison, PCDC Executive Director, and Christian Kurtz, PCDC Director of Business Development, were in attendance. Ms. Madison introduced new PCDC employees Jerry Briones, new recruitment director and Matt Lara, new marketing communications manager. She stated that 40% of PCDC staff are veterans and will be the first organization to receive recognition from the Texas Workforce Commission "We hire veterans program".

Mr. Jim Swanzy made an announcement regarding his resignation from the PCDC.

2B. [2018-6872](#)

Presentation of Marketing Analysis from Capitol Market Research (CRM) by Charles Heimsath, President, and related discussion.

Mr. Heimsath presented the marketing analysis to those in attendance and answered questions of the council.

2C. [2018-6856](#)

Discussion regarding participation in the Pflugerville Community

Development Corporation (PCDC) tour of fast growth communities in the Dallas Metroplex during the fall of 2018. (Requested by Councilmember Doug Weiss)

There was no discussion on the item during the worksession. Discussion and action took place on a similar item during the regular meeting.

3. Adjourn

Mr. Swanzy made a motion to close the worksession. Mr. Weiss seconded the motion. All voted in favor. Motion carried. The worksession adjourned at 7:02 p.m.

Minutes approved as presented and amended on August 4, 2018.
Crystal Connally
PCDC Executive Assistant

The Pflugerville Community Development Corporation (PCDC) 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

Jim Swanzy, Board President