



PFLUGERVILLE | a
COMMUNITY DEVELOPMENT | CO

Minutes - Final

Tuesday, April 23, 2024

5:00 PM

Joint Special Meeting

1611 Pfennig Lane

Pflugerville Community Development Corporation
(PCDC)

1. Call to Order

Board President, Jeff Thompson, called the meeting to order at 6:00 p.m. Additional PCDC Board members present: Darelle White, Oscar Mitchell and Adam Rosenfield. PCDC staff in attendance were Amy Madison, Christian Kurtz, Crystal Connally, Alisa Richey, Salom Tsoka and Veronica Ramirez.

2. Public Comment

No public comments were received.

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.

3. Discuss Only

3A. Joint meeting with PCDC Board and City Council regarding Executive Director recruitment, staffing, and future structure of PCDC.

Mr. Thompson opened the item for discussion. Discussion and comments were made by both City Councilmembers and PCDC Board members regarding the importance of clear communication and operating at the most effective and efficient manner as possible. Discussion was had regarding the current structure of the PCDC and if there is room for improvement in reaching optimal results in making decisions regarding economic development items. Comments were made regarding the structure of the new Executive Director and who that director answers to whether it be the City or the PCDC Board which is the current structure. Discussion was had regarding what other services can be or should be included in the City/PCDC Service Agreement besides finances. Suggestions were made regarding possibly IT service since PCDC currently contracts that service third party. Other suggestions were made regarding Marketing and Communications and executive assistant roles. Comments were made that maybe the new Executive Director should make those decisions. It was discussed that tonight the first decision should be made on who the Executive Director reports to on whether it should be the PCDC Board, the City Manager (or someone on city staff) or the City Council. Currently, the Executive Director reports to the PCDC Board. Councilmember Holiday made a suggestion to consider the possibility to intergrate IT, Marketing and Finance and leave the structure of the PCDC the way it is. Mayor Gonzales agreed with a possible intergration of PCDC IT but felt that the Marketing department of PCDC is very different than the City's marketing targets. Comments were suggested that maybe a hybrid approach may be considered. More discussion was had regarding City/PCDC Services agreement and redundancy in the current structure. Councilmember McDonald advocated regarding that the new Executive Director report through City hierarchy. Councilmember Holiday then recommended that the structure of PCDC remain as is for now, no changes. Mayor Gonzales then asked for a motion. Councilmember Holiday motioned that we leave the PCDC structure the same. Councilmember Metayer seconded. Further discussion was had by

councilmembers. A vote was then taken. The following councilmembers voted Yea - Metayer, Holiday, Weiss and Rogers. The following councilmembers voted Nay - Gonzales, Ruiz and McDonald. Motioned passed. The motion passed 4-3. Mr. Thompson then closed the item.

3B.

Discuss and consider action to approve a contract with Affion Public, LLC to aid the Pflugerville Community Development Corporation (PCDC) and the City Council in the recruitment of the next executive director of PCDC.

Mr. Thompson opened the item for discussion. Ms. Breland provided information about the contract for recruiting and answered questions from council. Mr. McDonald stated the three council members on the PCDC Board voted together and in the minority on changing the structure. Ms. Holiday discussed hearing a different direction from the rest of the PCDC Board. Mr. Thompson discussed seeing how the recruitment company is doing quickly based on who is applying. Mr. Rogers asked if there were any firms that have specific economic development focus. Jeff Thompson opened the item for discussion. Mayor Pro Tem Weiss stated from what he has heard the firm is good. Mr. White asked if it is the right time before there is a chance to digest the previous discussion. Discussion followed. Mr. Rosenfield moved to accept the contract with Affion. Mr. Thompson seconded the motion. All PCDC Board voted in favor. Approved.

4. Adjourn

Mr. Thompson adjourned the meeting at 6:46 p.m.

Approved as submitted on June 20, 2024. Respectfully submitted by Alisa Richey, Executive Assistant.

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, Dennis Spencer.

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 19th day of April, 2024 at 5:00 PM 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 Alisa Richey, Executive Assistant at alisar@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.