



PFLUGERVILLE | a r o
COMMUNITY DEVELOPMENT | o

Minutes - Final

Saturday, February 26, 2022

8:30 AM

Work Session

3801 Helios Way, Ste. 130

Pflugerville Community Development Corporation
(PCDC)

1. Call to Order

Pflugerville Community Development Corporation Board members in attendance: Mr. Jim McDonald, Mr. Victor Gonzales, Mr. Anthony Nguyen, Mr. Dennis Spencer, Mr. Jonathan Kamenicky, Ms. Anita Husen, and Mr. George Vande Werken. Staff in attendance: Ms. Amy Madison, Executive Director; Ms. Crystal Connally, Business Retention and Workforce Director, Ms. Veronica Ramirez, Marketing and Communication Manager, Ms. Alisa Richey, Executive Assistant, Mr. Christian Kurtz, Business Development Director, Mr. Salom Tsoka, Finance Coordinator.

Others in attendance: Mr. Trey Fletcher, Deputy City Manager, Mr. Carlton Schwab, President, Texas Economic Development Council. Patty Akers, General Counsel, attended remotely.

Mr. Vande Werken called the meeting to order at 8:30 am.

2. Discuss Only

- 2A.** Discussion and presentation regarding 4A/4B law, economic development best practice, and related Texas state legislation for 2022. Presented by Carlton Schwab, President, Texas Economic Development Council.

Mr. Carlton Schwab, President TEDC informed the board on Texas Economic Development and 4B Sales Tax uses.

- 2B.** Discussion regarding the StrengthsFinder assessment for Board and Staff.

Ms. Madison presented the results of the PCDC Board and Staff Strengths Finder assessments.

- 2C.** Discussion and presentations regarding PCDC Recruitment, Business Retention Workforce Development, and Marketing programs.

Veronica Ramirez, Marketing Director, suggested adding PCDC to the City of Pflugerville Wikipedia page. Will also consider adding PCDC for marketing purposes to TikTok and various gaming platforms.

- 2D.** Discussion and presentations regarding PCDC's Comprehensive Economic Development Strategic Plan (CEDSD 2.0) and consider revisions for FY22.

Ms. Madison presented the methodology and results comparing the CEDSD 2.0 with the recent City Council Strategic Plan and the soon-to-be adopted City Aspire 2040 plans as they pertain to economic development. The staff recommended two changes and board accepted the recommendation to add the City's language regarding purchasing land and specific language on expanding the One Thirty Business Park to the South and West.

3. Adjourn

Mr. Anthony Nguyen moved to adjourn.
Mr. Jim McDonald seconded. Passed 7-0
Board adjourned at 11:52 a.m.

Approved as submitted on 3-16-2022. 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, George Vande Werken.

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 22nd day of February, 2022 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.

Amy Madison, PCDC Executive Director.