



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, April 3, 2024

1. Call to Order / Roll Call.

This meeting was called to order at 6:05 p.m.

Committee Members Present:

Brent Kirby, Chair
Kristin Meier, Vice Chair
Andy Franco
Kari Willis (arrived at 6:27 p.m.)
Chris Wardlaw
Jai Muthu

Committee Members Absent:

Kimberly Smith
Gretchen Darby
Stacy Cate

Councilmembers Present:

Amy Bartley

Staff Members Present:

Robyn Battle, Executive Director
Devon Jett, Community Engagement Coordinator

2. Consider and act upon the minutes of the March 6, 2024, Community Engagement Committee (CEC) meeting.

Andy Franco made a motion and Chris Wardlaw seconded the motion to approve the minutes of the March 6, 2024 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

Cameron Reeves was in attendance to observe.

4. Brainstorming Ideas for Life in Prosper (BK)

a. Notifications & App Discussion

This item was not discussed.

b. Take the Engagement to the People/Interactive Map

The Community Engagement Committee brainstormed ideas for the upcoming 2024 election, focusing on making it a friendly and neighborly event. Suggestions were to maintain the small-town feel of Prosper while emphasizing the overarching message of unity, regardless of political affiliations. It was proposed that the primary message encourages residents to participate in the voting process, promoting a sense of community. Recognizing the increasing diversity within Prosper over the past five years, the committee emphasized the importance of celebrating this diversity when it comes to voting.

A second suggestion was to collaborate with local businesses to organize a voting happy hour in downtown Prosper on election day, aiming to make voting a more engaging experience. Additionally, the committee discussed the possibility of shifting the focus away from political views and toward fostering connections between neighbors. This could involve integrating voting with existing downtown events or offering incentives like free snow cones for those who present their voting stickers. It was noted that Prosper residents residing in Denton County are unable to vote at Prosper Town Hall, which is situated in Collin County. This logistical challenge will need to be addressed should the committee decide to hold an event or offer an incentive that coincides with voting.

c. Road Show/Town Hall

During the meeting, the Committee discussed the concept of a Road Show/Town Hall event, which entails Town Council and CEC members hosting mini Town Hall type events in specific neighborhoods. The aim is to bring engagement directly to residents rather than relying solely on large town events to draw residents in. Various ideas were explored on how to encourage participation in these neighborhood events, including:

- Kona Ice or food trucks present to create a casual atmosphere conducive to residents getting their questions answered.
- Provide informative materials outlining key town services aimed at improving residents' lives.
- Organize mini mixers, similar to the new resident mixer, in different zones across Prosper, collaborating with HOAs to host block parties tailored to the interests of each area.
- Partner with neighborhoods already holding established events to facilitate participation.

As an agenda item for the next meeting, the Committee plans to further discuss the logistics of partnering with neighborhoods, determining the incentives for attendance, and defining the target audience.

5. Feedback on Special Events (BK)

a. P-Town Throwdown Pickleball Tournament
No CEC members were in attendance.

6. Discuss and receive any updates regarding:

a. Social Media Graphics
This item was not discussed.

b. Town Events (RB)
Robyn Battle provided an overview of upcoming town events:


- New Resident Mixer on April 5: Robyn invited members of the CEC to attend.
- Spring Cleanup on April 6
- Totality Rocks viewing party on April 8
- Paws on Broadway on April 27

c. Community Engagement Activities (RB)
Robyn Battle provided updates on recent and upcoming community engagement activities:

- Downtown Logo Competition
 - Mayor's Youth Advisory Council Partnership with Prosper Ladies Association, volunteering at the Prosper Fire Rescue banquet and the Prosper Police Department Banquet.
 - Partners in Faith: Compiling a resource guide and organizing the National Day of Prayer event on May 2.
 - Citizens Academy: Currently in its 6th week.
 - Mayor's Teen Government Academy: An upcoming summer program initiated by Mayor Bristol aimed at teaching the role of local government and exploring careers in public service for students.
7. **MYAC Subcommittee Updates and CEC Volunteers for April 24 meeting. (RB)**
CEC volunteers for the April 24 MYAC meeting are Brent Kirby and Andy Franco.
 8. **Discuss and consider "Now You Know Prosper" Top 3. (BK)**
 1. CEC to share the sprinkler evaluation video
 2. Vacation close patrol form
 3. Paint disposal/HHW voucher
 9. **Discuss and consider "Top 3" & Save the Date (BK)**
 1. Paws on Broadway-4/27
 2. Boyer Park Eclipse Party-4/8
 3. Mayor's Fitness Challenge
 10. **Request for future agenda items.**
 1. Discuss boards & commission applications as a video series and how to cover each committee.
 2. Partner with HOA for localized events.
 11. **Adjourn.**
Kristin Meier made the motion and Jai Muthu seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:18 p.m. on Wednesday, April 3, 2024.

These minutes were approved on May 1, 2024.

APPROVED



Brent Kirby, Chair

ATTESTED



Devon Jett, Community Engagement Coordinator