



MINUTES

Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, September 4, 2024

1. Call to Order / Roll Call.

The meeting was called to order at 6:02 p.m.

Committee Members Present:

Brent Kirby, Chair
Kristin Meier, Vice-Chair
Kimberly Smith
Andy Franco
Jai Muthu
Stacy Cate
Gretchen Darby
Chris Wardlaw

Committee Members Absent:

Kari Willis

Councilmembers Present:

Jeff Hodges
Marcus Ray
Amy Bartley

Staff Members Present:

Todd Rice, Director of Communications
Myrisa Petty, Community Engagement Coordinator

2. Consider and act upon the minutes of the July 10, 2024, Community Engagement Committee (CEC) meeting.

Kristin Meier made a motion and Andy Franco seconded the motion to approve the July 10, 2024 and August 7, 2024 CEC minutes. The motion was approved unanimously.

3. Comments from the Public.

There were no comments from the public.

4. Brainstorming Ideas for Life in Prosper. (BK)

a) Update 2024 – 2025 MYAC Application Status

Mrs. Petty updated on the number of applicants with just two more days for submission. Ms. Smith, Ms. Meier and Ms. Cate all volunteered to be the selecting committee for the upcoming MYAC class. Mr. Rice informed the committee of the upcoming partnership with the City of Little Elm for a potential meet and greet event for both of the youth council programs. The event is planned to be in the Spring. Ms. Cate mentions that MYAC bylaws as a concern for attendance for the program. The committee discussed their involvement in this year's class to see what part they would play. Ms. Darby suggested letting the youth council own it and the committee just be available for questions. Mr. Franco and Ms. Smith both mentioned that the committee took on more of a mentorship role in the inaugural class.

b) Update on MyProsper App Messaging System

Ms. Petty gave an update on the new messaging system within the MyProsper app which includes push notification, email and text notification. The committee was part of a test message to see what the new messaging system looks like. The Town has already begun promoting the messaging system utilizing social media. Mr. Wardlaw suggested having a cadence with the system so it is often enough to be useful but not so often to inconvenience residents. The committee agreed that at least one notification a month being sent around dinner time is the best time. The committee will help the town in pushing for opt ins for the messaging system.

5. Discussion of Downtown Historical Marker Project. (TR)

Mr. Rice has met with the Prosper Historical Society to collect the correct information for locations for markers. The committee was shown some examples of potential plaques. Mr. Ray and Ms. Bartley suggested utilizing the Downtown logo rather than the town's logo since it is susceptible to a rebrand in the future. Mr. Rice mentioned the town seal as a potential option as well. On the plaque, it was suggested to include the point of interest, established date, and a brief history. The committee leaned more towards the bronze for the coloring of the plaque to stay traditional. Mr. Wardlaw will take suggestions and present to the Downtown Committee.

6. Discuss and feedback on Town Events (BK)

a. Upcoming Events

- **9/11 Ceremony & Blood Drive**

The event will be held on September 11th at the Central Fire Station. A presentation will be held in honor of those fallen, a mobile memorial and blood drive. Mr. Ray suggests a change in the time for the event to boost attendance.

- **Celebrate Prosper**

The event will be held on October 5 at Frontier Park. Following the CEC's recommendations at the June 2024 meeting, Town staff presented the ideas to the Town Council, who concurred with the recommendations, including the addition of a New Resident component to Celebrate Prosper and possibly adding vendors, a "battle-of-the bands," an art show, and possible barbecue cookoff as future enhancements to the event. Mr. Ray has suggested a slight change to the orange used in Celebrate Prosper branding so it isn't as similar to neighboring towns. Ms. Smith proposed opening acts from around town and potentially cultural performances for future music centric events.

- **Veterans Day Honor Run**

The event will be held on November 9 at Frontier Park. The run has been expanded to include three distances. Mr. Ray has suggested getting Prosper ISD JROTC and track teams involved in this years event.

b. Discussion on a Serve Prosper event (TR)

The event would be a collaborative effort to get residents from the town together to do projects. These projects can range from cleanup efforts to assisting an elderly resident with tasks. Ms. Bartley suggests a suitable date for the Serve Prosper Event would be after Spring Break but before May of 2025. To select projects for the day, it was suggested to reach out to Town Code Enforcement for handiwork for residents who no longer have the ability to do it themselves. It was also mentioned to reach out to the local non profits for tasks. Ms. Bartley asks the committee to help with the organization and logistics for the day with tangible ideas. Mr. Ray said that meal after the service day would be good for all the volunteers to come together.

7. Discuss receive updates regarding:

a. Community Engagement Activities

Mr. Rice spoke about North Texas Giving Month and how the Town is pushing to donate directly to Prosper non-profits. The Town is running the annual Peanut Butter drive for North Texas Food Bank. Mr. Ray suggests more of a pivot to promoting Prosper nonprofits over North Texas Food Bank. Mr. Rice also spoke about the plan to have the students selected for MYAC volunteer for the Kid's Shop at the Christmas Festival.

b. Viewing Videos Produced by Communications Staff

8. Discuss and consider "Now You Know Prosper" Top 3. (BK)

This item was not discussed.

9. Discuss and consider "CEC Top 3" & Save the Date Items (BK).

The Committee recommended the following for the CEC Top 3 this month:

- Mayor's Youth Advisory Council
- National Night Out
- Celebrate Prosper

10. Requests for future agenda items.

- Identifying the hand off process for future CEC Projects
- 2025 Event Discussion
- Mayor's Fitness Challenge Update
- Logistics for Serve Prosper

11. Adjourn.


The meeting was adjourned at 7:44 p.m. on September 4, 2024.

These minutes were approved on October 2, 2024.

APPROVED


Brent Kirby, Chair

ATTESTED


Todd Rice, Communications Director