



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, August 7, 2024

1. Call to Order / Roll Call.

The meeting was called to order at 6:04 p.m.

Committee Members Present:

Kristin Meier, Vice-Chair
Kimberly Smith
Andy Franco
Jai Muthu
Stacy Cate
Kari Willis
Gretchen Darby

Committee Members Absent:

Brent Kirby, Chair
Chris Wardlaw

Councilmembers Present:

Jeff Hodges
Marcus Ray

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.

With the absence of Brent Kirby, the approval will happen in September's meeting.

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 that a link to the application is now live for applicants. The link has been shared with the Spring 2024 class with an invitation to apply again. The application will open to the public on August 13, 2024 to PISD students.

b) Facilitated brainstorming discussion on:

1. Strategies for soliciting involvement and feedback from residents

Mr. Ray mentions the need for push notifications for town events. Mr. Rice updates that the communications team is actively working on an update for the app to be able

to send push notifications from app, email and text. The messaging aspect is expected to be up and running by the September meeting.

2. Better informing residents about Town services and development projects

The Committee discussed additional ways to get in front of residents to get them informed. Ms. Willis suggests sporting events with the schools to better target parents. It was also suggested that having Town events featured in school newsletters would also get information in front of parents. Mr. Ray stresses that pushing for app downloads is the best way to go to keep residents informed whether it is with QR codes or having staff or MYAC students at Town events with ipads. Mr. Ray suggested an LED sign in select places for event promotions or even strategically placed signs at intersections a couple times a year would suffice.

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

Mr. Rice presented the list of potential Historical landmarks for the Committee to work in conjunction with the Prosper Downtown Committee and the Prosper Historical Society. Mr. Ray leads the ask for the Community Engagement Committee to give insight and perspective to what would make this project engaging. Mr. Rice mentioned making a geofence within the app as well as a dedicated web page. The communications team is currently working with the Prosper Historical Society for a "Then & Now" video series to highlight these points of interest. Ms. Willis suggest getting the Mayor's Youth Advisory Council involved with this project.

6. Discuss and feedback on Town Events (BK)

a. Upcoming Events

- **Freedom Fest**

The event will be held on September 7 in Downtown Prosper on Broadway. The event is free but will require registration. Tickets are now available.

- **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.

- **National Night Out**

The event will be on October 1st to celebrate 40 years of National Night Out. Prosper Police Department will visit registered block parties to promote police-community relationships. Registrations for block parties is now open until September 27, 2024.

b. Discussion on a Serve Prosper event (TR)

Mr. Ray gave a background of the event for the Committee. 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. Mr. Ray suggests getting schools, Mayor's Youth Advisory Council, Partners in Faith and other groups involved in the effort. The Committee will look for a suitable time in the next calendar year to do this.

7. Discuss receive updates regarding:

a. Community Engagement Activities

Mr. Rice did not have updates at this time.

b. Viewing Videos Produced by Communications Staff

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

Mr. Rice shared a list of “Now You Know Prosper” videos with their themes and dates to be posted. Mr. Franco suggests adding a bulk trash day pick up video. Ms. Willis suggest adding more humor to the videos and make them more driven to downloading the MyProsper app.

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

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

- Freedom Fest
- Library Master Plan
- Celebrate Prosper

10. Requests for future agenda items.

More discussion on the Serve Prosper event.

11. Adjourn.

The meeting was adjourned at 7:15 p.m. on August 7, 2024.

These minutes were approved on September 4, 2024.

APPROVED



Brent Kirby, Chair

ATTESTED



Todd Rice, Communications Manager

7-20-2024