

**1. Call to Order / Roll Call.**

The meeting was called to order at 5:32 p.m.

**Committee Members Present:**

Chris Wardlaw, Chair  
Melissa Randle, Vice-Chair  
Gavin Hernandez  
Matt Nohr  
Iris Meneley  
Don Perry  
Teague Griffin  
Mike Pettis  
Megan Brandon

**Councilmembers Present:**

Marcus Ray  
Cameron Reeves  
Chris Kern

**Staff Members Present:**

Mario Canizares, Town Manager  
Robyn Battle, Executive Director  
Chuck Ewings, Assistant Town Manager  
David Hoover, Development Services Director  
Kurt Beilharz, Parks and Recreation Assistant Director

**2. Consider and act upon the minutes from the February 3, 2025, Downtown Advisory Committee meeting. (RB)**

Melissa Randle made a motion and Megan Brandon seconded the motion to approve the minutes from the February 3, 2025, Downtown Advisory Committee meeting. The motion was approved unanimously.

**3. Comments from the Public.**

There were no comments from the public.

**4. Update and discussion on Downtown Improvement Projects.**

**a. Downtown Plaza Concepts (KB)**

Mr. Beilharz reviewed an updated conceptual design for the Downtown Plaza based on feedback from the last DTAC meeting. The Committee expressed concern with how customers from the 1902 restaurant would use the open space, and the design would need to take that into account. They recommended removing the stage and advised against tables with umbrellas that would need to be set up and removed frequently. They recommended that the maximum height of the shade structure

should block the afternoon sun from the plaza, and not impede the view from the 1902 rooftop.

The DTAC's recommendations will be incorporated into the conceptual design for the plaza. The Committee recommended using Olsson Studio to design the plaza, using the conceptual design as a guide. The project is not currently funded for design or construction, so additional funding would need to be identified.

**b. Downtown Logo Options (MK)**

Ms. Battle presented revised logo options based on feedback from the last DTAC meeting. While selection of a logo is not a time-sensitive project, Olsson Studio is finalizing design documents for the Monumentation project, so a decision needs to be made whether to include a logo in the cast stone at the base of the monuments. The DTAC decided to omit the logo from the monumentation, and make a decision later on a Downtown logo.

**c. Budget Update (RB)**

Ms. Battle updated the Committee on the direction received at the February 19, 2025, CIP Subcommittee meeting. Ms. Battle had provided the Subcommittee with an update on projects completed so far, and the remaining funds available that were allocated for Downtown Improvements from FY 2023-2024 and FY 2024-2025. Of the \$1,936,000 allocated over two years, approximately \$965,383 remains. The CIP Subcommittee requested that the DTAC make a recommendation on how to use the remaining funds, in priority order.

The DTAC members went through a process to prioritize the remaining projects that are still under consideration. The remaining funds are sufficient to complete or substantially complete projects 1-4, listed below:

Priority	Project	Cost
1	Paved Parking Behind EDC; Parking on McKinley and Broadway	\$430,000
2	Sod Groundcover Along Walkway	\$30,000
3	Historical Markers	\$7,000
4	Monuments at Broadway & Main (4 corners)	\$540,000
5	Downtown Plaza - Design and Construction	\$1,100,000
6	Outdoor Wireless Sound System	\$275,000
TBD	Primary Gateway Monument at Broadway & Coleman	\$407,000
TBD	Silo Monument at Broadway & Main	\$703,000
TBD	Tertiary Monuments (4) along Broadway	\$116,000

When evaluating the remaining projects, the DTAC members considered the cost of the project, the impact on Downtown Prosper, and the time needed for completion. Additional funding would be needed to design and construct the Downtown Plaza, install an outdoor sound system, and to complete the Downtown Monumentation project. Staff will begin the process of completing projects 1-4. Projects that require a bid process will be brought before Council at a future meeting.

Teague Griffin made a motion and Gavin Hernandez seconded the motion to recommend that the remaining \$965,383 in Downtown Improvement funds be allocated, in priority order, to the following projects:

1. Paved Parking Behind the EDC and Additional Parking on McKinley and

- Broadway - \$430,000
2. Sod Groundcover and Irrigation Along Walkway - \$30,000
  3. Historical Markers Project - \$7,000
  4. Monuments at Broadway and Main Street (the four corners of the intersection, excluding the silo monument) - \$540,000

The motion was approved unanimously.

**5. Discuss implementation strategies for the Downtown Master Plan.**

**Façade Lighting (RB)**

Ms. Battle inquired whether the Committee was still interested in pursuing this project. The Committee expressed concern with coordinating matching lighting with all the property owners, particularly since some of them do not have exterior outlets. Members considered whether the program should be optional, and whether property owners could be reimbursed for lights, and whether the lights should be year-round or only at Christmas. The DTAC recommended this issue be brought up at a future Downtown Business Alliance meeting to get Downtown business owner feedback.

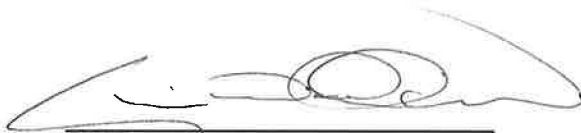
**6. Requests for future agenda items.**

The Committee requested an updated on the proposed warranty study at Coleman and Broadway at the next meeting.

**7. Adjourn.**

The meeting adjourned at 6:58 p.m. on Monday, March 3, 2024.

These minutes were approved on Monday, April 7, 2025.



**Chris Wardlaw, Chair**



**Robyn Battle, Executive Director**