



MINUTES

Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, March 5, 2025

1. Call to Order / Roll Call.

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

Committee Members Present:

Kristin Meier, Chair
Andy Franco
Kari Willis
Gretchen Darby
Kimberly Smith
Annie Bunger

Committee Members Absent:

Stacy Cate
Soprina Reeves, Vice Chair
Jai Muthu
Sean Boardman
Darlene Morton

Councilmembers Present:

Jeff Hodges
Marcus Ray

Staff Members Present:

Todd Rice, Communications Director
Myrisa Petty, Community Engagement Coordinator
Gary Landeck, Library Director

2. Consider and act upon the minutes of the February 5, 2025, Community Engagement Committee (CEC) meeting.

Kari Willis made a motion and Andy Franco seconded the motion to approve the February 5, 2025 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.

a. New Resident Website Walkthrough

Ms. Petty shared the new Resident Resources site and demonstrated the suggested edits such as shortening the introduction paragraph. Council Member Ray has suggested in the Staff Directory section to hyperlink the department's names rather than having a separate directory link below the name. Ms. Petty also demonstrated how the new webpage is featured on the home page of the MyProsper app to allow for quick and easy access.

b. New Resident Mailer Draft

The CEC liked the newer version of the revamped new resident mailer. These cards are sent out monthly to new residents from the town with a welcome letter from the CEC. They praised the additions of new photos but suggested a photo of downtown that still had the silos in the background. Ms. Darby suggested the addition of "and you matter to us" in the conclusion of the letter to better demonstrate the Town's slogan of "A Place Where Everyone Matters."

c. Welcome Video Filming

Members of the Community Engagement Committee starred in a video to be featured on the Resident Resources webpage. The video has the CEC welcoming residents to the website, encouraging them to sign up for the Resident Update e-newsletter and download the MyProsper app. The addition of the welcome video will complete the Resident Resources webpage for Town communications to begin marketing.

5. Community Engagement Committee Goals and Objectives Discussion

Ms. Petty showed copies of the Scope and Purpose of the Community Engagement Committee created in 2021. As the committee has grown and developed since then, the committee wanted to review the initial goals and objectives and update if need be. The scope and purpose contained items such as: acting in an advisory capacity, identifying topics of interest, providing feedback on town events, serving as a focus group and serving as social media ambassadors for the Town. Upon review of the 2021 Scope and Purpose, the CEC felt like their goals and objectives still aligned with the initial decisions. The only updates to the scope and purpose would be administrative such as updating the number of members and the staff liaison titles.

6. Discussion on Town Events

a. Recent Events.

- **Prosper Fishing Derby**

The Prosper Fishing Derby took place on Saturday, February 22nd at Frontier Park. This favorite annual event brought families together by the pond as young anglers competed for prizes for Most Fish Caught. Judges were on hand to track catches. Council Member Ray attended the event and said that it had a great turnout despite the weather and was filled with families making memories.

b. Upcoming Events

- **Mayor's Coffee**

An annual update held on March 12th with Mayor Bristol for Active Adults to learn more about what is happening around Prosper.

- **P-Town Throwdown**

Prosper's annual Pickleball Tournament will be held March 29th at Reynolds Middle School Tennis Courts. It features a mixed doubles team format for players 18 and older with a choice of recreational and competitive divisions.

- **Downtown Block Party**

The Downtown Block Party will take place on April 5th in partnership with Unkle Bekah's Inappropriate Trucker Hats. With live music from various bands, vendors, food trucks and more it is an opportunity for residents to enjoy some family fun for free with RSVP through Eventbrite.

7. Discuss and receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared that the next session of the Mayor's Fitness Challenge was underway starting March 1st. She also detailed that the Town of Prosper and the Town of Little Elm will

be competing again in a challenge of 1,000 steps. Ms. Petty played the following videos from the Town's communication department: Progress in Prosper, Windsong Park Survey and the Library March Madness. Council Member Ray suggests taking out the shots of Frontier Park in the park survey video as it can lead to residents expecting this park to look like and have the same amenities as Frontier Park. Ms. Bungler suggested using the bare landscaping as a backdrop with the potential amenities listed on top. Ms. Willis suggests making some of the educational videos to be shorter and contain closed captions for those who watch videos without sound. The committee enjoyed the humor and visuals of the library's March Madness video and suggested keeping the humor and fun in more videos.

b. MYAC Class of 2025 Updates

Ms. Petty gave an update on the Mayor's Youth Advisory Council's most recent meeting. In the February meeting, the council was able to tour the Prosper police station and talk with one of the officers. One of the projects the council is currently working on is a way to support Neighbors Nourishing Neighbors after the tragic fire in January. Their thoughts are to partner with local food establishments to donate a portion of proceeds to the food pantry. Four members of the youth council have also volunteered to star in a video to promote e-bike safety to be played on Prosper ISD's video announcements.

8. Discuss and consider "Now You Know Prosper."

Ms. Petty detailed the communication team's plans for upcoming educational videos about Prosper. Upcoming is a video showing the new Resident Resources site. Ms. Petty also played published videos for Household Hazardous Waste and the Prosper Super Stars from the Town's social media accounts.

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

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

- Spring Clean Up
- P-Town Throwdown
- Downtown Block Party

10. Requests for future agenda items.

The Committee requested the following for future agenda items

- Brainstorm for "A Place Where Everyone Matters" Campaign
- Providing a "One Stop Shop" Graphic for the committee to help promote the resident resources webpage

11. Adjourn.

The meeting was adjourned at 7:31 p.m. on March 5, 2025.


These minutes were approved on May 7, 2025.

APPROVED



Kristin Meier, Chair

ATTESTED



Todd Rice, Communications Director