



**MINUTES**  
**Community Engagement Committee**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Wednesday, November 6, 2024

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

The meeting was called to order at 6:07 p.m.

**Committee Members Present:**

Brent Kirby, Chair  
Andy Franco  
Darlene Morton  
Soprina Reeves  
Annie Bunker  
Gretchen Darby  
Kimberly Smith

**Committee Members Absent:**

Kristin Meier  
Jai Muthu  
Stacy Cate  
Kari Willis

**Councilmembers Present:**

Jeff Hodges  
Amy Bartley

**Staff Members Present:**

Todd Rice, Communications Director  
Myrissa Petty, Community Engagement Coordinator

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

Andy Franco made a motion and Gretchen Darby seconded the motion to approve the October 2, 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) CEC Hand Off Discussion**

Mr. Kirby discussed how ideas and recommendations can be handed off. It is suggested to have a coworking meeting with the CEC to give their recommendations directly to the boards and voting whether to adopt or not. Mr. Kirby said it would depend on the recommendation itself for what the hand off would be. If the item is still somewhat live then Mr. Kirby suggests keeping it on the CEC agenda such as the 2025 Calendar and passport revitalization.

**b) Historical Downtown Prosper Event Brainstorm**

This item was not discussed.

## 5. Discussion on Town Events

### a. Recent Events

- **Celebrate Prosper**

The event had great feedback from the committee with mentions of lots of people in attendance and Ms. Reeves mentioning it having a hometown feel and feeling connected to the town. Mr. Franco did note that while there were many people in attendance that a lot of them were from Light Farms. Council Member Hodges suggests no longer having the event at Frontier since there is an influx from the north. When it came to the addition of the New Resident Mixer into Celebrate Prosper, Ms. Petty mentions some of the department employees commenting that they had very few people visit their tables. Ms. Petty, Mr. Franco, and Ms. Bunger who handled the CEC table all noted an awkwardness in asking people if they were new residents and having to decline the giveaway if they weren't. Ms. Bunger mentions a need for a flyer with a QR code to the MyProsper app to be included in future giveaways. Council Member Bartley suggests forgoing departments being present at all for new resident events and potentially bringing in a VIP tent to invite new residents to. Mr. Kirby suggested a new resident box being mailed to the new residents instead of cards or in person events. Council Member Bartley did mention cost of mailing but also suggested working with EDC and the Prosper Chamber of Commerce for items or offerings. The previous new resident passport was brought up and it was suggested to rework the passport into more of a coupon book. Mr. Rice suggested making the existing New Resident Website more robust and utilizing the committee for a video welcoming residents. Mr. Kirby suggested going away from events all together, focusing on the website and revitalizing the passport with an incentive. Mr. Rice also mentions that utility billing inserts can be an option for those who still open their paper bills.

### b. Upcoming 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. Ms. Petty notes that this years registration has exceeded previous years and special offers were made for town staff and PISD staff.

- **Lakewood Park Ribbon Cutting**

This event will be held on November 19 at the new Lakewood Park to celebrate the opening. The new park features hike and bike trail, a playground for all ages, natural areas, basketball and pickleball courts and a cricket pitch.

- **Prosper Christmas Festival**

The event will be held December 7 at Prosper Town Hall. Festivities include Santa's Workshop, Kids Christmas Shoppe, Horse-drawn Carriage Rides, Kid Zone, Santa's Selfie Station, Community Stage performances, cookie decorating and twinkling exhibits packed with gifts and goodies for sale.

### c. Logistics for a Serve Prosper Event

Mr. Rice let the committee know that he is working on a proposal for a volunteer program. Town of Prosper staff is meeting with other municipalities this month to gather the resources and advice to set up the program. Council Member Bartley mentions creating a hub for volunteer opportunities for the town.

### d. 2025 Event Calendar Discussion Update

Ms. Petty let the committee know that their feedback has been submitted to the Parks department who will take the feedback to the Parks Board. Council Member Bartley suggested a coworking session for both the Community Engagement Committee and the Parks Board to discuss a hand off. Council Member Bartley also suggested some additional adjustments to the 2025 Event Calendar including changing Freedom Fest to Celebrate Prosper and holding it downtown or potentially a rebrand of Freedom Fest all together without Coffey Anderson. It was proposed to still have a community picnic with a new name and moving it to Raymond Park when it is opened. Ms. Smith mentions wanting to open the entertainment to the community and have different acts throughout the event with a posted schedule. Ms. Bunger also pointed out wanting to see more cultures showcased at these events.

**6. Discuss receive updates regarding:**

**a. Community Engagement Activities**

Ms. Petty gave the committee an update on upcoming meetings for the HOA Presidents and the Partners in Faith. A brief overview of the goals for the meetings and the attendees invited was also given. Ms. Petty summarized the balcony receptions held during the month of October and noted dwindling attendance and the intention of spreading the receptions out to help boost attendance. The catering for the receptions this year was done by the Prosper High School and Walnut Grove High School culinary departments where those who were able to attend a reception noted how impressed they were with the student's efforts. The committee liked the idea of having the schools involved in town events.

**b. MYAC Class of 2025 Updates**

Ms. Petty gave an update about the 2025 MYAC class including a synopsis of their most recent class day where MYAC elected their officers and upcoming agenda items including a goals and objectives exercise, discussion of a "MYAC Minute" and social media. Ms. Petty also notes that MYAC has been invited to a youth focus group for the Prosper Library Master Plan this month.

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

Mr. Rice gave an update on the upcoming "Now You Know Prosper" projects.

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

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

- Veterans Day Honor Run
- Lakewood Park Ribbon Cutting
- Prosper Christmas Festival

**9. Requests for future agenda items.**


- Setting up a coworking session for CEC and Parks Board
- New Resident Website Revitalization
- Update on Volunteer Hub efforts for Serve Prosper
- The committee agreed to move the January 2025 meeting date to the 8<sup>th</sup> of January in observance of New Years Day.

**10. Adjourn.**

The meeting was adjourned at 7:20 p.m. on November 6, 2024.

These minutes were approved on December 4, 2024.

**APPROVED**

  
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Kristin Meier, Vice Chair

**ATTESTED**

  
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Todd Rice, Communications Director