

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
Mike Pettis
Matt Nohr
Iris Meneley
Don Perry
Megan Brandon

Councilmembers Present:

Chris Kern
Marcus Ray
Cameron Reeves

Staff Members Present:

Mario Canizares, Town Manager
Robyn Battle, Executive Director
Chuck Ewings, Assistant Town Manager
David Hoover, Development Services Director

2. Consider and act upon the minutes from the November 4, 2024, Downtown Advisory Committee meeting. (RB)

Mike Pettis made a motion and Matt Nohr seconded the motion to approve the minutes from the November 4, 2024, 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. Paving on lot behind EDC (CE)

Mr. Ewings reported that final plans from AT&T are due this week. Mr. Ewings and Ms. Battle will present the project to the Prosper Economic Development Corporation Board on December 16 and request that the EDC help fund the project.

b. Lighted Bollards (CE)

Mr. Ewings informed the Committee that electrical work has been completed. The yellow bollards have been put back in place temporarily until the new bollards arrive. Delivery of the bollards is anticipated within about 30 days, and the light

poles make take longer.

c. Stained Walkway (CE)

Mr. Ewings reported that the stained walkway project is complete.

d. Benches (DB)

Ms. Battle reported that all benches have been assembled and installed.

e. Electricity and Tree Lights on Main Street (DB)

Ms. Battle reported that this project is complete.

f. Wireless Outdoor Sound System (RB)

Ms. Battle informed the Committee that one company did a site visit and is expected to submit a proposal by the December 3 due date. No other bids or inquiries have been received to date. Additional electrical work will be needed on the light poles prior to the audio system being installed. A separate quote for the electrical work will be obtained by Town staff.

g. Review/Discussion on Downtown Project List

Ms. Battle reviewed the overall status of the project list, noting the projects that have been completed, those that are in progress, and those that are still under consideration. The Downtown Monumentation Construction Documents are in progress and an update will be provided at next month's meeting.

5. Discuss implementation strategies for the Downtown Master Plan.

The Committee is approaching completion of allocating the initial \$936,000 in funding for Downtown Improvements, and began discussing other components of the Downtown Master Plan that have yet to be implemented.

Members discussed adding lights to building exteriors in Downtown. A request was made to repeat a traffic study at the intersection of Broadway and Coleman to see if a traffic sign or signal is warranted. The Committee generally agreed that a safe pedestrian crossing is needed at this intersection. If a Hawk signal is installed, that would require an ADA accessible crossing at the intersection.

The Committee discussed creating a marketing/promotion plan for Downtown. Ms. Battle asked whether the Committee would like to revisit the idea of a Downtown logo and branding guidelines, and the Committee agreed. Ms. Battle will work with the Town's graphic designer and bring back logo and branding options at a future DTAC meeting. The Committee agreed that a marketing plan should include a coordinated effort to promote Downtown businesses via social media, a master event calendar, etc., which would require staff resources to create and maintain. It was suggested that the high school news programs and the Town's HOA monthly newsletter be used to promote Downtown in addition to other communication channels.

Ms. Battle also suggested researching programs like Main Street America and Texas Downtown for guidance. More information on these programs will be brought forward at a future meeting.

Other ideas that were discussed and may be further developed at future meetings include a Farmer's Market, Sip and Stroll events, live music performers, a photo backdrop inside the future silo monument, a scavenger hunt/bingo game to draw people downtown, a public restroom, and a children's entrepreneurial event.

A member suggested that the DTAC develop a survey for all Downtown businesses to determine what they would like to see in Downtown. This idea will be discussed further at a future meeting.

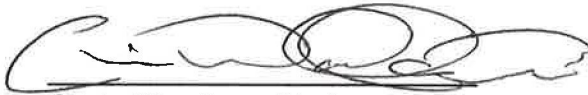
6. Requests for future agenda items.

Future agenda items mentioned above include a Farmer's Market, lights on building facades, information on Main Street programs, revisiting the Downtown logo, and a survey for Downtown businesses.

7. Adjourn.

The meeting adjourned at 6:38 p.m. on Monday, December 2, 2024.

These minutes were approved on Monday, January 6, 2025.



Chris Wardlaw, Chair



Robyn Battle, Executive Director