

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

The meeting was called to order at 6:02 p.m.

**Committee Members Present:**

Brent Kirby, Chair  
Kristin Meier, Vice-Chair  
Chris Wardlaw  
Kimberly Smith  
Andy Franco  
Jai Muthu

**Committee Members Absent:**

Stacy Cate  
Kari Willis  
Gretchen Darby

**Councilmembers Present:**

Jeff Hodges

**Staff Members Present:**

Robyn Battle, Executive Director  
Todd Rice, Communications and Media Relations Manager  
Myrisa Petty, Community Engagement Coordinator

**2. Consider and act upon the minutes of the July 10, 2024, Community Engagement Committee (CEC) meeting.**

Chris Wardlaw made a motion and Kimberly Smith seconded the motion to approve the June 5, 2024, CEC meeting 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) Discuss 2024 – 2025 MYAC Application Process**

The committee discussed the topic of adding more spots for students in the 2024-2025 class. Mr. Kirby and Ms. Smith both expressed worry of too much noise with too many voices. Mr. Wardlaw suggested a balance of events/functions for the students to attend. Councilman Hodges mentioned there should also be a required number of events to attend in order to continue/finish the program. Ms. Battle mentioned only 1 or 2 students came to one meeting before disappearing in the last class. When it came to legacy applicants, Mr. Kirby stressed communication of limited spots being available if they would like to apply again. Mr. Kirby, Ms. Meier, and Ms. Smith all agreed to opening up applications and communicating with legacy students to reapply if they are interested.

Applications to open when school starts on August 13th for 3 weeks. Ms. Meier suggested not advertising to Rock Hill due to the past problem of students not living within Prosper.

**b) Facilitated brainstorming discussion on:**

**1. Strategies for soliciting involvement and feedback from residents**

Ms. Smith led the brainstorming effort and suggested non-app related ideas to be grouped into themes. Suggestions fell into the following groups: (1) incentivizing/getting acquainted with the town, (2) business involvement, (3) survey suggestions, (4) taking town halls to the neighborhoods, (5) town presence at local events, (6) social media, (7) printed banner and (8) awareness about meetings/better advertising to public about community engagement meetings. The committee defined involvement as "what gets residents to interact with the town." Mr. Kirby suggested no vote for this month and bringing the themes back to the next meeting to decide which next step the committee would like to take.

Item 4b2 will be discussed at the next meeting.

**5. Discussion of Downtown Historical Marker Project. (RB)**

Ms. Battle introduced the Downtown Historical Marker Project and presented a packet of suggestions made by the historical society. It was asked to please review the packets for the next meeting. The goal of the project is to promote downtown as a destination and have the Community Engagement Committee vet the list and give suggestions for what kind of historical markers to include.

**6. Discuss and feedback on Town Events (BK)**

**a. Recent Events**

- **Pride in the Sky**

Mr. Kirby and Mr. Wardlaw both attended Pride in the Sky. They both mentioned that the event felt smaller. Mr. Rice mentioned that it was likely due to the event being on a Monday. It was suggested to have the event closer to, if not on the 4<sup>th</sup> but Cedarbrook reportedly likes to have the event on the same day each year.

**b. 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 will be available starting August 1.

- **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.

**7. Discuss receive updates regarding:**

**a. Community Engagement Activities**

Ms. Battle updated on the following:

- Downtown Advisory Committee working on a monument project. After a 3 day meeting with design studio they have decided on a family of monuments. The Olsen Studio is currently refining designs.
- Prosper Chamber of Commerce is launching the first Leadership Prosper. Applications are currently open for the program.
- Ms. Battle was invited to a monthly breakfast with local non--profits to discuss upcoming events such as: North TX Giving Day and Peanut Butter Drive.
- The library master plan is currently in focus group status.

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

Mr. Rice to bring Now You Know list to next meeting.

**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
- Boards & Commissions Applications
- Mayor’s Fitness Challenge

**10. Requests for future agenda items.**


The Committee requested discussion of National Night Out, MYAC and viewing of future videos produced by the Communications staff as agenda items.

**11. Adjourn.**

The meeting was adjourned at 7:52 p.m. on July 10, 2024.

These minutes were approved on September 4, 2024.

**APPROVED**

  
 Brent Kirby, Chair

**ATTESTED**

  
 Todd Rice, Communications Manager