



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, April 2, 2025

1. Call to Order / Roll Call.

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

Committee Members Present:

Soprina Reeves, Vice Chair
Andy Franco
Kari Willis
Darlene Morton
Kimberly Smith
Annie Bunger
Sean Boardman

Committee Members Absent:

Kristin Meier, Chair
Stacy Cate
Jai Muthu
Gretchen Darby

Councilmembers Present:

Jeff Hodges
Marcus Ray

Staff Members Present:

Wilson Haynes, Sr. Communications Specialist
Myrissa Petty, Community Engagement Coordinator

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

The approval for the March 2025 minutes was pushed to the May meeting due to Kristin's absence.

3. Comments from the Public.

There were no comments from the public.

4. Brainstorming Ideas for Life in Prosper.

a. New Resident Mailer Final

Ms. Petty presented the final draft for the new resident mailer showing the edits the committee had suggested previously. The group unanimously agreed that the mailer was approved to send to printing.

b. "A Place Where Everyone Matters" Campaign

Ms. Petty asks the committee for suggestions and ideas for the Communications department to begin the campaign to better represent the slogan for the Town of Prosper, "A Place Where Everyone Matters." Ms. Willis asks if there is a way to reintroduce the #ProsperProud

into this campaign. She suggests getting the public involved and getting everyone from active adults to young kids to participate in a showing of their pride living in Prosper on social media utilizing the hashtag. As a way to incentivize residents to participate in the #ProsperProud mini campaign it is suggested on picking a winning post each month to win a "special prize" which can include some swag items from the town. Ms. Bunger suggests theming months for the hashtag such as May being for graduates and mothers. Ms. Willis suggests getting the MYAC involved since a good number of them will be graduating high school in May and can get their peers involved. Ms. Petty suggests adding to the CEC agenda for the CEC to help select the winner each month and the committee agreed. Ms. Willis suggests to the committee for everyone to take their own #ProsperProud photo for the town to use to begin the mini campaign.

Ms. Reeves suggests visiting one of the Town's parks over a weekend to get footage of, and talking to those who are out practicing sports, walking or just enjoying nature. Ms. Bunger and Mr. Haynes both suggest showcasing the Prosper Super Stars when able as well.

Ms. Petty detailed the outline of a small video series to utilize within the campaign with a rotating theme of "A Place Where Every ____ Matters" with the theme revolving from business, child, student, resident, etc. Council Member Ray mentions doing a business that isn't in Downtown Prosper since there is already a heavy focus in that area. Ms. Morton mentions a canvas painting done by a local artist, Janae McDonald, at the Prosper Chamber of Commerce and suggests the artist and story behind the painting would be a great subject for one of the videos.

5. Discussion on Town Events

a. Recent Events.

- **Mayor's Coffee**

Mr. Franco attended the event and commented that it was very well attended, and he noticed that it was very full of the active adult population of Prosper. He comments that he enjoyed the program overall.

- **P-Town Throwdown**

Council Member Ray attended the event and comments on the good turn out he saw. He mentions that he would estimate about 80% were Prosper residents that were competing. Council Member Ray noted that the Star Trail neighborhood was hosting their own pickleball tournament on the same day and same time so to potentially keep an eye on those types of events when planning for the future. He requests on hyping up the event a bit more to get more residents involved so trophies aren't taken home by mainly nonresidents. Mr. Haynes suggests an idea of a Prosper PD versus Prosper Fire Rescue tournament to help with the promotion for next year. Ms. Willis suggests having trophies for fun aspects of the tournament such as themed outfits for teams or even decorated paddles.

b. Upcoming Events

- **Downtown Block Party**

The Downtown Block Party will take place on April 5th in partnership with Uncle 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.

- **National Day of Prayer**

Residents from the community will come together at Town Hall on Thursday, May 1st starting at 11:30 a.m. to unite in fellowship, prayer and worship. Led by Prosper's pastors and leaders, the National Day of Prayer is open to all who wish to lift up the community in unity and hope.

6. Discuss and receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared videos created by the Communications Department in the last month. One of the videos was over the Mayor's Fitness Challenge and the ongoing challenge between Prosper and Little Elm. Council Member Ray comments on how he wishes more residents knew about the challenge and participated. Ms. Reeves mentions that a comparison graphic or video of some kind could help remind residents to track their steps and make it feel more competitive. Other videos shared with the committee included a video to promote P-Town Throwdown before the event and a video starring Gary Landeck in the library. The committee comments on how they enjoy the humor and lighthearted videos posted by the town and to continue doing them. Lastly, Ms. Petty gave an outline for the upcoming Partners in Faith meeting to include more information about the National Day of Prayer, CPR Classes that Prosper Fire Rescue puts on and getting to hear from Lovepacs.

b. MYAC Class of 2025 Updates

Ms. Petty gave an update on the Mayor's Youth Advisory Council's most recent meeting that included the Ice Cream Social with Little Elm and Frisco. She shared that her counterparts from those municipalities had commented on the professionalism of the Prosper students and that of the three councils, Prosper had the highest number attend the social. Additionally, Ms. Petty reminded the committee that the final meeting for the MYAC will take place on April 23rd at the 407 Rec Center. Ms. Petty mentioned that a large portion of the meeting will actually staff asking the student's feedback as they continue to grow the program. It is requested that those who were on the selecting committee also attend to hear feedback about the application process.

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

Mr. Haynes posed the question to the committee of what they would like to see as the upcoming "Now You Know Prosper" videos. Ms. Smith suggested partnering with Prosper Independent School District for more road safety videos as well as road safety in general. Council Member Ray poses the question of more ways to reach residents, mainly parents, regarding e-bikes and the damage that has been done to parks as well as golf carts. It was suggested to create a video with a more serious tone, potentially with the Mayor speaking to talk about the damages and dangers. Ms. Reeves requests a video over how to submit requests through the MyProsper app.

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

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

- Downtown Block Party
- National Day of Prayer
- #ProsperProud

9. Requests for future agenda items.

The Committee requested the following for future agenda items

- Follow up on the #ProsperProud graphics to share
- Gary Landeck, Prosper Community Library Director, to talk a bit about Summer Reading to the committee
- Opportunity for the CEC to hold meetings outside of Town Hall similar to MYAC

10. Adjourn.

The meeting was adjourned at 7:30 p.m. on April 2, 2025.

These minutes were approved on May 7, 2025.

APPROVED



Kristin Meier, Chair

ATTESTED



Todd Rice, Communications Director