



MINUTES

Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, May 1, 2024

1. Call to Order / Roll Call.

This meeting was called to order at 6:04 p.m.

Committee Members Present:

Brent Kirby, Chair
Kimberly Smith
Gretchen Darby
Andy Franco
Jai Muthu

Committee Members Absent:

Kristin Meier
Stacy Cate
Kari Willis
Chris Wardlaw

Councilmembers Present:

Amy Bartley
Marcus Ray
Jeff Hodges

Staff Members Present:

Todd Rice, Communications Manager
Devon Jett, Community Engagement Coordinator

2. Consider and act upon the minutes of the April 3, 2024, Community Engagement Committee (CEC) meeting.

Andy Franco made the motion and Gretchen Darby seconded the motion to approve the minutes of the April 3, 2024 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present.

4. Brainstorming Ideas for Life in Prosper (BK)

a. Partner with HOAs for localized events.

The CEC discussed ways to create engagement within neighborhoods by partnering with HOAs to have localized events such as a road show. They deliberated whether a road show or any type of localized event would create a benefit for residents and if so, how would that success be measured. The following ideas were considered:

- Discussion on fostering good citizenship practices, including voting, participating in Parks & Rec or other Town surveys, and engaging in community activities.
- Encouragement for residents to voice their opinions by providing feedback to the CEC, which could then be communicated to the Town.

- Proposal to conduct more surveys and share the feedback obtained. Provide a prize or other incentive for completion of the survey.
- Reaching out to communities hesitant to engage, possibly by initiating contact with them at one of their established events or festivals.
- Proposal for a "Prosper Listens Video" series, where a host interacts with residents to gather feedback on various issues.
- Clarification on procedures for residents to express grievances or discontent. Possibly provide a simple feedback form that is always available on the website.
- Development of a standardized communication process with the Town.
- Suggestion to designate a specific day as "feedback day," during which all communication channels would be open. Provide staff to answer the questions.
- Proposal to set up a booth at existing events to allow residents to express concerns or appreciation.
- Offer of a photo booth or photo opportunity in exchange for providing feedback.

These ideas were thoroughly discussed as a means to enhance community engagement and establish effective channels for resident input. The CEC will continue to think of ways to increase engagement and communication between the Town and residents. This discussion also brought up a discussion regarding the Town's monthly communication report. The committee asked to make the review of the monthly communication report a standing item on the agenda. They also asked for a second standing item whereby they would be used as a focus group to give feedback on how many social media posts they are regularly seeing from the Town.

b. Discuss boards & commission applications as a video series.

Before discussing the boards & commission applications as a video series, Todd Rice gave an overview of the ongoing video series the Communications Department has been doing. He detailed the series which are currently in production, including Prosper Works, Progress in Prosper, and Now You Know Prosper. Jeff Hodges proposed a key addition to the Progress in Prosper videos, suggesting a focus on projects included in the bond package to inform residents about the allocation of funds. There was also a suggestion to develop a video series dedicated to tracking progress on the downtown master plan.

Transitioning to further discuss the Now You Know Prosper video series, Todd highlighted two recent episodes: one aired on May 18th featuring bulk drop-off procedures, and another is scheduled for June 3rd focusing on vacation close patrol requests. Additionally, he announced an upcoming video by the Mayor's Youth Advisory Council, scheduled to film on May 2nd, which will spotlight the teen area of the Prosper Community Library and discuss the youth programs that are being offered.

In addition to the video updates, Todd informed the CEC about two newly launched web pages. One is dedicated to Utility Customer Service, which underwent a name change from Utility Billing. The other webpage is tailored to building permits, specifying items that require permits and those that do not.

Following the updates on ongoing video projects, the committee redirected the discussion to the boards and commissions video series, emphasizing the importance of showcasing to residents the value of joining a board as a means of contributing to and shaping the future of the town. Members brainstormed ideas on how to convey the benefits of board membership, such as giving back to the community, getting involved, and making an impact to help shape the future of Prosper.

One suggestion involved creating a video series featuring individual board members sharing their personal experiences, motivations for joining, and the impact they've had. The aim is to share meaningful stories and testimonials to inspire others to consider board membership. The overarching message emphasized that in Prosper, everyone matters, but Prosper is also a place where you can serve and make a difference. They also recommended adding an option to the board application dropdown menu, allowing applicants to express their openness to serving on ad hoc committees if a board position is not available.

Additionally, they suggested exploring alternative avenues for community involvement for individuals who may not secure a spot on a board or commission. They proposed highlighting the possibility of volunteering with Prosper's numerous non-profit organizations as another way to contribute positively to the community.

5. Feedback on Special Events (BK)

a. New Resident Mixer

Andy Franco was the only CEC member who was in attendance at the New Resident Mixer and he stated that he thought it was a successful event. The committee proposed transitioning this event to once per year and rebranding it as just "Resident Mixer" to broaden its appeal and draw a larger crowd. October was suggested as the most desirable month due to cooler weather and established school and activity schedules. Additionally, they recommended inviting area hospitals and pediatric centers to participate. Lastly, the committee proposed having Development Services provide a giant Town map at the mixer, along with a representative who can address residents' questions about ongoing development projects, a topic frequently raised by both new and long-standing residents.

b. Spring Cleanup

Marcus Ray, who attended the Spring Cleanup, complimented the organization of the event, noting an improvement from previous years and a smooth flow overall. He suggested adding a second shredding truck due to the lengthy line for that service. Additionally, he stated that Cornerstone could have utilized three trucks considering the volume of donations received. To enhance preparation for future events, a suggestion was made to produce a video in the fall, reminding residents about the upcoming spring cleanup and encouraging them to start preparing their items for disposal.

c. Paws on Broadway

The Paws on Broadway event, which was scheduled for Saturday, April 27, was canceled due to expected rain. The committee stated that because the event cancellation happened the night before the event was scheduled, and it didn't ultimately rain, there were disappointed residents. They suggested that events like this one could be canceled on the morning of the event rather than the night before.

6. Discuss and receive any updates regarding:

a. Social Media Graphics

This item was not discussed.

b. Town Events (TR)

Todd Rice covered all of the Town's upcoming events for May, June, and July. Amy Bartley asked that the CEC be involved in giving insight and recommendations on the front end for the October Celebrate Prosper event and the Prosper Christmas Festival.

c. Community Engagement Activities (TR)

This item was not discussed.

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

This item was not discussed but the CEC will continue to come up with ideas for the “Now You Know Prosper” video series.

8. Discuss and consider “Top 3” & Save the Date (BK)

1. Parks Master Plan Survey
2. Chrome and Coffee-June 1
3. Pride in the Sky-July 1

9. Request for future agenda items.

The committee requested the following as standing agenda items:

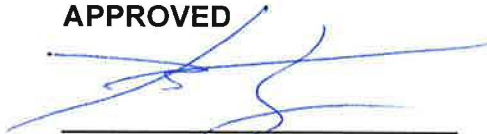
1. Metrics review of the Communications Department’s monthly report.
2. CEC to act as a focus group on what social media posts are being seen by residents.

10. Adjourn.

Andy Franco made the motion and Jai Muthu seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:43 p.m. on Wednesday, May 1, 2024

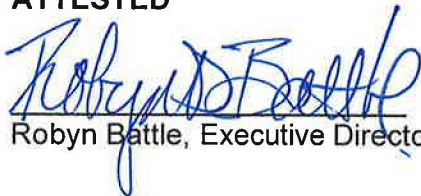
These minutes were approved on June 5, 2024.

APPROVED



Brent Kirby, Chair

ATTESTED



Robyn Battle, Executive Director