



**MINUTES**  
**Community Engagement Committee**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Wednesday, June 5, 2024

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

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

**Committee Members Present:**

Brent Kirby, Chair  
Stacy Cate  
Chris Wardlaw  
Kimberly Smith  
Andy Franco

**Committee Members Absent:**

Kristin Meier  
Kari Willis  
Gretchen Darby  
Jai Muthu

**Councilmembers Present:**

Marcus Ray

**Staff Members Present:**

Robyn Battle, Executive Director  
Dan Baker, Parks & Recreation Director

**2. Consider and act upon the minutes of the May 1, 2024, Community Engagement Committee (CEC) meeting.**

Chris Wardlaw made a motion and Andy Franco seconded the motion to approve the May 1, 2024, CEC meeting minutes. The motion was approved unanimously.

**3. Comments from the Public.**

There were no comments from the public.

The Committee skipped to Item 5b on the agenda.

**5. Discussion and feedback on Town Events. (BK)**

**b. Upcoming Events**

- **Celebrate Prosper**
- **New Resident Mixer**

Mr. Baker presented proposed changes to the Celebrate Prosper event. Based on CEC feedback at a previous meeting, staff is proposing to include a New Resident component to the Celebrate Prosper event, and eliminate the New Resident Mixer as a stand-alone event going forward. Combining the events will provide an opportunity to further enhance the existing Celebrate Prosper event while still providing a special experience for residents that are new to the community. Enhancements to the Celebrate Prosper event include booking well-know artists to play live music and opening up the event to

vendors and exhibitors. Non-profit organizations will still be invited to attend. The upgraded event will have a new resident check-in tent where they can meet Town staff and officials, learn about Town services and programs, meet Town officials, and receive special promotional items. Due to the size and scale of the event, it may become necessary to discontinue giving away free food in order to make the event profitable for food trucks. The Town Council could still give away a free item such as popcorn or ice cream. Special accommodations will again be made for families of children with special needs. Future enhancements to the event may include a barbecue cook-off, battle-of-the-bands and art show.

The Committee concurred with staff's recommendations to include a New Resident component to the Celebrate Prosper event which would include informative displays, banners, and signage throughout the event space. They also were in favor of booking more well-known bands. They liked the idea of a battle-of-the-bands, art show, and barbecue competition as future enhancements. The Committee favored opening up the event to a limited number of curated vendors appropriate for the event. They agreed with staff's proposal to discontinue giving away free hot dogs, hamburgers, and barbecue sandwiches and replace with a smaller item like popcorn or ice cream, so the food truck vendors would be more profitable. The Committee suggested that staff consider a drone show at the end of the event.

**5. Discussion and feedback on Town Events. (BK)**

**a. Recent Events**

- **Moonlight Movie**
- **National Day of Prayer**
- **Memorial Day Event**
- **Chrome & Coffee**

The Committee had few comments. A suggestion was made to use a LED screen on artificial turf for the movie. The Town should also utilize the JROTC for other events, in addition to the Memorial Day event. Staff may need to curate the types of cars at the Chrome and Coffee event. Holding the event early in the day is a good idea.

**4. Brainstorming Ideas for Life in Prosper. (BK)**

**a. Discuss MYAC Leadership Council appointment.**

The Committee continued the discussion from the previous meeting on carrying forward a few members from the previous MYAC for 2024-2025 to provide some consistency on the Council and also to give the students who are interested an opportunity to serve for another year.

The Committee would like to discuss a process for selecting a few students to return for the following school year. This item will be discussed further at the July meeting.

**6. Discuss and receive any updates regarding:**

**a. Community Engagement Activities**

Ms. Battle provided an overview of the Community Engagement activities that have occurred in the past month, including the completion of the 2024 Citizens Academy and the graduation of the 2024 Mayor's Youth Advisory Council. An HOA Presidents Meeting was held on May 30. Guest speakers were Police Chief Doug Kowalski who talked about the use of technology in fighting crime, and Hulon Webb, Director of

Engineering Services provided a demonstration of the Town's Capital Improvement Dashboard on Smartsheet. The Town hosted an art show in partnership with the Visual Arts of Prosper during the week of May 13-17.

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

The Committee provided several suggestions last month. They suggested adding a video about the Mayor's Youth Advisory Council once the application period begins.

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

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

- Board and Commission Applications - open on July 1
- Pride in the Sky – July 1
- Parks & Recreation Summer Programs
- Library Summer Programs

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

- MYAC application process for 2024-2025
- Facilitated brainstorming discussion on:
  1. strategies for soliciting involvement and feedback from residents
  2. better informing residents about Town services and development projects

Following the brainstorming session, the CEC will discuss strategies for measuring success at future meetings.

Ms. Battle shared the following announcements:

CEC members are invited to participate in a photo shoot in July as part of a joint Town/PEDC marketing campaign to promote Downtown Prosper. The Downtown Advisory Committee (DTAC) has asked the CEC to help with the Downtown Historical Markers Project. The members will also be invited to participate in a design charrette to help design monumentation and signage in Downtown Prosper. The new Community Engagement Coordinator is scheduled to start work on July 1.

**10. Adjourn.**

The meeting was adjourned at 8:06 p.m. on June 5, 2024.

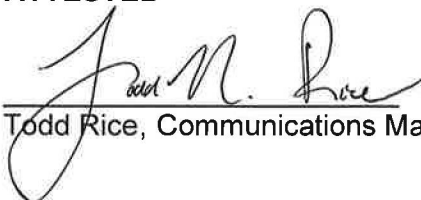
These minutes were approved on July 10, 2024.

**APPROVED**



Brent Kirby, Chair

**ATTESTED**



Todd Rice, Communications Manager