

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
Megan Brandon

Committee Members Absent:

Don Perry

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
Mary Ann Moon, Executive Director, Prosper Economic Development Corporation

2. Discussion on Prosper Economic Development Corporation (PEDC) real estate investments in Downtown. (MM)

Ms. Moon provided an overview of the Prosper EDC's efforts to acquire land in the Downtown area for Economic Development purposes. She also provided some history on the development of the Downtown Master Plan. The PEDC has made significant investments in Downtown Prosper of the past two years, including the funding of a parking lot north of Broadway and west of Crockett Street. Ms. Moon explained how the PEDC received its funding through a half-cent sales tax allocation. She shared some of the criteria and the philosophy the PEDC Board uses when providing Economic Development incentives. Responding to questions from the Committee, Mr. Hoover provided information on zoning regulations that can determine the permitted uses for a property, and the role of Planned Developments, Deed Restrictions and Property Owners Associations (POAs) can have on regulating land use.

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

Mike Pettis made a motion and Melissa Randle seconded the motion to approve the minutes from the December 2, 2024, Downtown Advisory Committee meeting. The

motion was approved unanimously.

4. Comments from the Public.

There were no comments from the public.

5. Update and discussion on Downtown Improvement Projects.

a. Paving on lot behind EDC (CE)

Mr. Ewings reported that final plans for paving the lot and the western half of the alley are 100% complete. The eastern half of the alley will be much more complicated to design due to multiple underground utility lines. Mr. Ewings and Ms. Battle attended the December 16, 2024, PEDC meeting to request funding for the project and have not yet received a response. The eastern half of the alley will be designed as part of the Coleman widening project.

b. Wireless Outdoor Sound System (RB)

Ms. Battle informed the Committee that one proposal was received for the project. During the site visit with the contractor, it was discovered that additional electrical work on the light poles would need to be done in advance of the project, and Town staff are awaiting an estimate for that. The Committee asked to reduce the scope of the project in order to reduce the cost, and to make sure the contractor will be able to work around the future monumentation project.

c. Review/Discussion on Downtown Project List

Mr. Ewings reported that the bollards should be delivered next week. The Committee suggested that staff investigate installing removable bollards in strategic areas of downtown for security during events.

6. Discuss implementation strategies for the Downtown Master Plan.

a. Survey of Downtown Businesses

Ms. Meneley provided a draft copy of a proposed survey to be distributed to Downtown businesses. The Committee decided to move forward with the survey, with a target to distribute it in mid-January. Several Committee members offered to make site visits to the Downtown businesses to get additional feedback from business owners. Ms. Battle will create an online version of the survey and distribute it via email to the Downtown businesses. The Committee would like to review the survey results at the February 3 DTAC meeting.

7. Requests for future agenda items.

The Committee requested the following items be discussed at a future meeting:

- Lights on building facades
- Information on Main Street programs
- Revisiting the Downtown logo
- Downtown Plaza concepts
- Historical Markers project

8. Adjourn.

The meeting adjourned at 7:26 p.m. on Monday, January 6, 2024.

These minutes were approved on Monday, February 3, 2025.

A handwritten signature in black ink, appearing to read "Chris Wardlaw", written over a horizontal line.

Chris Wardlaw, Chair

A handwritten signature in blue ink, appearing to read "Robyn Battle", written over a horizontal line.

Robyn Battle, Executive Director