



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, December 4, 2024

1. Call to Order / Roll Call.

The meeting was called to order at 6:05 p.m.

Committee Members Present:

Kristin Meier, Vice Chair
Darlene Morton
Kari Willis
Annie Bunker
Jai Muthu
Gretchen Darby
Kimberly Smith

Committee Members Absent:

Brent Kirby, Chair
Soprana Reeves
Andy Franco

Councilmembers Present:

Jeff Hodges
Marcus Ray

Staff Members Present:

Todd Rice, Communications Director
Myrissa Petty, Community Engagement Coordinator

2. Consider and act upon the minutes of the November 6, 2024, Community Engagement Committee (CEC) meeting.

The approval of November minutes was pushed to the January meeting in Mr. Kirby's absence.

3. Comments from the Public.

There were no comments from the public.

4. Election for CEC Chair and Vice Chair

Ms. Willis made a motion to keep the assignments the same. Ms. Darby seconded the motion. The committee unanimously voted to keep the chair assignments the same.

5. Brainstorming Ideas for Life in Prosper. (BK)

a) New Resident Passport & Website Revitalization

Mr. Rice poses the question to the committee for what a revitalized new resident website and passport would look like. The committee agrees for a digital push over physical events. Ms. Willis suggests a subcommittee to dive deeper into what this web page can look like. Mr. Rice suggests a welcome video from the Community Engagement Committee would be a nice touch. Ms. Darby suggested a more prominent "New to Prosper" button on the app and

website homepage. She also suggested a QR code to this new resident website on the new resident mailers sent out monthly. Ms. Darby has also suggested a new resident checklist for utilities and other needs for a new resident. Ms. Bunger suggested an "Early Access Pass" to town events for new residents to bolster engagement and attendance. Ms. Cate mentions a digital flipbook. Mr. Muthu and Ms. Smith both suggested the passport feature local businesses and partnering with the Prosper EDC and Prosper Chamber of Commerce for this. Ms. Bunger mentions a promotional opportunity that she experienced that only involved posting to social media with a specific hashtag and business tagged. Ms. Willis states to always do something for kids to make families feel more welcome. Councilmember Ray informs the committee that the downtown area is officially considered an entertainment district. Councilmember Ray also brings up a resident who is asking for activities for active senior citizens to participate in that aren't only during the day. Ms. Meier suggest identifying organizations that are already doing things for seniors and finding a way for the town to partner with them. Ms. Bunger suggests a "Senior to Senior" program where senior citizens and seniors in PISD could partner up for mentorship. Ms. Morton mentions that as a senior, she just wants events to be inclusive rather than just geared at seniors.

6. Discussion on Town Events

a. Recent Events

- **Veterans Day Honor Run**

The event had record registrations and attendance. Councilmember Ray mentions enjoying the event and liking how the booths were set up, the festivity and that the speakers were on ground level. He suggested potentially relocating the finish line to not be by the cars to encourage attendees to stay after the run. Councilmember Hodges suggests local vendors at the end corral to incentivize participants to stay after the run as well. Mr. Rice suggests a flyer for a Downtown After Party.

b. Upcoming Events

- **Prosper Christmas Festival**

The event will be held December 7 at Prosper Town Hall. Festivities include Santa's Workshop, Kids Christmas Shoppe, Horse-drawn Carriage Rides, Kid Zone, Santa's Selfie Station, Community Stage performances, cookie decorating and twinkling exhibits packed with gifts and goodies for sale. Community Engagement Committee members were strongly encouraged to volunteer.

c. 2025 Event Calendar Discussion Update

Ms. Meier gave a rundown of the Community Engagement Committee's recommendations for the 2025 Event Calendar to Town Council on November 26th. The 9/11 event was taken and is being explored for a potential new time. Mr. Rice did mention that the more niche events were being cut all together. Those events included Movie Night, Coffee & Chrome and Paws on Broadway. Ms. Morton suggests reaching out to the pre existing car show to suggest they host the show at Town Hall so it could also be a draw for downtown. Parks has posed keeping Celebrate Prosper in October but adding an additional event in April. Parks was in favor for a more culturally diverse event. Councilmember Ray mentions that it is a desire to have more events in the downtown area as it continues to develop. Ms. Smith suggested a visual calendar. Ms. Meier mentions how football will affect the upcoming fall season in 2025. It was suggested for a joint meeting with the Parks Board.

7. Discuss receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared that in response to public feedback, Town Council voted in November to change the frequency of pick up from monthly to weekly. The education campaign for this change will begin after the holidays. The committee was also able to view the quarterly video for the Prosper Works series to highlight town employees, give background into what they do and bolster recruitment for future employees. This quarters video centered on Luis Galvez who is a Streets Supervisor.

b. MYAC Class of 2025 Updates

Ms. Petty gave an update about the 2025 MYAC class including a synopsis of their most recent class day where MYAC has decided they want subcommittees, will work on a mission statement for the program and continue with their newly formed Instagram page. The upcoming December class will take them to Prosper's Central Fire Station where they will get a tour and meet guest speaker Ted Benavides of University of Texas at Dallas.

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

Mr. Rice gave an update on the upcoming "Now You Know Prosper" projects which included the planning for New to Prosper, FOG Messaging and Saturday Bulk Drop Off videos.

9. Discuss and consider "CEC Top 3" & Save the Date Items (BK).

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

- Prosper Christmas Festival
- Bulk Trash Pick Up Educational Campaign
- Encouraging Resident Update Subscriptions

10. Requests for future agenda items.

- Incorporating "A Place Where Everyone Matters" more prominently
- Brainstorming for activities for active seniors

11. Adjourn.

The meeting was adjourned at 7:40 p.m. on December 4, 2024.

These minutes were approved on January 8, 2025.

APPROVED



Kristin Meier, Vice Chair

ATTESTED



Todd Rice, Communications Director