

1. Call to Order / Roll Call.

The meeting was called to order at 5:33 p.m.

Committee Members Present:

Chris Wardlaw, Chair
Melissa Randle, Vice-Chair
Gavin Hernandez
Don Perry
Grant Mendeljian

Committee Members Absent:

Mike Pettis
Mike Lopez
Trovette Tottress

Councilmembers Present:

Chris Kern
Cameron Reeves
Marcus Ray

Other Participants Present:

Brennan Kane, Olsson Studio

Staff Members Present:

Mario Canizares, Town Manager
Robyn Battle, Executive Director
Chuck Ewings, Assistant Town Manager
David Hoover, Development Services Director

2. Consider and act upon the minutes from the August 19, 2024, Downtown Advisory Committee meeting. (RB)

Don Perry made a motion and Gavin Hernandez seconded the motion to approve the minutes from the August 19, 2024, Downtown Advisory Committee meeting. The motion was approved unanimously.

3. Comments from the Public.

There were no comments from the public.

4. Consider and act upon a recommendation to enter into a contract with Olsson Studio for the preparation of Construction Documents for the Downtown Monumentation Project. (RB)

Ms. Battle reviewed this item that was previously discussed at the August 19, 2024, DTAC meeting. Since that time, Olsson Studio has provided a proposal for the preparation of Construction Documents. The DTAC is being asked to consider the item

again, since the proposed price was higher than originally anticipated. Mr. Kane from Olsson Studio explained that the cost proposal was higher than expected due to the size and complexity of the Silo monument, and the need for additional survey work to determine the location of underground utilities.

After discussion, Melissa Randle made a motion and Gavin Hernandez seconded the motion to recommend the Town enter into a contract with Olsson Studio for the preparation of Construction Documents for the Downtown Monumentation Project. The motion was approved unanimously.

5. Update and discussion on Downtown Improvement Projects.

a. Wireless Outdoor Sound System (RB)

Ms. Battle informed the Committee that there were no submittals received for this project. After conferring with the Purchasing Department, Ms. Battle recommended re-advertising the Request for Proposals (RFP) again in October. A link to the RFP will be provided to the Committee to try to solicit additional proposals. The Committee concurred with the recommendation.

b. Historical Marker Project (CW)

Mr. Wardlaw update the Committee on the Community Engagement Committee's work on this project so far. The locations have been identified, and the Committee is working with the Prosper Historical Society on the history of each location. More information will be provided at a future meeting.

c. Walkway Refinishing (RB)

Ms. Battle reviewed options for the walkway refinishing project. The Committee recommended proceeding with stained concrete to match the Town Hall brick color. The Town's Facilities Department will be doing some unrelated work in the Town Hall parking lot and can apply stain to some test areas before proceeding with staining the entire walkway to ensure the project will have the desired appearance. The Committee concurred with the proposal.

d. Updates from staff

There were no other updates from staff.

e. Review/Discussion on Downtown Project List

The Committee discussed other outstanding items on the project list and expressed a preference to try to make progress on some projects before the December 7 Christmas Festival.

6. Discussion and Feedback on the September 7 Freedom Fest event. (RB)

The DTAC provided the following feedback on Freedom Fest:

- The stop sign at the southwest corner of Broadway and Main impeded the view from the VIP area. Consider removing it temporarily if possible.
- The size of the VIP area was long and narrow, so only the first few rows of VIP seating had optimal views of the stage.
- The stage location was fine, but could have been placed further east on Broadway.

- Some Downtown business owners complained about customers not being able to access their businesses. Consider closing the streets later in the day.
- Broadway seemed dark near Black Hawk Brewery. Consider placing additional light towers further west.
- Consider adding additional screens and speakers for those seated further away from the stage.
- Consider adding fireworks at the end of the show.
- Consider marking an aisle down the middle of the crowd to ensure people can get in and out, especially in the event of an emergency.
- The sidewalk chalk was a nice touch and the children seemed to really enjoy it.
- Consider booking a different performer next time. Attendance is likely to decrease if we keep bringing back the same performer.
- Regarding the genre of music, country music is a safe choice. Consider booking opening acts that represent difference genres of music to appeal to a wider audience.
- Consider partnering with Inappropriate Trucker Hats for a future event.
- The shuttle buses were extremely nice; much better than school buses.


7. Requests for future agenda items.

There were no requests for future agenda items.

8. Adjourn.

The meeting adjourned at 6:40 p.m. on Monday, September 16, 2024.

These minutes were approved on Monday, October 7, 2024.



Chris Wardlaw, Chair



Robyn Battle, Executive Director