



MINUTES
Parks and Recreation Board and
Community Engagement Committee
Joint Work Session
Prosper Town Hall, Council Chambers
250 W. First Street, Prosper, Texas
Wednesday, January 29, 2025

Call to Order / Roll Call.

The meeting was called to order at 5:38 p.m.

Parks & Recreation Board Members Present:

Daniel Knox, Chair
Bob Benson, Vice Chair
Kari Castro
Kyle LaFerney

Parks & Recreation Board Members Absent:

John Metcalf
Valerie Little
Kim Shamsy

CEC Committee Members Present:

Kristin Meier, Chair
Soprina Reeves, Vice Chair
Kimberly Smith
Kari Willis
Andy Franco
Sean Boardman

Committee Members Absent:

Stacy Cate
Jai Muthu
Darlene Morton
Gretchen Darby
Annie Bunger

Councilmembers Present:

Amy Bartley

Staff Members Present:

Todd Rice, Communications Director
Myrisa Petty, Community Engagement Coordinator
Robyn Battle, Executive Director
Dan Baker, Parks and Recreation Director

3. Discussion Regarding Town Events.

Ms. Meier shared the role of the Community Engagement Committee. They consider themselves a think tank for the Town by providing feedback from residents and brainstorming ways for the town to better engage with residents. Council Member Bartley mentioned that the CEC had met in September and October in 2024 to talk about the special events calendar and suggestions for 2025. Mr. LaFerney gave a brief overview of the special events and the audiences they were targeting. Ms. Castro gave insight into the behind the scenes workings of event planning. Mr. Baker mentioned how a goal of his and the Parks Board is to be able to finalize and present the special events calendar to follow the fiscal year rather than the traditional calendar year. Because of this, the decisions for the next year's events tend to be decided the summer before for budgeting purposes. Ms. Willis

commented on how 2024 felt very fall heavy with events and that residents, in particular parents, got burned out. Mr. Knox pointed out that the upcoming Downtown Block Party in the spring and the lack of Freedom Fest should allow for two large music based event spaced out throughout the year rather than one right after the other. Ms. Smith asked about a cultural aspect being added to a special event to show off the diversity of Prosper. Mr. Benson shared that it is planned to be integrated into Celebrate Prosper with the thought of being similar to the community stage at the Christmas Festival. Mr. Baker asked the CEC to suggest talent if they know them and to share contact information if they can so it is easier for staff to book diverse acts. It was mentioned that sharing the contact information allows for saved time and better productivity. Ms. Willis asked if there are plans for more events in downtown to which Mr. Baker answered that they are in talks with a third-party vendor to start having various sip and shop and night markets downtown in 2025. Ms. Reeves inquires about the Active Adult Fair and mentioned that the CEC had brought up that exact type of event as something to be available for active adult residents in Prosper. Mr. Baker gave a brief background on the Active Adult Fair and how it was very well attended in 2024. Both the CEC and the Parks board commented that they enjoyed talking face to face to better understand the reasoning for suggestions and decisions behind the events. The conversation was productive and yielded several ideas to improve communication, including sharing notes from each CEC meeting with the Parks & Recreation Staff, and developing a process for the CEC to initiate new ideas with the PARB. Ms. Battle suggested having a face to face work session biannually to continue the conversation with CEC and Parks regarding resident feedback. Both committees agreed and suggested meetings for February and September to become the schedule each year.

4. Adjourn.

The meeting was adjourned at 6:58 p.m. on January 29, 2025.

These minutes were approved on February 5, 2025.

APPROVED


Daniel Knox, Chair, Parks and Recreation Board

APPROVED


Kristin Meier, Chair, Community Engagement Committee

ATTESTED


Robyn Battle, Executive Director