



MINUTES

Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, March 6, 2024

1. Call to Order / Roll Call.

This meeting was called to order at 6:00 p.m.

Committee Members Present:

Brent Kirby, Chair
Kristin Meier, Vice Chair
Andy Franco
Kimberly Smith
Kari Willis
Chris Wardlaw
Gretchen Darby

Committee Members Absent:

Stacy Cate
Jai Muthu

Councilmembers Present:

Marcus Ray
Jeff Hodges

Staff Members Present:

Robyn Battle, Executive Director
Devon Jett, Community Engagement Coordinator

2. Consider and act upon the minutes of the February 7, 2024, Community Engagement Committee (CEC) meeting.

Andy Franco made a motion and Kristin Meier seconded the motion to approve the minutes of the February 7, 2024 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present at the meeting.

4. Discuss CEC membership and quorum requirements. (RB)

Robyn Batte gave an update stating that the Town Council took action on updating the Community Engagement Committee to nine members which will change the quorum requirement to five members going forward.

5. Update on myProsper mobile app notification module. (RB)

During the February meeting, the CEC heard from several staff members and the mobile app representative regarding text, website, and mobile app notifications. Robyn, upon receiving feedback from the CEC, further researched the possibility of incorporating text notifications as an add-on feature for the mobile app. This supplemental module would allow residents to opt into three different notification preferences, including SMS text notifications, which the CEC has been most interested in adding. Within this module, an unlimited number of message categories would be supported, with an annual allowance of 100,000 texts. The text notifications would function solely as one-way communication.

After seeing the quote for the cost of the module and a short demonstration of how users would opt-in for the feature, the CEC offered the following feedback:

- Make "preferences" a home screen icon.
- Change preferences to "alerts or notifications" if possible.
- Add bulk trash as a category, enabling residents to get notified on their bulk trash day.
- Promote the weekly trash notifications that are already a part of the app.

Robyn will address the following questions with the app provider:

- Embedding website links in text messages
- Adding images to messages
- Understanding the process for existing users and whether they will be notified of the new feature
- Investigating the feasibility of adding an alert for new users to select preferences at the time of downloading the app.
- Ability to reply "stop" or "unsubscribe" to messages

Brent Kirby made a motion to proceed with the text notification module, which Gretchen Darby seconded. The motion was unanimously approved to move forward with the module and present it to the Town Council.

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

a. Notifications & App Discussion

Continuing the discussion on app notifications, the CEC brainstormed various methods to promote the app, considering whether to prioritize sign-ups before highlighting the notification features. Some proposed ideas for promoting the app, whether it is for downloading it or emphasizing the notification feature, were as follows:

- Placing yard signs at locations with high foot traffic, such as Town Hall during elections or events like the Prosper Fishing Derby.
- Displaying signage at neighborhood entrances.
- Using table tents in restaurants and posters or flyers in business windows.
- Promoting the app at events like the New Resident Mixer or downtown movie nights.
- Discussing it during HOA president meetings and including it in HOA newsletters.
- Featuring it in publications like Community Impact.
- Incorporating it into Kroger shopping carts or creating short, humorous videos for train station wait times.
- Encouraging all departments to promote the app during interactions with residents for a set period.
- Adding signage to customer touchpoints like the Utility Billing counter, Development Services, and Library.
- Including a dedicated feature in the Resident Update.
- Promoting it on screens and including a QR code during football games at Children's Health Stadium.
- Sending out mailers to residents or including inserts in utility bills.

The CEC agreed that regardless of the promotional avenues chosen, the campaign should run for a period of 30 to 90 days. They also acknowledged that investing in direct text notifications for residents would be a budget-worthy activity. Robyn will discuss the

current priorities on the content calendar with staff and discuss the optimal timing for the campaign.

Furthering the discussion of community engagement opportunities, Kari Willis communicated to the CEC that the Community Engagement Coordinator for Baylor Scott and White would like to bring CEC members and /or Town Council members for a tour of the new building located at PGA/DNT. Kari will send out potential dates to the CEC and share them with Robyn, who will communicate with the Town Council.

b. Take the Engagement to the People/Interactive Map

This item was not discussed.

c. Road Show/Town Hall

This item was not discussed.

7. Discuss and receive any updates regarding:

a. Social Media Graphics

Although the CEC did not discuss the social media graphics, they agreed to keep the item on the agenda for future discussion on how they may utilize the social media graphics during the mobile app notification campaign.

b. Town Events (RB)

Robyn updated the CEC on the list of town events for the 2024 calendar year and encouraged all CEC members to attend as many as possible and provide feedback.

c. Community Engagement Activities (RB)

Robyn updated the CEC on the new Partners in Faith initiative which held their first meeting in January and the upcoming Mayor's Teen Government Academy which is set to launch in June 2024.

8. MYAC Subcommittee Update and CEC Volunteers for March meeting. (RB)

Volunteers from the CEC for the March 27 MYAC meeting are Andy Franco and Brent Kirby.

9. March 27 Parks, Recreation, and Open Space Master Plan Focus Group. (RB)

The CEC is invited to attend the Open Space Master Plan focus group on March 27 at Town Hall. Volunteers for the focus group included Kristin Meier, Kari Willis, Andy Franco, Kim Smith, and Chris Wardlaw.

10. April 4 New Resident Mixer Attendance. (RB)

The April 4 New Resident mixer will take place on the south lawn of Town Hall and CEC volunteers for the event include Brent Kirby, Chris Wardlaw, and Andy Franco.

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

1. Smoke Alarm Installation & Replacement
2. Vacation Close Patrol Requests
3. Sidewalk Repair
4. Sprinkler Evaluation
5. Paint Disposal

12. Discuss and consider "Top 3" & Save the Date. (BK)

1. New Resident Mixer-April 4
2. Annual Spring Cleanup-April 6

3. P-Town Throwdown-March 23
4. Mayor's Coffee-March 20
5. Saturday Bulk Trash Drop-Off Reminder

13. Request for future agenda items.

14. Adjourn.

Kari Willis made the motion and Kim Smith seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:45 p.m. on Wednesday, March 6, 2024.

These minutes were approved on April 3, 2024.

APPROVED



Brent Kirby, Chair

ATTESTED



Devon Jett, Community Engagement Coordinator