



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, October 2, 2024

1. Call to Order / Roll Call.

The meeting was called to order at 6:02 p.m.

Committee Members Present:

Brent Kirby, Chair
Kristin Meier, Vice-Chair
Andy Franco
Jai Muthu
Stacy Cate
Kari Willis
Darlene Morton
Soprina Reeves
Annie Bunker

Committee Members Absent:

Gretchen Darby
Kimberly Smith

Councilmembers Present:

Jeff Hodges
Amy Bartley

Staff Members Present:

Todd Rice, Communications Director
Myrisa Petty, Community Engagement Coordinator

2. Consider and act upon the minutes of the September 4, 2024, Community Engagement Committee (CEC) meeting.

Kristin Meier made a motion and Andy Franco seconded the motion to approve the September 4, 2024 CEC minutes. The motion was approved unanimously.

3. Comments from the Public.

There were no comments from the public.

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

a) Update 2024 – 2025 MYAC Application Status

Mrs. Petty updated on the total number of applications for this year's class. There were 60 total applications with 43 being eligible. Committee members Ms. Smith, Ms. Meier, and Ms. Cate acted as the selecting committee to decide on the 20 students who would make it into the Mayor's Youth Advisory Council. The selecting committee has suggested for future application processes to do away with teacher recommendations and ask for a resume instead. Ms. Petty notes that there were several students who were ineligible for selection due to missing teacher recommendations.

b) Update on MyProsper App Messaging System

Ms. Petty gave an update on the new messaging system within the MyProsper app which includes push notification, email and text notification. A content calendar was shared with the committee to see the planned notifications for the rest of the year. Ms. Willis suggests pushing a notification up in the calendar so it would not conflict with holidays.

c. CEC Hand Off Discussion

This item was pushed to the next meeting.

5. Discussion of Downtown Historical Marker Project. (TR)

Mr. Rice is moving to gathering quotes for vendors for the bronze plaques. The Downtown Committee approved the CEC suggestion of bronze and sizing. Mr. Rice is also moving forward with code approval and approval from the businesses. The committee suggests MYAC involvement in the advertising when these plaques are live.

6. Discuss and feedback on Town Events (BK)

a. Upcoming Events

- **Celebrate Prosper**

The event will be held on October 5 at Frontier Park. Following the CEC's recommendations at the June 2024 meeting, Town staff presented the ideas to the Town Council, who concurred with the recommendations, including the addition of a New Resident component to Celebrate Prosper and possibly adding vendors, a "battle-of-the bands," an art show, and possible barbecue cookoff as future enhancements to the event. Mr. Ray has suggested a slight change to the orange used in Celebrate Prosper branding so it isn't as similar to neighboring towns. Ms. Smith proposed opening acts from around town and potentially cultural performances for future music centric events.

- **Veterans Day Honor Run**

The event will be held on November 9 at Frontier Park. The run has been expanded to include three distances. Mr. Ray has suggested getting Prosper ISD JROTC and track teams involved in this year's event. Ms. Meier suggests better advertising for the memorial fundraiser and pushing the fun run in a video with Prosper ISD JROTC.

- **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.

b. Discussion on a Serve Prosper event (TR)

This item was pushed to the next meeting.

c. 2025 Event Calendar Discussion

Council Member Bartley gave a rundown of the events and the committees goal for brainstorming the 2025 calendar. Mr. Kirby lead the committee in looking at attendance numbers for 2024 events. Mr. Muthu mentions that locations of events should look to the west side since most events do take place on the east side. Ms. Meier mentions that this can affect attendance because of traffic, construction and convenience. Ms. Bunger spoke to making events mobile but to keep staff time and compensations in mind. The committee suggests moving National Day of Prayer to the evening to boost attendance. The committee identified their top events to be Pride in the Sky, Freedom Fest and the Prosper Christmas

Festival. Council Member Bartley suggests combining Celebrate Prosper with P-Town Throwdown or Coffee & Chrome. The committee notes that a lot of the smaller events are niche and highly suggest moving a larger event such as Celebrate Prosper to the start of the year. It was noted that the fall is oversaturated and residents, in particular parents, feel burned out. Ms. Willis suggests pulling Paws on Broadway and Movie Night all together with Ms. Bunker agreeing. When Raymond Community Park is opened, the committee suggests moving P-Town Throwdown there as an inaugural event. Mr. Kirby suggests keeping some events downtown to keep the small-town feel. The committee agrees that bigger events, spread out is better.

7. Discuss receive updates regarding:

a. Community Engagement Activities

Mr. Rice suggests shifts for the CEC to volunteer at events so they can assist for a short time but still enjoy the event. The committee liked the idea.

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

Mr. Rice gave an update on the upcoming “Now You Know Prosper” project.

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

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

- Celebrate Prosper
- Veterans Day Honor Run
- Prosper Christmas Festival

10. Requests for future agenda items.

- Logistics for Serve Prosper
- Discussion of Historical Downtown Event
- CEC Handoff Discussion

11. Adjourn.


The meeting was adjourned at 7:38 p.m. on October 2, 2024.

These minutes were approved on November 6, 2024.

APPROVED


Brent Kirby, Chair

ATTESTED


Todd Rice, Communications Director