



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, February 5, 2025

1. Call to Order / Roll Call.

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

Committee Members Present:

Kristin Meier, Chair
Darlene Morton
Jai Muthu
Andy Franco
Kari Willis
Sean Boardman

Committee Members Absent:

Stacy Cate
Kimberly Smith
Soprina Reeves, Vice Chair
Gretchen Darby
Annie Bunger

Councilmembers Present:

Amy Bartley

Staff Members Present:

Todd Rice, Communications Director
Myrisa Petty, Community Engagement Coordinator

2. Consider and act upon the minutes of the January 8, 2025, Community Engagement Committee (CEC) meeting.

Andy Franco made a motion and Kari Willis seconded the motion to approve the January 8, 2025 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.

a. New Resident Website Walkthrough

Ms. Petty shared the new Resident Resources site. While initially slated to be a "New Resident Resource," it was discussed to keep just "Resident" so current residents will feel like they can still utilize it. Ms. Petty demonstrated how the top buttons matched what Town Staff experiences the most questions with as well as the fold out sections to still contain a lot of information but not have too much scrolling. Mr. Rice mentions the plan to add a Resident Resources button to the home page of the MyProsper app. Mr. Muthu praises the inclusion of landscaping as he has had experiences within his HOA where the information would have been useful. Mr. Muthu suggested shortening the about section and allowing the welcoming

video that will be inserted later to speak for itself. Overall the committee praised the new webpage.

b. New Resident Mailer Draft

The CEC liked the new revamped version of the new resident mailer. These cards are sent out monthly to new residents from the town with a welcome letter from the CEC. There were suggestions from Ms. Willis who mentions swapping the photo of town hall to an aerial shot of downtown. Council Member Bartley and Mr. Boardman suggested swapping some of the photos of residents to other events such as Celebrate Prosper or the Christmas Festival. In addition to the QR code for the residents resources website, it was suggested to add a picture of the MyProsper app icon for residents to download. Ms. Morton suggested less contractions within the copy of the letter itself.

c. Welcome Video Filming

This agenda item has been pushed to the March meeting.

5. CEC/Parks Board Special Meeting Recap and consider and act upon the minutes of the January 29, 2025, Community Engagement Committee and Parks and Recreation Board Joint Meeting.

Ms. Meier gave a brief overview of the joint meeting and shared that she felt the meeting went well. The other committee members who attended the special meeting felt the same as well as Council Member Bartley. The committee felt that with how well the meeting went, they look forward to the biannual meetings with the Parks Board. Ms. Willis mentioned that now knowing that the Parks Board is wanting to adjust the time frame to be more fiscal year rather than calendar year will allow the CEC to give better timed suggestions.

6. Discussion on Town Events

a. Upcoming Events.

- **Prosper Fishing Derby**

The Prosper Fishing Derby will take place on Saturday, February 22nd at Frontier Park. This favorite annual event brings families together by the pond as young anglers compete for prizes for Most Fish Caught. Judges will be on hand to track catches, and winners in age categories up to 14 will be recognized at the event's end. The Derby is free and no registration is required.

- **Mayor's Coffee**

An annual update held on March 12th with Mayor Bristol for Active Adults to learn more about what is happening around Prosper.

7. Discuss receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared the upcoming HOA Presidents meeting for Prosper coming up in February and shared the agenda which included an Annual Update from Mayor Bristol. Ms. Petty also demonstrated the new interactive map that Town Staff has created to go along with the new weekly bulk trash pick up education campaign. Lastly, an update of the ongoing e-bike education campaign as the town continues to see damage to local parks. Ms. Petty details that the HOA members have been sent their own community notice as well as ongoing social media and video content. Ms. Willis suggests reaching out to Prosper Independent School District to push some of the education campaign into their video announcements. It was suggested to target more middle school students as the likely demographic. It was also

suggested to work with the Mayor's Youth Advisory Council to be featured in a video for PISD.

b. MYAC Class of 2025 Updates

Ms. Petty gave an update on the Mayor's Youth Advisory Council's most recent meeting. At the January meeting, the youth council listened to a condensed version of the Annual Update from Mayor Bristol as well as elected their subcommittee Chair and Vice Chairs. A challenge that Mayor Bristol posed to the youth council was the question: "Should we keep or tear down the silos, and why do you have that opinion?" to be answered at the February meeting. The remaining classes will take place at Prosper Police Station, Margaret's Cones and Cups and the 407 Rec Center. Ms. Petty mentions that at the April class it has been brought up to have an open discussion with MYAC to see their opinions on the year and the application process. All of CEC but in particular the selecting committee have been invited to this meeting.

8. Discuss and consider "Now You Know Prosper."

Ms. Petty detailed the communication teams plans for upcoming educational videos about Prosper. Upcoming are videos showing how to dispose of HHW (Harmful Hazardous Waste) safely using Republic's scheduled pick up service, a video over E-Bikes safety and rules in partnership with Prosper PD and a Progress in Prosper over 380.

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

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

- Prosper Fishing Derby
- Mayor's Coffee
- Downtown Block Party Vendor Registration still open

10. Requests for future agenda items.

The Committee requested the following for future agenda items

- Filming of Welcome Video
- CEC Goals and Objectives Refresher

11. Adjourn.

The meeting was adjourned at 6:53 p.m. on February 5, 2025.

These minutes were approved on March 5, 2025.

APPROVED


Kristin Meier, Chair

ATTESTED


Todd Rice, Communications Director