



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, December 03, 2025
6:00 PM

Welcome to the Prosper Community Engagement Committee (CEC) meeting.

Addressing the Community Engagement Committee (CEC):

Those wishing to address the Community Engagement Committee must complete the Public Comment Form located on the Town website or in the meeting room.

Please submit this form to the Board Chair or a staff person recording the minutes for the Board/Commission prior to the meeting. When called upon, please state your name and address for the record.

In compliance with the Texas Open Meetings Act, the Town Council/Board/ Commission may not deliberate or vote on any matter that does not appear on the agenda. The Council/Board/Commission, however, may provide statements of fact regarding the topic, request the topic be included as part of a future meeting, and/or refer the topic to Town staff for further assistance.

Citizens and other visitors attending Community Engagement Committee (CEC) meetings shall observe the same rules of propriety, decorum, and good conduct applicable to members of the Committee. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the Committee or while attending the meeting shall be removed from the room, if so directed by the Mayor or presiding officer, and the person shall be barred from further audience before the Committee during that session of the meeting. Disruption of a public meeting could constitute a violation of Section 42.05 of the Texas Penal Code.

1. **Call to Order / Roll Call.**
2. **Consider and act upon the minutes of the October 1, 2025 and November 5, 2025 Community Engagement Committee (CEC) meeting.**
3. **Citizen Comments**

The public is invited to address the Committee on any topic. However, the Committee is unable to discuss or take action on any topic not listed on this agenda. Please complete a "Public Comment Request Form" and present it to a staff member prior to the meeting. Please limit your comments to three minutes. If multiple individuals wish to speak on a topic, they may yield their three minutes to one individual appointed to speak on their behalf. All individuals yielding their time must be present at the meeting, and the appointed individual will be limited to a total of 15 minutes.

4. **Review Scope of Work and Town Obligations for Downtown Block Party and Pride in the Sky**
5. **Brainstorming Ideas for Life in Prosper:**

- a. Discussion regarding collaborative engagement activities between the Community Engagement Committee and the Mayor's Youth Advisory Council.
- 6. Discussion of Town Events:
 - a. Recent Events:
 - a1. Veterans Day Honor Run & Memorial Ribbon Cutting
 - a2. Prosper on Tap: Friendsgiving
 - b. Upcoming Events:
 - b1. Christmas Festival
- 7. Discuss and receive any updates regarding:
 - a. Community Engagement Activities
- 8. Discuss and consider "CEC Top 3" & Save the Date items.
- 9. Request for future agenda items.
- 10. Adjourn.

CERTIFICATION

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted at Prosper Town Hall, located at 250 W. First Street, Prosper, Texas 75078, a place convenient and readily accessible to the general public at all times, and said Notice was posted by 5:00 p.m., on Tuesday, November 25, 2025, and remained so posted at least three (3) business days before said meeting was convened.

Michelle Lewis Sirianni, Town Secretary

Date Notice Removed

Pursuant to Section 551.071 of the Texas Government Code, the Community Engagement Committee reserves the right to consult in closed session with its attorney and to receive legal advice regarding any item listed on this agenda.

NOTICE

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: The Town of Prosper Board, Commission, and Committee meetings are wheelchair accessible. For special services or assistance, please contact the Town Secretary's Office at (972) 569-1073 at least 48 hours prior to the meeting time.



MINUTES

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

1. **Call to Order / Roll Call.**

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

Committee Members Present:

Annie Bunger
Kimberly Smith, Chair
Sean Boardman
Samad Abdur-Razzaaq
Ella Lee
Jennifer Downs
Jeff Robinson

Committee Members Absent:

Andy Franco
Soprina Reeves, Vice Chair
Rory Conley

Councilmembers Present:

Marcus Ray
Jeff Hodges
Amy Bartley

Staff Members Present:

Myrisa Petty, Community Engagement Coordinator
Kaylynn Stone, Special Events Manager

Todd Rice, Communications Director².

Consider and act upon the minutes of the October 1, 2025 Community Engagement Committee (CEC) meeting.

The Committee opted to push the approval of minutes to the December meeting.

3. **Comments from the Public.**

Ahammad M attended the meeting to observe how the CEC works. He comments on his experience with the Citizens Fire Academy and his hope to participate in the upcoming Town of Prosper's Citizen's Academy.

4. **Election for CEC Chair and Vice Chair**

Ms. Bunger nominated Kimberly Smith to be Chair of CEC. Mr. Abdur-Razzaaq seconded the motion. The committee unanimously voted Kimberly Smith as Chair. Ms. Bunger nominated Soprina Reeves to remain as Vice Chair. Mr. Boardman seconded. The committee unanimously voted to keep Soprina Reeves as Vice Chair.

5. **Brainstorming Ideas for Life in Prosper.**

a. Cedarbrook Media Pride in the Sky Contract

Ms. Stone introduced Cedarbrook Media as the vendor who runs Pride in the Sky with the Town being a sponsor. She presented the contract for the committees feedback. She details

some suggested changes such as dates and due dates, upping the fee for Cedarbrook to pay out to the what the Town puts into it as a sponsor. Ms. Bunker recommends moving forward with the contract. Councilmember Ray suggests higher expectations for Cedarbrook such as logistics and marketing on their side. Councilmember Bartley suggests a focus on what is expected and what the Town is getting such as stage sizes, speakers and music.

b. 2026 Event Dates Walkthrough

The CEC was presented a list of the confirmed budgeted 2026 Event Dates. Councilmember Ray suggests before each event to audit the communication briefing. This is projected to be brought back in the January meeting. Mr. Rice announces a potential Downtown Block Party partnership to happen in May 2026 with details being nailed down in the coming weeks. Councilmember Ray suggests partnering with the ProsperISD for some of their events.

c. E-Bike Ordinance Education Campaign

Councilmember Bartley updates the committee on an updated ordinance regarding e-bikes and asks for ideas on how Prosper police can begin enforcement and staff can educate the public. With the ordinance now requiring a permit for e-bikes and e-motorcycles, Councilmember Bartley asks how should police meet in the middle so bikes can be permitted but parents don't have to tow the bikes to the police station. It is imperative that the officers get to see the bikes in person for the permitting. The committee suggests neighborhood pop up events or working through the Prosper Home Owners Associations. Ms. Willis suggests a partnership with ProsperISD and to try and speak during lunch periods. Ms. Downs suggested a bike rally event for the students to come together. For education campaigns, Ms. Bunker suggested videos that are both educational and lighthearted. Councilmember Ray suggested raffling off a prize to incentivize residents to register their bikes.

6. Discussion on Town Events

a. Recent Events

- Celebrate Prosper
The event was held on October 4 at Frontier Park. With the new additions including the petting zoo, bubble truck and food trucks, it was a well attended event. Ms. Stone comments that she plans to keep the Prosper Jam Off since it seemed to be a big hit and a great way to get residents involved. Councilmember Ray suggests vetting the set lists to be more family friendly in the future.
- National Night Out
The event was held on October 7 and had a record number of 22 neighborhoods registered for this year.

b. Upcoming Events

- Veterans Day Honor Run & Memorial Ribbon Cutting
The event will be held on November 8 at Frontier Park. The run has been expanded to include three distances. The ribbon cutting ceremony for the Veterans Memorial at Frontier Park will take place after the conclusion of the Honor Run medal ceremony. At the time of the meeting, there were 316 people registered for the run. Ms. Petty informs the committee that a push notification has been scheduled to encourage last-minute registrations. Ms. Stone comments that there is always a large surge of registrations in the last days leading up to the run.
- Prosper on Tap: Friendsgiving
The next date of the sip and stroll series happening in Downtown Prosper is coming up on November 22 and is a Thanksgiving themed afternoon of fun.
- Christmas Festival
The Town's yearly holiday celebration is coming up on December 6. Taking over the downtown and Town Hall areas, it is promising an afternoon of cheer including an ice skating rink, vendors, a parade and a drone show. Ms. Petty comments with the new

changes in structure for Town employees she will be needed elsewhere during the event and therefore needs the CEC to man the table for the entirety of the event.

7. Discuss and receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared videos and photos that were shared on the public safety social media channels in celebration of Halloween the previous week. She also informed the committee of a save the date for the upcoming boards and commissions reception, letting them know that they will receive an official invitation from the Town Secretary soon. Lastly, Ms. Petty informed the committee of a new member that will be joining at the next meeting.

b. Mayor's Youth Advisory Council Updates

Ms. Petty shared that the MYAC has officially voted in their leadership for the year and shared photos. She shared that the next meeting will be happening on November 19th at the Prosper Police Station where the students will learn more about e-bikes, the new ordinances and be able to collaborate with Prosper police on best practices to reach their age group. Ms. Petty mentions that the December date for MYAC is the same date as the CEC and therefore is setting time aside for the two boards to come together that night.

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

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

- Christmas Festival
- Veterans Honor Run
- Prosper on Tap: Friendsgiving

8. Requests for future agenda items.

The Committee requested the following for future agenda items

- Focus the meeting on meeting with MYAC

9. Adjourn.

The meeting was adjourned at 7:41 p.m. on November 5, 2025.

These minutes were approved on December 3, 2025.

APPROVED

Kimberly Smith, Chair

ATTESTED

Todd Rice, Communications Director



TOWN OF PROSPER

Communications Report October 2025

SNAPSHOT

275

POSTS

315
PREVIOUS COMPARISON PERIOD

663

NEW FOLLOWERS

1,103
PREVIOUS COMPARISON PERIOD

37,331

ENGAGEMENTS

97,485
PREVIOUS COMPARISON PERIOD

870,773

IMPRESSIONS

975,665
PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

[VIEW OCTOBER 2025 COMBINED SOCIAL ACCOUNTS REPORT](#)

Impressions: The number of times content was displayed to someone's feed.

Engagements: The number of times someone interacted with the content (likes, shares, comments, link clicks, etc.)

Reach: The number of people who see the content.

TOWN OF PROSPER FACEBOOK



24,943

FOLLOWERS



**GAINED 115 NEW
FACEBOOK FOLLOWERS**

32

POSTS



37

PREVIOUS COMPARISON PERIOD

12,857

ENGAGEMENTS



6,401

PREVIOUS COMPARISON PERIOD

147,403

IMPRESSIONS



110,267

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK

 **24,755**
FOLLOWERS



GAINED **129 NEW**
FACEBOOK FOLLOWERS

21

POSTS



30

PREVIOUS COMPARISON PERIOD

8,594

ENGAGEMENTS



70,365

PREVIOUS COMPARISON PERIOD

291,650

IMPRESSIONS



497,234

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK

 **12,364**
FOLLOWERS



GAINED **64 NEW**
FACEBOOK FOLLOWERS

16

POSTS



21

PREVIOUS COMPARISON PERIOD

9,579

ENGAGEMENTS



12,845

PREVIOUS COMPARISON PERIOD

199,757

IMPRESSIONS



118,249

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



PROSPER PARKS & RECREATION FACEBOOK



9,387
FOLLOWERS



GAINED **157 NEW**
FACEBOOK FOLLOWERS

36

POSTS



31

PREVIOUS COMPARISON PERIOD

3,592

ENGAGEMENTS



4,637

PREVIOUS COMPARISON PERIOD

100,396

IMPRESSIONS



119,165

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK



5,607
FOLLOWERS



GAINED **44 NEW**
FACEBOOK FOLLOWERS

37

POSTS



48

PREVIOUS COMPARISON PERIOD

1,014

ENGAGEMENTS



695

PREVIOUS COMPARISON PERIOD

26,734

IMPRESSIONS



19,534

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

TOWN OF PROSPER

5,351

FOLLOWERS
5,333 Comparison Period

PROSPER POLICE

7,427

FOLLOWERS
7,419 Comparison Period

PROSPER FIRE RESCUE

2,510

FOLLOWERS
2,505 Comparison Period

7

TWEETS

99

ENGAGEMENTS

1,683

IMPRESSIONS

4

TWEETS

80

ENGAGEMENTS

2,898

IMPRESSIONS

6

TWEETS

67

ENGAGEMENTS

1,459

IMPRESSIONS

INSTAGRAM

TOWN OF PROSPER

10,478
FOLLOWERS

11
POSTS

61,721
IMPRESSIONS

845
ENGAGEMENTS

PROSPER
Community Library

2,587
FOLLOWERS

54
POSTS

33,272
IMPRESSIONS

300
ENGAGEMENTS

PROSPER
POLICE

1,567
FOLLOWERS

6
POSTS

8,813
IMPRESSIONS

153
ENGAGEMENTS

TOWN OF PROSPER

CELEBRATE PROSPER

8,802 VIEWS
107 LIKES
4 SHARES
1 COMMENTS



PROSPER POLICE

COFFEE WITH A COP

2,309 VIEWS
45 LIKES
8 SHARES



COMMUNITY LIBRARY

LIBRARY HALLOWEEN

1,422 VIEWS
17 LIKES
4 SHARES



LINKEDIN



3,465
FOLLOWERS

8

POSTS

3,800

IMPRESSIONS

257

ENGAGEMENTS

328

POST CLICKS

NEXTDOOR



18,161
MEMBERS

9,949

CLAIMED HOUSEHOLDS

437

IMPRESSIONS

1

POSTS



TOWN OF PROSPER VIDEOS



9

[Better if you Duo](#)

[Stroke Awareness Week](#)

[Santa's Helpers Toy Donations](#)

[Library Membership Goal](#)

[Mayor's Minute](#)

[Mayor's Minute](#)

[Library Halloween](#)

[Celebrate Prosper Recap](#)

[Citizens Fire Academy](#)

MAYOR'S MINUTE



2

NEW VIDEOS

VIEWS 4.9K

[MAYOR'S MINUTE - 10/28/2025](#)

[MAYOR'S MINUTE - 10/14/2025](#)

The "Prosper Mayor's Minute" is a concise update provided by the mayor of Prosper, offering important information and updates about the Town's affairs.

E-NEWS



PRINT AND DIGITAL PUBLICATIONS 2

[PARKS ACTIVITY CALENDAR](#) | [LIBRARY CALENDAR](#)



RESIDENT UPDATE

5,446

CONTACTS

5,402 Comparison Period

EMPLOYEE EDITION

492

CONTACTS

HOA MONTHLY NEWSLETTER

207

CONTACTS

68%

AVERAGE
OPEN RATE

53%

AVERAGE
OPEN RATE

66%

AVERAGE
OPEN RATE

4%

AVERAGE
CLICK RATE

6%

AVERAGE
CLICK RATE

6%

AVERAGE
CLICK RATE

5

NEWSLETTERS
SENT

1

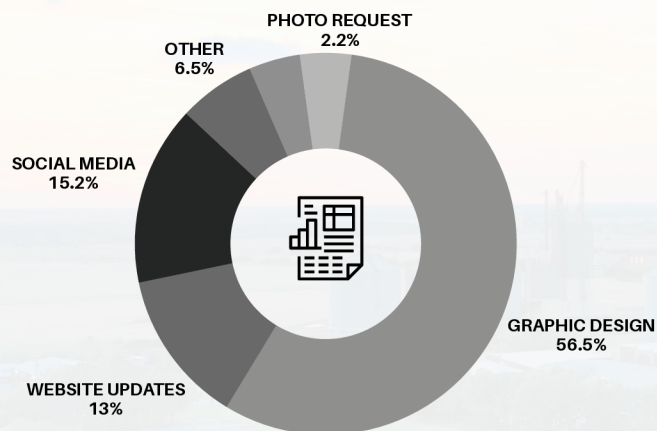
NEWSLETTERS
SENT

1

NEWSLETTERS
SENT

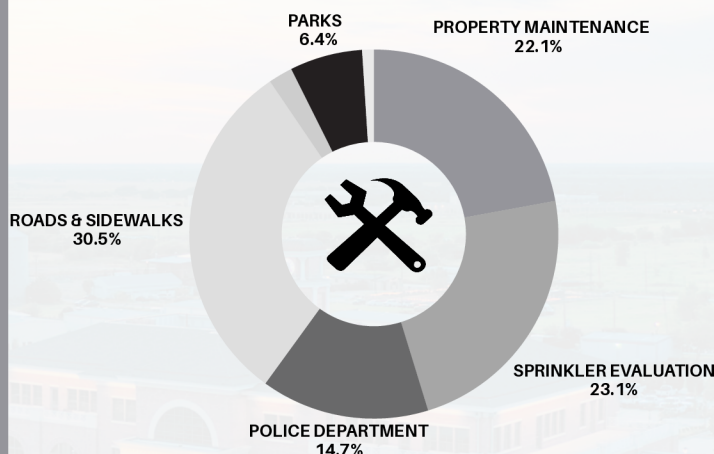


COMMUNICATION HELP TICKETS



46 COMMUNICATION HELP TICKETS WERE SUBMITTED

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC NUMBER OF MENTIONS

- Contact Information 21
- Ticket Payment 8
- Auto Theft Inspection 6
- Trash Pickup 6
- Railroad Cameras 6

These are the top monthly topics that website viewers request information on. These questions are assessed and updated weekly to help viewers find information with ease.



90.41% Resolution Rate

70% is the standard resolution rate for questions answered correctly.

96

TOTAL REQUESTS

83

CLOSED REQUESTS

13

OPEN REQUESTS

91

NEW APP DOWNLOADS

8,704

TOTAL APP DOWNLOADS



MEDIA COVERAGE

833

MEDIA MENTIONS

CAMPARISON 497

TOP COVERAGE

Prosper Media Coverage for October 25 - October 30, 2025

Prosper Media Coverage for October 18 - October 24, 2025

Prosper Media Coverage for October 11 - October 17, 2025.

Prosper Media Coverage for October 4 - October 10, 2025.

Prosper Media Coverage for September 27 - October 3, 2025.

COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT **8**

- Community Engagement Committee
- Downtown Advisory Committee
- Mayor's Youth Advisory Council
- Celebrate Prosper
- National Night Out
- HOA Presidents Meeting
- Balcony Reception
- First Responder Day Celebration

6

COMMUNITY ROOM MEETINGS

- Folsom Elementary PTO
- Highland Meadows HOA
- Moms Mosaic
- Preston Lakes HOA
- Project Elevate
- Prosper Historical Society



USER BREAKDOWN

107,933

PAGE VIEWS
COMPARISON PERIOD 109,738

48.46

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 60.8%

50.79

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 39.2%

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Field Status](#)
- [Library Card Membership](#)
- [Live Railroad Feeds](#)
- [Join Prosper Police Department](#)



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TOWN OF
PROSPER