



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, November 05, 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, Community Engagement Committee (CEC) meeting.**
3. **Comments from the Public.**
4. **Election for CEC Chair and Vice Chair.**
5. **Brainstorming Ideas for Life in Prosper:**
 - a. **Cedarbook Media Pride in the Sky Contract**
 - b. **2026 Event Dates**
 - c. **E-Bike Ordinance Education Campaign**
6. **Discussion on Town Events:**
 - a. **Recent Events: Celebrate Prosper and National Night Out**
 - b. **Upcoming Events: Veterans Day Honor Run & Memorial Ribbon Cutting; Prosper on Tap: Friendsgiving; and, Christmas Festival**

7. Discuss and receive any updates regarding:
 - a. Community Engagement Activities
 - b. Mayor's Youth Advisory Council Updates
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 Thursday, October 30, 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 Prosper Board and Commission 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, October 1, 2025

1. Call to Order / Roll Call.

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

Committee Members Present:

Soprina Reeves, Vice Chair
Andy Franco
Annie Bunger
Kimberly Smith
Sean Boardman
Samad Abdur-Razzaaq
Ella Lee
Jennifer Downs
Jeff Robinson

Committee Members Absent:

Annie Bunger
Kari Willis
Jai Muthu

Councilmembers Present:

Marcus Ray
Jeff Hodges

Staff Members Present:

Myrisa Petty, Community Engagement Coordinator
Todd Rice, Communications Director2. **Consider and act upon the minutes of the
September 3, 2025 Community Engagement Committee (CEC) meeting.**

Andy Franco made a motion to approve and Samad Abdur-Razzaaq seconded. The minutes were unanimously approved.

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 how he has learned leadership skills and emotional intelligence from the program. Mr. Rice commented on the Town's Citizen's Academy returning in the new year.

4. Brainstorming Ideas for Life in Prosper.

a. Committee Members Onboarding

Ms. Petty shared a high level overview of some past initiatives that the Community Engagement Committee has completed since its creation. Initiatives included new resident events, letters, focus groups and more. Councilmember Ray shared that the overarching initiative will always be finding ways to reach residents. Mr. Abdur-Razzaaq suggests competitions for gathering contact information from HOAs as ways to reach residents through neighborhood newsletters and more. Ms. Smith shares a need for more community spaces as the Town continues to grow. Mr. Boardman and Ms. Reeves shared suggested

additions to recreational programs to get residents of all ages involved. Other suggestions included trendy merch for campaigns and getting school music more involved.

b. Joint Parks and Recreation Board Meeting Recap

Mr. Rice gave a recap of the meeting and noted that neither board had a quorum so it was just a conversation between members. Mr. Rice also presented the proposed calendar for special events for the new year. The committee comments on the inclusion of diverse cultures and more student involvement. They were happy to hear of the changes that are happening within Celebrate Prosper with these suggestions.

5. Discussion on Town Events

a. Recent Events

- **Prosper on Tap: Craft Beer Kickoff**
The third Prosper on Tap event took place on Saturday, September 6th in Downtown Prosper. This daytime event was the perfect way to explore the charming shops of Downtown Prosper while enjoying craft beer and the start to football season. No Community Engagement Committee members attended.
- **9/11 Ceremony & Blood Drive**
The event was held on September 11th at the Central Fire Station. A presentation was held in honor of those fallen, a mobile memorial and blood drive. Mr. Franco and Councilmember Ray attended the event.

b. Upcoming Events

- **Celebrate Prosper**
The event will be held on October 4 at Frontier Park. Ms. Petty asked the committee to volunteer for the Town's table to hand out swag items to attendees since she will be unable to do so.
- **National Night Out**
The community event will take place on October 7 with registered neighborhood parties to be visited by first responders and councilmembers. It is a way for first responders to engage with the public in non-emergency settings.
- **Balcony Reception**
This reception is a way for council, staff and for the committee to engage with certain groups. This reception invites developers, nonprofits and elected officials to Town Hall balconies.
- **National First Responders Day**
In celebration of national first responders day, T-Mobile is sponsoring an event on October 25 to allow the community to come together to give thanks to Prosper's first responders. Ms. Petty tells the committee that Prosper is one of only twenty two departments to be recognized by T-Mobile corporate and the inspiration behind the event with the success of the Coffee with a Cop event.
- **Veterans Day Honor Run**
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.

6. Discuss and receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared upcoming engagement meetings and their agendas including the HOA and Partners in Faith.

b. Mayor's Youth Advisory Council Updates

Ms. Petty shared photos from the first MYAC meeting following the selections. She discussed an overview of their meeting including meeting the Mayor, talking with the Town Manager and participating in various ice breaker activities. The committee was informed of an allotted time in December for CEC to interact with MYAC.

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

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

- National Night Out
- Celebrate Prosper
- National First Responders Day

8. Requests for future agenda items.

The Committee requested the following for future agenda items

- Metrics Deep Dive

9. Adjourn.

The meeting was adjourned at 8:04 p.m. on October 1, 2025.

These minutes were approved on November 5, 2025.

APPROVED

Soprina Reeves, Vice Chair

ATTESTED

Todd Rice, Communications Director



TOWN OF PROSPER

Communications Report September 2025

SNAPSHOT

315

POSTS

338
PREVIOUS COMPARISON PERIOD

1,103

NEW FOLLOWERS

1,006
PREVIOUS COMPARISON PERIOD

97,485

ENGAGEMENTS

62,731
PREVIOUS COMPARISON PERIOD

975,665

IMPRESSIONS

862,215
PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

[VIEW SEPTEMBER 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



24,804

FOLLOWERS



**GAINED 116 NEW
FACEBOOK FOLLOWERS**

37

POSTS



47

PREVIOUS COMPARISON PERIOD

6,401

ENGAGEMENTS



16,330

PREVIOUS COMPARISON PERIOD

110,267

IMPRESSIONS



190,055

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK

 **24,582**
FOLLOWERS



GAINED **423 NEW**
FACEBOOK FOLLOWERS

30

POSTS



19

PREVIOUS COMPARISON PERIOD

70,365

ENGAGEMENTS



31,541

PREVIOUS COMPARISON PERIOD

497,234

IMPRESSIONS



289,899

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK

 **12,364**
FOLLOWERS



GAINED **64 NEW**
FACEBOOK FOLLOWERS

21

POSTS



13

PREVIOUS COMPARISON PERIOD

12,845

ENGAGEMENTS



3,376

PREVIOUS COMPARISON PERIOD

118,249

IMPRESSIONS



67,583

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



PROSPER PARKS & RECREATION FACEBOOK

 **9,234**
FOLLOWERS



GAINED **201 NEW**
FACEBOOK FOLLOWERS

31
POSTS  **31**
PREVIOUS COMPARISON PERIOD

4,637
ENGAGEMENTS  **3,318**
PREVIOUS COMPARISON PERIOD

119,165  **77,352**
IMPRESSIONS PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK

 **5,532**
FOLLOWERS



GAINED **37 NEW**
FACEBOOK FOLLOWERS

48
POSTS  **28**
PREVIOUS COMPARISON PERIOD

695
ENGAGEMENTS  **1,189**
PREVIOUS COMPARISON PERIOD

19,534  **18,525**
IMPRESSIONS PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

TOWN OF PROSPER

5,333

FOLLOWERS
5,319 Comparison Period

PROSPER POLICE

7,419

FOLLOWERS
7,401 Comparison Period

PROSPER FIRE RESCUE

2,505

FOLLOWERS
2,503 Comparison Period

20
TWEETS

267
ENGAGEMENTS

5,909
IMPRESSIONS

27
TWEETS

776
ENGAGEMENTS

12,305
IMPRESSIONS

13
TWEETS

73
ENGAGEMENTS

2,606
IMPRESSIONS

INSTAGRAM

 **10,416**
FOLLOWERS

13
POSTS

52,389
IMPRESSIONS

500
ENGAGEMENTS

 **2,552**
FOLLOWERS

65
POSTS

32,433
IMPRESSIONS

227
ENGAGEMENTS

 **1,499**
FOLLOWERS

3
POSTS

12,777
IMPRESSIONS

95
ENGAGEMENTS

TOWN OF PROSPER

THORFARE THURSDAY

12,470 VIEWS
2,190 LIKES
75 SHARES
5 COMMENTS



PROSPER POLICE

JOIN TEAM PROSPER

1,454 VIEWS
417 LIKES
8 SHARES



COMMUNITY LIBRARY

PROSPER SOLAR CAR TEAM

1,100 VIEWS
10 LIKES
4 SHARES



LINKEDIN



3,427
FOLLOWERS

9
POSTS

5,574
IMPRESSIONS

644
ENGAGEMENTS

362
POST CLICKS

NEXTDOOR



18,017
MEMBERS

9,916
CLAIMED HOUSEHOLDS

1,603
IMPRESSIONS

2
POSTS



TOWN OF PROSPER VIDEOS



5

[Santa's Helpers Promo](#)

[Mayor's Minute](#)

[Stay Connected](#)

[Mayor's Minute](#)

[Prosper on Tap](#)

MAYOR'S MINUTE



2

NEW VIDEOS

VIEWS 4.2K

[MAYOR'S MINUTE - 9/23/2025](#)

[MAYOR'S MINUTE - 9/16/2025](#)

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

5,402

CONTACTS

5,224 Comparison Period

EMPLOYEE EDITION

491

CONTACTS

HOA MONTHLY NEWSLETTER

198

CONTACTS

68%
AVERAGE
OPEN RATE

55%
AVERAGE
OPEN RATE

61%
AVERAGE
OPEN RATE

4%
AVERAGE
CLICK RATE

3%
AVERAGE
CLICK RATE

8%
AVERAGE
CLICK RATE

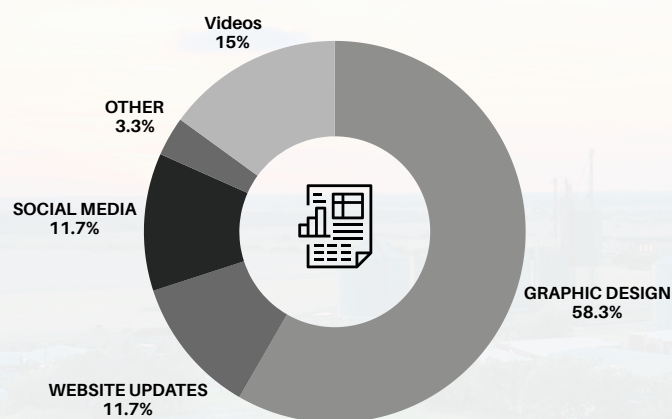
5
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

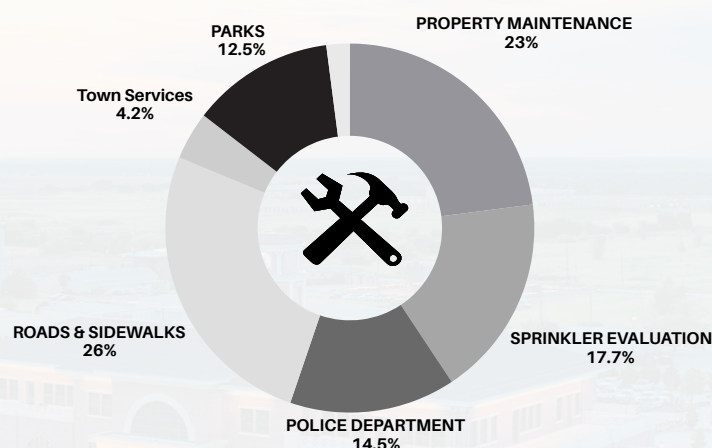


COMMUNICATION HELP TICKETS



58 COMMUNICATION HELP TICKETS WERE SUBMITTED

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC NUMBER OF MENTIONS

- Trash 21
- Road Projects 5
- Railroad Cameras 10
- Water Pressure 8
- Bulk Pickup 3

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.



91.23% Resolution Rate

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

109

TOTAL REQUESTS

100

CLOSED REQUESTS

9

OPEN REQUESTS

81

NEW APP DOWNLOADS

8,613

TOTAL APP DOWNLOADS



MEDIA COVERAGE 

497

MEDIA MENTIONS

CAMPARISON **1.28K**

TOP COVERAGE

[Prosper Media Coverage for September 20 - September 26, 2025](#)

[Prosper Media Coverage for September 13 - September 19, 2025.](#)

[Prosper Media Coverage for September 6 - September 12, 2025.](#)

[Prosper Media Coverage for August 30 - September 5, 2025.](#)

COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT 7

- Community Engagement Committee
- Downtown Advisory Committee
- Mayor's Youth Advisory Council
- Prosper High School Homecoming (3)

7

COMMUNITY ROOM MEETINGS

- Prosper Historical Society
- Metroplex Tamil Academy
- Gentle Creek HOA
- Prosper HS PTO
- North Dallas RC Club
- Dreams of Chess Academy
- Your Retirement Timeline Nonprofit



USER BREAKDOWN

109,738

PAGE VIEWS
COMPARISON PERIOD 101,523

60.8%

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 62.5%

39.2%

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 41.3%

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Railroad Cameras](#)
- [Library Card Membership](#)
- [Trash & Recycling – Town of Prosper](#)
- [Employment](#)



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TOWN OF
PROSPER