



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Council Chambers
250 W. First Street, Prosper, Texas
Wednesday, May 06, 2026
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 April 1, 2026, 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. **All American City Award. (MC)**
5. **Library Summer Programming Presentation. (GL)**
6. **Discuss and Receive Updates regarding America 250. (RB)**

7. **Discuss and Consider CEC Subcommittee Reports. (KS)**
8. **Special Events Updates.**
9. **Voice of the Town. (KS)**
10. **Discuss and consider "CEC Top 3" & Save the Date items.**
11. **Request for future agenda items.**
12. **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, April 30, 2026, 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, Council Chambers
250 W. First Street, Prosper, Texas
Wednesday, April 1, 2026

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

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

Committee Members Present:

Soprina Reeves, Vice Chair
Jennifer Downs
Ella Lee
Annie Bunger
Jeff Robinson
Kari Willis
Samad Abdur-Razzaaq
Andy Franco
Rory Conley
Sean Boardman

Committee Members Absent:

Kimberly Smith, Chair

Councilmembers Present:

Amy Bartley
Marcus Ray
Jeff Hodges

Staff Members Present:

Robyn Battle, Executive Director
Myrisa Petty, Community Engagement Coordinator
Kaylynn Stone, Special Events Manager
Angela Lewis, Event Specialist

2. **Consider and act upon the minutes of the March 4, 2026 Community Engagement Committee (CEC) meeting.**

Annie Bunger made a motion to approve and Andy Franco seconded. The minutes were unanimously approved.

3. **Comments from the Public.**

No members of the public were present at this meeting.

4. **Discuss and receive any updates regarding America 250**

Ms. Battle updated the committee on the suggestions that were approved by Council following the March meeting. These included: Hometown Heroes, 40 Days of celebration, Town Hall displays and décor, paint prosper proud, and the proposed budget for these initiatives. Members of the CEC made the decision that they would reach out to the downtown businesses to ask permission for the paint prosper proud night as well as organize the volunteers. Ms. Battle asked the committee their opinions on hosting the car show the morning of June 13th as opposed to Friday evening of June 12th due to concerns of lighting and parking. The committee opted to keep the car show on the evening of June 12th. Other items discussed included the sourcing and location for painted hay bales and the wooden 75078. Staff to come back with suggestions for locations while CEC members will collect information for sourcing.

5. Discuss and Consider CEC Subcommittee Reports

The Events and Communications subcommittees provided reports outlining their recommendations for the Town's America 250 marketing. Ms. Petty gave an update about the second annual ice cream social that MYAC attends with Little Elm and Frisco. Mayor Pro-Tem Bartley also shared plans to host an author for a special speaking event geared toward youth, in partnership with the Prosper Chamber of Commerce's Young Professionals group.

6. Special Events Updates:

a. Projected 2026 Event Budget

Ms. Stone presented the projected budget for special events for the remainder of 2026 with the ask of what does the CEC see either grow or use less money for. Suggestions considered keeping the Fishing Derby and National Day of Prayer as they are and reconvening after the initial Downtown Block Party to give a better understanding after the inaugural event. The committee suggested keeping Prosper on Tap for another year or potentially dropping the number of events from four to two since it is still establishing itself and then reevaluating if it justified the cost. For Celebrate Prosper and the Christmas Festival, the committee suggested putting more money towards making these events larger including spaces for younger children/toddlers and more audio or speakers throughout the events.

7. Voice of the Town

Ms. Lee mentioned having received feedback that picnic tables are requested by the new pickleball courts at both Lakewood and Raymond.

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

These items were considered the CEC Top 3 this month:

- America 250 Preparations
- Steven Collis Author Event
- Uncoupling Event with Fire station 4

9. Requests for future agenda items.

The Committee requested the following for future agenda items:

- All American City Designation Presentation

10. Adjourn.

The meeting was adjourned at 7:52 p.m. on April 1, 2026.

These minutes were approved on May 6, 2026.

APPROVED

Kimberly Smith, Chair

ATTESTED

Robyn Battle, Executive Director



TOWN OF PROSPER COMMUNICATIONS REPORT

MARCH 2026





TOWN OF PROSPER

COMMUNICATIONS REPORT

MARCH 2026

SNAPSHOT

241	437	35,286	719,487
POSTS	NEW FOLLOWERS	ENGAGEMENTS	IMPRESSIONS
176	692	60,176	1,006,832
<small>PREVIOUS COMPARISON PERIOD</small>	<small>PREVIOUS COMPARISON PERIOD</small>	<small>PREVIOUS COMPARISON PERIOD</small>	<small>PREVIOUS COMPARISON PERIOD</small>

COMBINED ACCOUNTS

[VIEW MARCH 2026 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

 **25,420**
FOLLOWERS



76

NEW FACEBOOK FOLLOWERS

41
POSTS



21
PREVIOUS COMPARISON PERIOD

3,473
ENGAGEMENTS

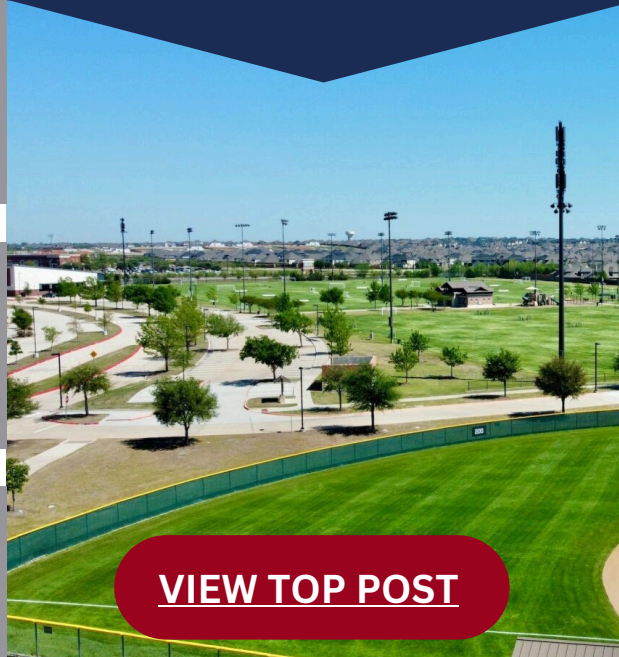


1,726
PREVIOUS COMPARISON PERIOD

106,601
IMPRESSIONS



60,172
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK



25,606
FOLLOWERS



68

NEW FACEBOOK
FOLLOWERS

21

POSTS



11

PREVIOUS COMPARISON
PERIOD

20,485

ENGAGEMENTS



38,137

PREVIOUS COMPARISON
PERIOD

337,836

IMPRESSIONS



494,145

PREVIOUS COMPARISON
PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK



12,786
FOLLOWERS



19

NEW FACEBOOK
FOLLOWERS

14

POSTS



7

PREVIOUS COMPARISON
PERIOD

1,369

ENGAGEMENTS



9,053

PREVIOUS COMPARISON
PERIOD

57,840

IMPRESSIONS



91,638

PREVIOUS COMPARISON
PERIOD



[VIEW TOP POST](#)

PROSPER PARKS AND RECREATION FACEBOOK



10,276
FOLLOWERS



92

NEW FACEBOOK
FOLLOWERS

34

POSTS



43

PREVIOUS COMPARISON
PERIOD

5,573

ENGAGEMENTS



9,120

PREVIOUS COMPARISON
PERIOD

105,111

IMPRESSIONS



297,265

PREVIOUS COMPARISON
PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK



5,792
FOLLOWERS



57

NEW FACEBOOK
FOLLOWERS

35

POSTS



32

PREVIOUS COMPARISON
PERIOD

1,186

ENGAGEMENTS



893

PREVIOUS COMPARISON
PERIOD

51,663

IMPRESSIONS



31,782

PREVIOUS COMPARISON
PERIOD



[VIEW TOP POST](#)



X

TOWN OF PROSPER

5,371

FOLLOWERS
5,369 Comparison Period

PROSPER POLICE

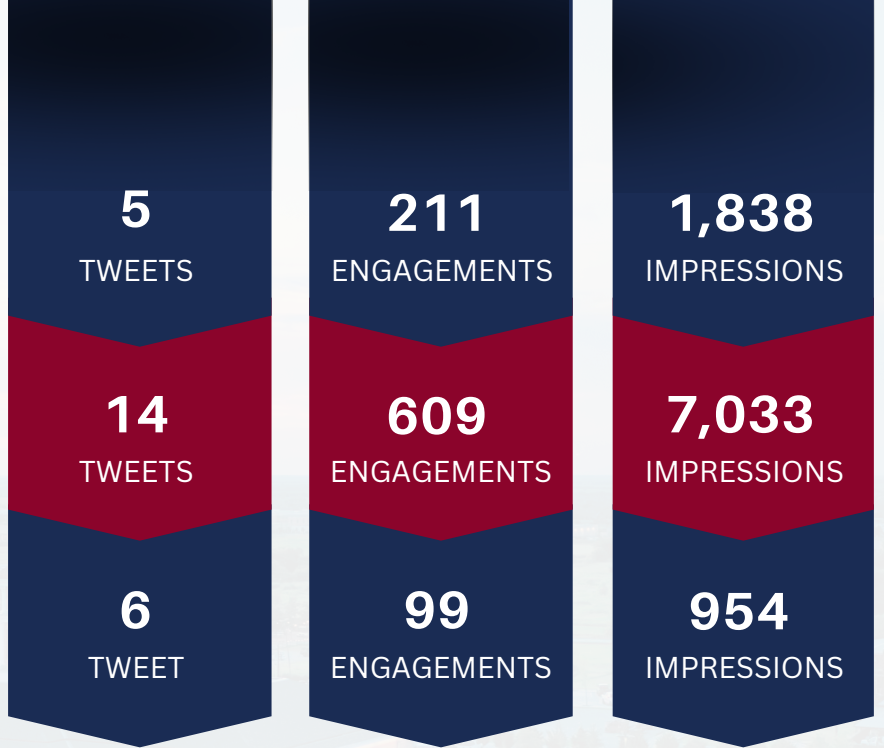
7,450

FOLLOWERS
7,452 Comparison Period

PROSPER FIRE RESCUE

2,517

FOLLOWERS
2,514 Comparison Period



INSTAGRAM



10,694
FOLLOWERS

20
POSTS

26,896
IMPRESSIONS

260
ENGAGEMENTS



2,727
FOLLOWERS

46
POSTS

19,915
IMPRESSIONS

280
ENGAGEMENTS



1,946
FOLLOWERS

4
POSTS

3,499
IMPRESSIONS

100
ENGAGEMENTS

TOWN OF PROSPER

MARCH 26 - BUILDING CONNECTIONS
ONE SCOOP AT A TIME

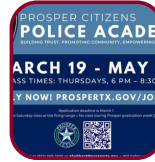
3,682 PEOPLE REACHED
50 LIKES
2 SHARES



PROSPER POLICE

PROSPER CITIZENS POLICE ACADEMY

366 PEOPLE REACHED
6 LIKES
9 COMMENTS



COMMUNITY LIBRARY

BUNNY LANE

1,276 PEOPLE REACHED
35 LIKES
0 SHARE



LINKEDIN



3,595
FOLLOWERS



1
POSTS



3,800
IMPRESSIONS



1,696
ENGAGEMENTS



1,557
POST CLICKS

NEXTDOR



18,466
MEMBERS



10,071
CLAIMED HOUSEHOLDS



1,524
IMPRESSIONS



5
POSTS



TOWN OF PROSPER VIDEOS



MAYOR'S MINUTE



2
NEW VIDEOS

VIEWS 4,524

[MAYOR'S MINUTE - 3/10/2026](#)

[MAYOR'S MINUTE - 3/24/2026](#)

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

5,131

CONTACTS
5,107 Comparison Period

EMPLOYEE EDITION

466

CONTACTS

HOA MONTHLY NEWSLETTER

170

CONTACTS

64%
AVERAGE
OPEN RATE

62%
AVERAGE
OPEN RATE

87%
AVERAGE
OPEN RATE

3%
AVERAGE
CLICK RATE

4%
AVERAGE
CLICK RATE

2%
AVERAGE
CLICK RATE

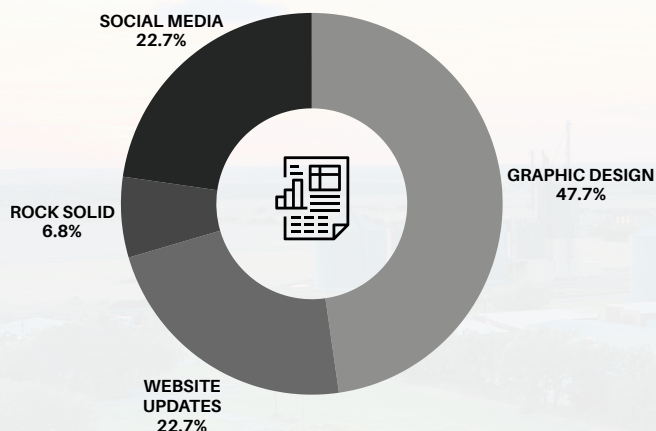
4
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

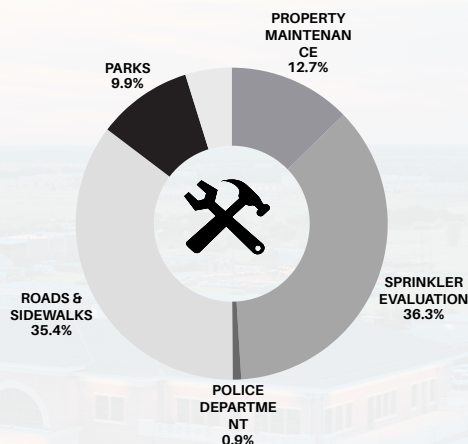


COMMUNICATION HELP TICKETS



45 COMMUNICATION HELP TICKETS WERE SUBMITTED

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• Trash	16
• Police Report	12
• Contractor Registration	7
• Railroad Cameras	7

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.

94.74% Resolution Rate

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

98

TOTAL REQUESTS

71

CLOSED REQUESTS

27

OPEN REQUESTS

92

NEW APP DOWNLOADS

8,195

TOTAL APP DOWNLOADS



PRESS RELEASES

- 2** [Register Your Team Now for the P-Town Throwdown Pickleball Tournament at Raymond Community Park in Prosper!](#)
[Prosper Launches America 250 Hometown Heroes Program Honoring Local Veterans](#)

MEDIA COVERAGE



7 MEDIA INQUIRIES





COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT **5**

- Community Engagement Meeting
- Mayor's Youth Advisory Council
- Citizens Academy Session 1
- Citizens Academy Session 2
- Prosper Fishing Derby

15

COMMUNITY ROOM MEETINGS

MARCH

- Collin County Primary Election Polling Location
- Prosper Historical Society
- Robyn Battle
- Anne Pappas / Engineering
- Preston Lakes HOA
- Highland Meadows HOA
- Archgate Financial Services
- Toastmasters of Prosper
- Library's Raptor Center Event
- Gary Landeck / Library
- Whitley Place HOA
- Steeplechase Lake Estates HOA
- Compass Bible Church
- Priscilla Pierson / Microschool Resident Interest
- Kaylynn Stone / PISD Resource Center



USER BREAKDOWN

106,257

PAGE VIEWS
COMPARISON PERIOD 94,727

53.27%

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 56.97%

46.04%

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 46.07%

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Field Status](#)
- [Library](#)
- [Recreation Programs](#)
- [Employment](#)
- [Pay My Utility Bill](#)



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TOWN OF
PROSPER