



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Council Chambers
250 W. First Street, Prosper, Texas
Wednesday, October 7, 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 August 5, 2026, Community Engagement Committee (CEC) meeting.**
3. **Consider and act upon the minutes of the September 2, 2026, Community Engagement Committee (CEC) and Downtown Advisory Committee (DTAC) Joint meeting.**
4. **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 "Citizen Comment Request Form" and present it to a staff member prior to the meeting. Comments are limited up to three minutes with a cumulative total for Citizens' Comments not to exceed 15 minutes.

5. **Discussion regarding open container rules in Downtown Prosper.**
6. **Introduction of New CEC Members:**
 - **Election of Chair and Vice Chair**
 - **Subcommittee Designations**

7. **Shop Local Campaign.**
8. **Subcommittee Updates.**
9. **Discuss and consider "CEC Top 3" & Save the Date items.**
10. **Request for future agenda items.**
11. **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 1, 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, August 5, 2026

1. Call to Order / Roll Call.

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

Committee Members Present:

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

Committee Members Absent:

Sean Boardman

Councilmembers Present:

Amy Bartley

Staff Members Present:

Mario Canizares, Town Manager
Stephen Tanner, Director of Community Engagement & Experiences
Madison Clark, EDC 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 June 3, 2026 Community Engagement Committee (CEC) meeting.

Andy Franco made a motion to approve and Soprina Reeves seconded. The minutes were unanimously approved.

3. Comments from the Public.

There were no public comments.

4. Boards & Commissions Overview

Mr. Canizares gave an overview of each of the Boards & Commissions that currently operate with the Town of Prosper. He also presented information on staff roles, responsibilities and how boards and staff work together for the Town's initiatives.

5. All-American City Program Update

Mr. Canizares shared the lists of 2026 finalists and past Texas winners for the All-American City recognition. Also presented were the steps and dates for applications for the accreditation. Mr. Canizares suggested that should Prosper win, there should be a rebranding to promote the win. Mr. Robinson commented that some municipalities may have hired consultants to handle the designation because it is very administratively intensive. The committee suggested waiting until late 2027 to apply for the 2028 accreditation.

6. America 250 Art/Essay Competition

Mr. Hernandez proposed a competition for the youth of Prosper to either submit an essay or art in honor of America 250. The CEC asked logistics questions regarding the competition including who the judges would be, what age group would be the target audience, and if this could be done in partnership with the library. Mr. Hernandez shared that the proposal will be workshopped further and brought back to the committee.

7. Town Recognized Holiday Discussion

Mr. Tanner briefed the group on the current lists of holidays that staff works off of. He shared the current list of federal and state holidays and asked the group which holidays they suggest recognition for on social media versus if more should be done. The committee remitted this to the communications subcommittee to dive deeper into and return with a suggestion for staff.

8. America 250 Debrief

Ms. Stone outlined the facts and figures for the different events held during the Prosper America 250 celebrations. For the Downtown Block Party, Ms. Willis shared good feedback regarding the location of the stage but wished for more posters/signage downtown to promote the event. Ms. Reeves commented on the ticket pricing for the Block Party being lowered. She also suggested for the Stars, Stripes & Prosper Nights evening, the music and car show should have been closer together. Ms. Smith commended the library for a well-attended Fourth of July parade.

9. Prosper on Tap/Downtown Plaza Activation

Ms. Stone updated the committee that due to low interest, they are moving away from the Prosper on Tap series. She shared that staff is currently working to bring two fall events to replace Prosper on Tap and have them centered around sports and other fall themes.

10. Voice of the Town

Committee members shared feedback regarding cost of programs including the Active Adult programs.

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

The committee decided their CEC Top 3 would be:

- Mayor’s Youth Advisory Council Applications
- Holidays
- Youth Involvement

12. Requests for future agenda items.

The Committee requested the following for future agenda items:

- A joint meeting with the Downtown Advisory Committee to be held September 2.

13. Adjourn.

The meeting was adjourned at 7:53 p.m. on August 5, 2026.

These minutes were approved on October 7, 2026.

APPROVED

Soprina Reeves, Vice Chair

ATTESTED

Stephen Tanner, Director of Community Engagement & Experiences



MINUTES
Community Engagement Committee and
Downtown Advisory Board Joint Session
Prosper Town Hall, Council Chambers
250 W. First Street, Prosper, Texas
Wednesday, September 2, 2026

Call to Order / Roll Call.

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

CEC Members Present:

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

CEC Members Absent:

Kari Willis
Ella Lee
Rory Conley

DTAC Members Present:

Gavin Hernandez
Melissa Randle, Vice Chair
Don Perry

DTAC Members Absent:

Charles Cotten
Mike Pettis
Matt Nohr
Chris Wardlaw, Chair
Iris Meneley
Teague Griffin

Councilmembers Present:

Amy Bartley
Cameron Reeves
Marcus Ray

Staff Members Present:

Mario Canizares, Town Manager
Chuck Ewings, Assistant Town Manager
Robyn Battle, Executive Director
Stephen Tanner, Director of Community Engagement & Experiences
Kaylynn Stone, Special Events Manager
Angela Lewis, Events Specialist
Erin Hubbard, Prosper Police Officer
Madison Clark, EDC Executive Director
Myrisa Petty, Community Engagement Coordinator

3. Comments from the Public.

There were no public comments.

4. Presentation of 2026 National Night Out

Officer Hubbard shared the current number of registrations for National Night Out and asked the committee to help share the registration information. She also updated the committees that this year will feature more departments including public works and the library.

5. Discussion regarding Downtown Activation

Ms. Stone gave the overview for the family friendly activations happening in the Fall in Downtown Prosper that have been branded Prosper on The Plaza. The activations will include the Fan Fest that is centered around football and include a watch party for the Texas vs. OU football game on October 10. The next activation is Friendsgiving themed to happen on November 21. Ms. Stone shared that both events are free to attend but it is asked to "reserve a spot" so the third party vendor can know how many people to expect. Suggestions for promotion included working with the EDC to get businesses involved, handing posters out to downtown businesses to hang as well as asking the committee members to help promote the event. Mr. Tanner then presented the changes coming to the Christmas Festival this year due to ongoing construction on First street. Staff is opting to fully shut down Broadway and activate it with inflatables, an ice rink on the plaza and other activities so it doesn't feel separate from the festival itself. Ms. Battle also gave an update on the Downtown Monumentation nearing completion.

6. CEC Subcommittee Updates

Updates from the subcommittees included:

- The MYAC subcommittee was actively working through applications to select the 2027 MYAC Class. Ms. Petty shared the facts and figures from the application pool for 2026.
- The Communications subcommittee gave their suggestion for staff to follow Federal Holidays for future social media recognitions. Ms. Bunger made a motion and Mr. Abdur-Razzaaq seconded.
- The Events subcommittee shared the suggestions given to adopt a clear bag policy for future events, parking and bussing from Prosper High School, and the addition of highlighting the police tent with a blue light for lost children.

7. Voice of the Town

Feedback included the request for an educational video series for how proposals for business move through Town Departments before going to Committees then to Council.

8. Adjourn.

The meeting was adjourned at 7:47 p.m. on September 2, 2026.

These minutes were approved on October 7, 2026.

APPROVED

Soprina Reeves, Vice Chair, Community Engagement Committee

ATTESTED

Stephen Tanner, Director of Community Engagement & Experiences



TOWN OF PROSPER COMMUNICATIONS REPORT

AUGUST 2026





TOWN OF PROSPER

COMMUNICATIONS REPORT

AUGUST 2026

SNAPSHOT

269

POSTS

269
PREVIOUS COMPARISON PERIOD

565

NEW FOLLOWERS

565
PREVIOUS COMPARISON PERIOD

46,511

ENGAGEMENTS

46,511
PREVIOUS COMPARISON PERIOD

800,470

IMPRESSIONS

800,470
PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

[VIEW AUGUST 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



26,280
FOLLOWERS



84

NEW FACEBOOK
FOLLOWERS

25

POSTS



47

PREVIOUS COMPARISON
PERIOD

8,951

ENGAGEMENTS



13,563

PREVIOUS COMPARISON
PERIOD

129,333

IMPRESSIONS



193,435

PREVIOUS COMPARISON
PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK



26,686
FOLLOWERS



13

POSTS



15

PREVIOUS COMPARISON
PERIOD

28,519

ENGAGEMENTS



18,062

PREVIOUS COMPARISON
PERIOD

430,920

IMPRESSIONS



251,273

PREVIOUS COMPARISON
PERIOD

166

NEW FACEBOOK
FOLLOWERS



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK



13,110
FOLLOWERS



10

POSTS



13

PREVIOUS COMPARISON
PERIOD

28,564

ENGAGEMENTS



9,468

PREVIOUS COMPARISON
PERIOD

371,838

IMPRESSIONS



127,062

PREVIOUS COMPARISON
PERIOD

161

NEW FACEBOOK
FOLLOWERS



[VIEW TOP POST](#)

PROSPER PARKS AND RECREATION FACEBOOK



10,648
FOLLOWERS



23
POSTS



25
PREVIOUS COMPARISON PERIOD

1,713
ENGAGEMENTS



2,344
PREVIOUS COMPARISON PERIOD

40,852
IMPRESSIONS



53,721
PREVIOUS COMPARISON PERIOD

40
NEW FACEBOOK FOLLOWERS



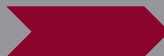
PROSPER COMMUNITY LIBRARY FACEBOOK



6,220
FOLLOWERS



49
POSTS



45
PREVIOUS COMPARISON PERIOD

2,546
ENGAGEMENTS



1,585
PREVIOUS COMPARISON PERIOD

87,334
IMPRESSIONS



63,789
PREVIOUS COMPARISON PERIOD

94
NEW FACEBOOK FOLLOWERS





X

TOWN OF PROSPER

5,373

FOLLOWERS
5,371 Comparison Period

PROSPER POLICE

7,487

FOLLOWERS
7,482 Comparison Period

PROSPER FIRE RESCUE

2,525

FOLLOWERS
2,523 Comparison Period

9

TWEETS

194

ENGAGEMENTS

6,351

IMPRESSIONS

4

TWEETS

74

ENGAGEMENTS

4,038

IMPRESSIONS

2

TWEET

5

ENGAGEMENTS

366

IMPRESSIONS

INSTAGRAM



11,082
FOLLOWERS

18
POSTS

47,666
IMPRESSIONS

746
ENGAGEMENTS



2,938
FOLLOWERS

64
POSTS

30,513
IMPRESSIONS

274
ENGAGEMENTS



2,298
FOLLOWERS

2
POSTS

6,355
IMPRESSIONS

144
ENGAGEMENTS

TOWN OF PROSPER

APPLICATIONS ARE STILL
OPEN FOR MYAC

3,834 PEOPLE REACHED
47 LIKES
35 SHARES



PROSPER POLICE NATIONAL NIGHT OUT

1,000 PEOPLE REACHED
61 LIKES
5 SHARES



COMMUNITY LIBRARY

JUST A FEW OF THE FUN
PERSONALITIES
502 PEOPLE REACHED
27 LIKES
3 SHARES



LINKEDIN



3,748
FOLLOWERS

1
POSTS

1,971
IMPRESSIONS

210
ENGAGEMENTS

87
POST CLICKS

NEXTDOOR



18,729
MEMBERS

10,211
CLAIMED HOUSEHOLDS

3,723
IMPRESSIONS

7
POSTS



TOWN OF PROSPER VIDEOS



MAYOR'S MINUTE



2
NEW VIDEOS

VIEWS 3,181

[MAYOR'S MINUTE - 8/11/2026](#)

[MAYOR'S MINUTE - 8/25/2026](#)

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

5,433

CONTACTS

EMPLOYEE EDITION

418

CONTACTS

HOA MONTHLY NEWSLETTER

134

CONTACTS

THE LANDSCAPE

1,638

CONTACTS

64%
AVERAGE
OPEN RATE

57%
AVERAGE
OPEN RATE

61%
AVERAGE
OPEN RATE

64%
AVERAGE
OPEN RATE

5%
AVERAGE
CLICK RATE

3%
AVERAGE
CLICK RATE

8%
AVERAGE
CLICK RATE

6%
AVERAGE
CLICK RATE

4
NEWSLETTERS
SENT

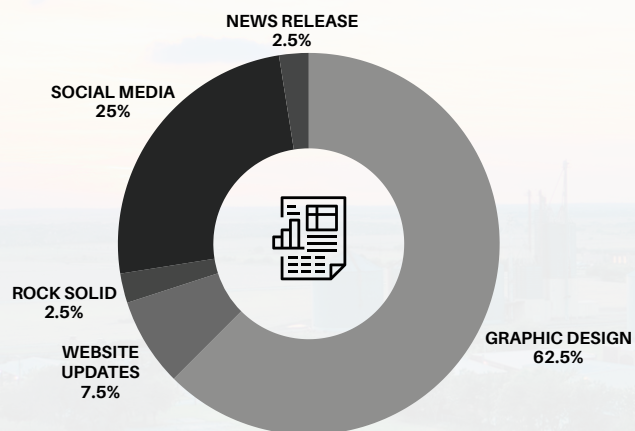
1
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

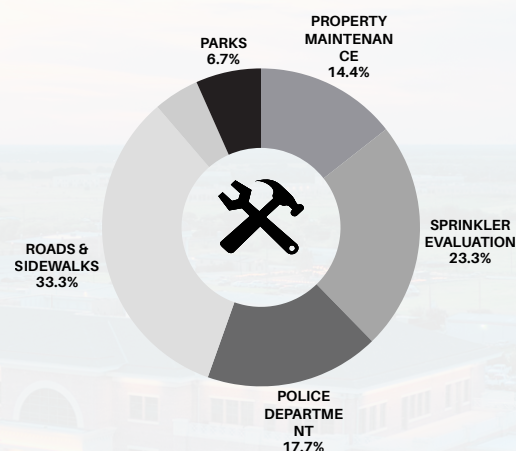


COMMUNICATION HELP TICKETS



40 COMMUNICATION HELP TICKETS WERE SUBMITTED

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• Water Bill	14
• Trash Pickup	10
• Bill Payment	9
• Citation Payment	9

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.



90.24% Resolution Rate

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

120
TOTAL REQUESTS

112
CLOSED REQUESTS

8
OPEN REQUESTS

92
NEW APP DOWNLOADS

8,636
TOTAL APP DOWNLOADS



PRESS RELEASES

UPDATE REGARDING PROJECT TOMAHAWK DATA CENTER HEARING 8/17/2026

MEDIA COVERAGE



15 MEDIA INQUIRIES





22

COMMUNITY ROOM MEETINGS

AUGUST

- 1 - Medical Camp Club
- 3 - Parks & Rec. Seniors, Stuber Elementary PTO
- 4 - Parks & Rec. Seniors, Willow Ridge at Prosper HOA
- 6 - Parks & Rec. Seniors
- 10 - Michelle Sirianni (B&C Interviews)
- 11 - Prosper Historical Society
- 14 - Community Services Breakfast
- 15 - Rewired (Student Workshop)
- 19 - Small Area Plan Charrette
- 20 - Faithful Foundations Christian School (Curriculum Night)
- 25 - Willow Ridge HOA
- 26 - Prosper Chinese Seniors
- 27 - Library Program
- 23 - Medical Unity Club
- 24 - Prosper Area Homeschoolers
- 25 - Sewa International
- 27 - Robyn Battle, Parks & Rec. Seniors
- 27 - Prosper Archery
- 28 - Parks & Rec. Seniors
- 29 - Melissa Govea
- 30 - Parks & Rec. Seniors
- 30 - Community Coaches Meeting

COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT 2

- Downtown Advisory Committee Meeting
- Community Engagement Meeting



USER BREAKDOWN

121,973

PAGE VIEWS
COMPARISON PERIOD 110,872

61.01%

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 53.07%

48.99%

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 48.62%

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Pay My Utility Bill](#)
- [Utility Customer Service](#)
- [Library](#)
- [Employment](#)



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TOWN OF
PROSPER