



## AGENDA

### Community Engagement Committee (CEC)

Prosper Town Hall, Council Chambers

250 W. First Street, Prosper, Texas

Wednesday, January 07, 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, impudent, 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 December 3, 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. Restate Your Why for CEC Members (KS)**
- 5. CEC Subcommittee Formations (AB)**

**6. Discussion of Town Events:**

**a. Recent Events:**

- **Prosper Christmas Festival**

**7. Voice of the Town (KS)**

**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 Wednesday, December 31, 2025, and remained so posted at least three (3) business days before said meeting was convened.

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Michelle Lewis Sirianni, Town Secretary

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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, December 3, 2025

#### 1. Call to Order / Roll Call.

The meeting was called to order at 6:03 p.m.

##### **Committee Members Present:**

Kimberly Smith, Chair  
Soprina Reeves, Vice Chair  
Annie Bunger  
Sean Boardman  
Ella Lee  
Jennifer Downs  
Jeff Robinson  
Andy Franco  
Rory Conley

##### **Committee Members Absent:**

Kari Willis  
Samad Abdur-Razzaaq

##### **Councilmembers Present:**

Jeff Hodges  
Amy Bartley

##### **Staff Members Present:**

Robyn Battle, Executive Director  
Kaylynn Stone, Special Events Manager  
Todd Rice, Communications Director

#### 2. Consider and act upon the minutes of the November 5, 2025 Community Engagement Committee (CEC) meeting.

Kimberly Smith made a motion to approve and Annie Bunger seconded. The minutes were unanimously approved.

#### 3. Comments from the Public.

There were no comments from the public.

#### 4. Review Scope of Work and Town Obligations for Downtown Block Party and Pride in the Sky

Representatives from The Tavern on Broadway presented their proposed vision for a downtown block party. Following the overview of the event concept and objectives, Mr. Rice presented the proposed scope of services, including responsibilities assigned to The Tavern on Broadway and the Town of Prosper. Feedback was provided by Councilmember Bartley and Mrs. Bunker recommending that the 6:00 p.m. concert be limited to individuals 18 years of age and older. No additional comments were offered, and the committee expressed consensus in support of advancing the event to the next phase of the approval process.

Mrs. Stone presented the proposed scope of services for the Pride in the Sky event. Councilmember Amy Bartley requested that the flat fee currently charged by the Town to Cedarbrook, intended to offset public safety costs, be eliminated. Councilmember Bartley

further requested that all scope of service expectations be clearly documented within the event contracts.

**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.**

Members of the Community Engagement Committee convened in the Council Chambers to participate in a meet-and-greet with members of the Mayor's Youth Advisory Council. The committees engaged in discussion, posed questions, and exchanged ideas related to collaborative approaches and strategies for enhancing community engagement initiatives.

**6. Discussion on Town Events**

**a. Recent Events**

**a1: Veterans Day Honor Run & Veterans Memorial Ribbon Cutting**

The events were held on November 8 at Frontier Park.

**a2: Prosper on Tap: Friendsgiving**

The event was held on November 22 and had a turnout of over 200 attendees.

**b. Upcoming Events**

**b1: Prosper Christmas Festival**

The event will be held on December 6 at Prosper Town Hall.

**7. Discuss and receive updates regarding:**

**a. Community Engagement Activities**

Mr. Rice shared a reminder for the committee to attend the annual boards and commissions reception to be held at The Gin.

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

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

- Christmas Festival
- New Ebike Registration
- Prosper Fishing Derby

**9. Requests for future agenda items.**

The Committee requested the following for future agenda items

- Discuss a possible marketing material for CEC members to give out during events

**10. Adjourn.**

The meeting was adjourned at 7:48 p.m. on December 3, 2025.

These minutes were approved on January 7, 2026.

**APPROVED**

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Kimberly Smith, Chair

**ATTESTED**

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Todd Rice, Communications Director

# CEC WORKING GROUPS

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- **MAYOR'S YOUTH ADVISORY COUNCIL - 3**
  - Review/Create Application Process
  - Appoint applicants to the MYAC
  - Attend all MYAC meetings (at least one member per meeting-may choose to rotate)
  - Outline overview for the upcoming year
  - Create/Implement Completion Criteria
  - Attend the certificate ceremony at Town Council
  - Offer support to MYAC for service project, serving at various events, etc
- **COMMUNICATIONS – 3**
  - Brainstorm/create communication & marketing plans for events
  - Brainstorm/create strategies that increase SM engagement & channels – possible partnerships
  - Review relevant engagement data month to month – present recommendations
  - Determine need for Town Halls, Citizens Updates, etc
- **EVENTS & LIFE IN PROSPER – 5**
  - Receive group & community feedback on current events & make recommendations. Review event calendar before presenting to CEC & recommending to Council.
  - Special event planning/brainstorming – special one-time events (ex: 250<sup>th</sup> July 4<sup>th</sup> activities- more details later on this), MYAC pop ups, packaging department activities for increased engagement, elements to engage various resident demographics such as special needs, all ages of kids, teens, seniors, food requirements, etc. Customized approach to engagement.
  - Schedule MYAC, CEC members to attend events & engage with community members – making sure all events are covered.
  - Life in Prosper – Brainstorm & execute ideas for “Serve Prosper,” new campaigns such as 75078, new resident welcome, etc.
  - Work on upcoming project – All American City Designation

# Save These Dates!

## 2026 SPECIAL EVENTS

- Feb. 21** Prosper Fishing Derby
- Mar. 11** Mayor's Coffee for Active Adults 55+
- Mar. 28** P-Town Throwdown Pickleball Tournament
- May 7** National Day of Prayer
- May 9** Prosper on Tap: Blooms and Bubbly
- May 25** Memorial Day Ceremony
- May 30** Proposed Downtown Block Party
- Jul. 2** Pride in the Sky
- Jul. 18** Prosper on Tap: Bourbon, Beer and Bubbly
- Sep. 22** Active Adults 55+ Expo
- Oct. 10** Prosper on Tap: Craft Beer Kickoff
- Oct. 14** Mayor's Luncheon for Active Adults 55+
- Oct. 17** Celebrate Prosper
- Nov. 6** Prosper Arbor Day Celebration
- Nov. 7** Prosper Veterans Day Honor Run
- Nov. 21** Prosper on Tap: Friendsgiving Sip and Stroll
- Dec. 5** Prosper Christmas Festival

[prospertx.gov/specialevents](http://prospertx.gov/specialevents)





# **TOWN OF PROSPER**

## Communications Report

### November 2025

## **SNAPSHOT**

**246**

POSTS

275  
PREVIOUS COMPARISON PERIOD

**603**

NEW FOLLOWERS

663  
PREVIOUS COMPARISON PERIOD

**58,589**

ENGAGEMENTS

37,331  
PREVIOUS COMPARISON PERIOD

**1,145,259**

IMPRESSIONS

870,773  
PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

#### VIEW NOVEMBER 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



**24,987**  
FOLLOWERS



**GAINED 57 NEW  
FACEBOOK FOLLOWERS**

**37**  
POSTS

PREVIOUS COMPARISON PERIOD

**37**

**8,603**  
ENGAGEMENTS

PREVIOUS COMPARISON PERIOD

**12,857**

**141,376**  
IMPRESSIONS

PREVIOUS COMPARISON PERIOD

**147,376**

[VIEW TOP POST](#)





## PROSPER POLICE FACEBOOK


**24,863**  
FOLLOWERS

**GAINED 86 NEW  
FACEBOOK FOLLOWERS**
**30**  
POSTS

**30**

PREVIOUS COMPARISON PERIOD

**31,381**  
ENGAGEMENTS

**8,594**

PREVIOUS COMPARISON PERIOD

**502,741**
**291,650**

PREVIOUS COMPARISON PERIOD


[VIEW TOP POST](#)

## PROSPER FIRE RESCUE FACEBOOK


**12,564**  
FOLLOWERS

**GAINED 105 NEW  
FACEBOOK FOLLOWERS**
**24**  
POSTS

**16**

PREVIOUS COMPARISON PERIOD

**10,836**  
ENGAGEMENTS

**9,579**

PREVIOUS COMPARISON PERIOD


[VIEW TOP POST](#)
**232,165**  
IMPRESSIONS

**199,757**

PREVIOUS COMPARISON PERIOD



## PROSPER PARKS &amp; RECREATION FACEBOOK


**9,650**  
FOLLOWERS

**GAINED 257 NEW  
FACEBOOK FOLLOWERS**
**34**  
POSTS

**36**

PREVIOUS COMPARISON PERIOD


**6,563**  
ENGAGEMENTS

**3,592**

PREVIOUS COMPARISON PERIOD

**200,105**
**100,396**

PREVIOUS COMPARISON PERIOD

[VIEW TOP POST](#)

## PROSPER COMMUNITY LIBRARY FACEBOOK


**5,627**  
FOLLOWERS

**GAINED 23 NEW  
FACEBOOK FOLLOWERS**
**31**  
POSTS

**37**

PREVIOUS COMPARISON PERIOD

**243**  
ENGAGEMENTS

**1,014**

PREVIOUS COMPARISON PERIOD


**17,614**  
IMPRESSIONS

**26,734**

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

15  
TWEETS

12  
TWEETS

12  
TWEETS

268  
ENGAGEMENTS

176  
ENGAGEMENTS

94  
ENGAGEMENTS

3,429  
IMPRESSIONS

3,723  
IMPRESSIONS

2,601  
IMPRESSIONS

## INSTAGRAM



10,527  
FOLLOWERS

11  
POSTS

18,251  
IMPRESSIONS

170  
ENGAGEMENTS



2,604  
FOLLOWERS

36  
POSTS

19,786  
IMPRESSIONS

78  
ENGAGEMENTS



1,620  
FOLLOWERS

1  
POSTS

966  
IMPRESSIONS

29  
ENGAGEMENTS

## TOWN OF PROSPER

### TOWN CLOSURES

2,109 VIEWS  
6 LIKES



## PROSPER POLICE

### HAPPY THANKSGIVING

447 VIEWS  
12 LIKES  
1 COMMENT  
1 SHARE



## COMMUNITY LIBRARY

### CHRISTMAS AT THE GIN

961 VIEWS  
11 LIKES  
4 SHARES



## LINKEDIN



3,499  
FOLLOWERS

4  
POSTS

3,468  
IMPRESSIONS

150  
ENGAGEMENTS

99  
POST CLICKS

## NEXTDOOR



18,227  
MEMBERS

9,978  
CLAIMED HOUSEHOLDS

1,650  
IMPRESSIONS

3  
POSTS



## TOWN OF PROSPER VIDEOS



**2**

[Mayor's Minute](#)

[Mayor's Minute](#)

## MAYOR'S MINUTE



**2**

NEW VIDEOS

**VIEW** 4.9K

[MAYOR'S MINUTE - 11/11/2025](#)

[MAYOR'S MINUTE - 11/25/2025](#)



E-NEWS



PRINT AND DIGITAL PUBLICATIONS **2**



### RESIDENT UPDATE

**5,468**

CONTACTS  
5,446 Comparison Period

### EMPLOYEE EDITION

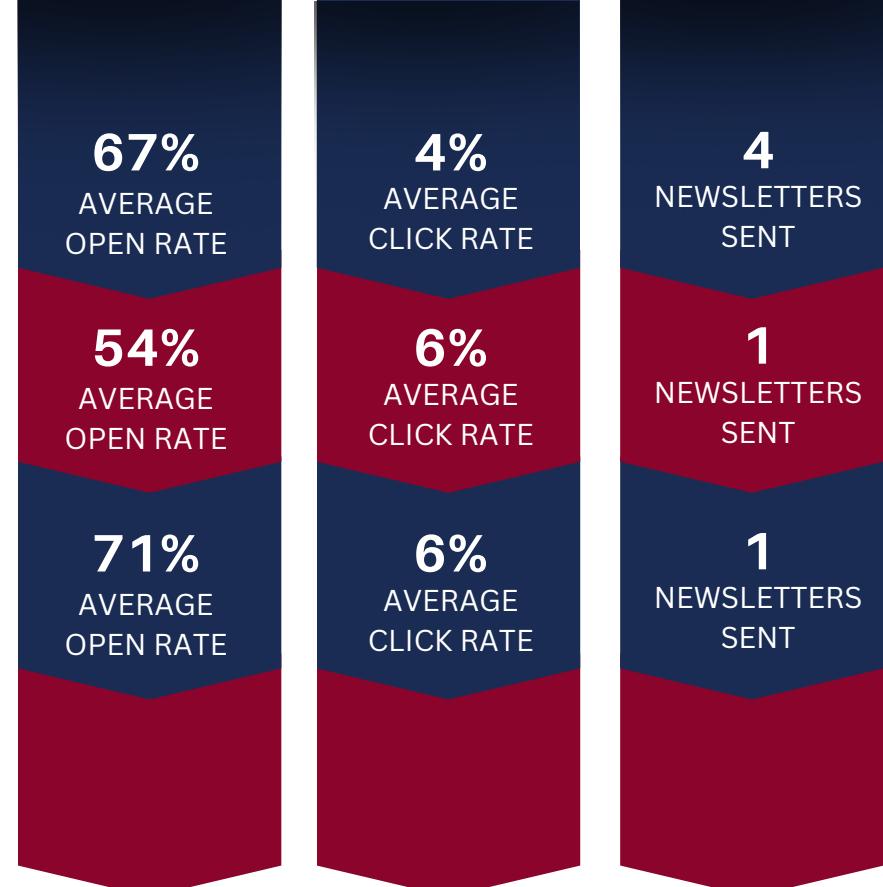
**492**

CONTACTS

### HOA MONTHLY NEWSLETTER

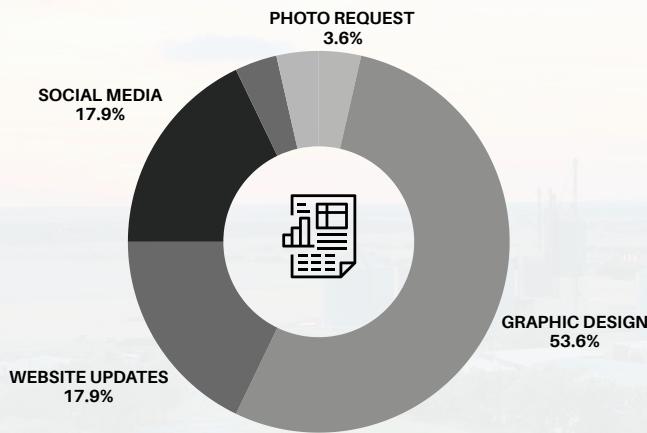
**207**

CONTACTS





## COMMUNICATION HELP TICKETS



28 COMMUNICATION HELP TICKETS WERE SUBMITTED

## CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• Trash Pick Up	<b>19</b>
• Railroad Cameras	<b>7</b>
• Library Hours	<b>5</b>
• Police Report	<b>5</b>
• Road Projects	<b>5</b>

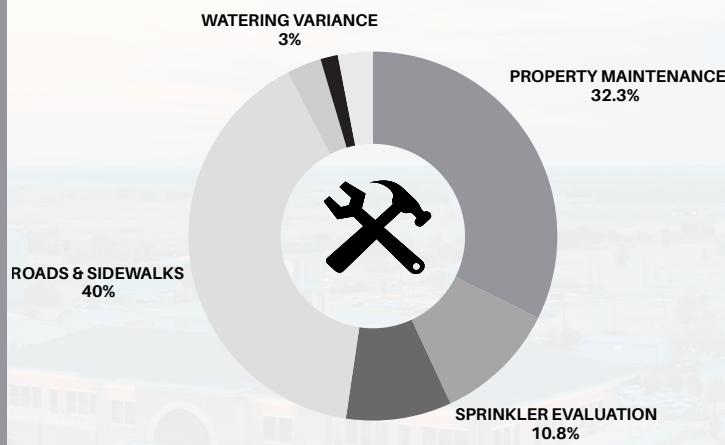
These are the top monthly topics that website viewers request information on. These questions are assessed and updated weekly to help viewers find information with ease.



**94.91% Resolution Rate**

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

## MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

**66**

TOTAL REQUESTS

**52**

CLOSED REQUESTS

**14**

OPEN REQUESTS

**62**

NEW APP DOWNLOADS

**8,766**

TOTAL APP DOWNLOADS



## MEDIA COVERAGE

**Prosper Media Coverage for November 28 - December 5, 2025.**

**Prosper Media Coverage for November 15 - November 21, 2025.**

**Prosper Media Coverage for November 8 - November 14, 2025.**

**Prosper Media Coverage for November 1 - November 7, 2025.**



## COMMUNITY ENGAGEMENT

### COMMUNITY ENGAGEMENT

- Community Engagement Committee
- Downtown Advisory Committee
- Mayor's Youth Advisory Council
- Veterans Day Honor Run

### 6

### COMMUNITY ROOM MEETINGS

- Prosper Historical Society
- Saddle Creek HOA
- Moms Mosaic
- LifePath Systems
- North Dallas RC Club
- Cedar Ridge Estates HOA



## USER BREAKDOWN

# 90,282

PAGE VIEWS  
COMPARISON PERIOD 107,933

# 60.24

OF USERS ACCESS OUR WEBSITE  
USING A DESKTOP  
COMPARISON PERIOD 48.46%

# 44.63

OF USERS ACCESS OUR WEBSITE  
USING A MOBILE DEVICE  
COMPARISON PERIOD 50.79%

## MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Prosper Christmas Festival](#)
- [Prosper Community Library](#)
- [Live Railroad Feeds](#)
- [Trash & Recycling](#)



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