



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Council Chambers
250 W. First Street, Prosper, Texas
Wednesday, April 1, 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 March 4, 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. Discuss and receive any updates regarding America 250.(RB)**
- 5. Discuss and Consider Subcommittee Reports. (KS)**
- 6. Special Events Updates:
a. Projected 2026 Event Budget**

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 Thursday March 26, 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, March 4, 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
Jennifer Downs
Ella Lee
Annie Bunger
Jeff Robinson
Kari Willis
Samad Abdur-Razzaaq

Committee Members Absent:

Andy Franco
Rory Conley
Sean Boardman

Councilmembers Present:

Amy Bartley

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 February 4, 2026 Community Engagement Committee (CEC) meeting.

Kari Willis made a motion to approve and Soprina Reeves seconded. The minutes were unanimously approved.

3. Comments from the Public.

No members of the public were present at this meeting.

4. Discuss America 250

The committee reviewed proposed initiatives for the Town's America 250 celebration, organized around five pillars: Celebrate, Honor, Move, Learn, and Serve. Ideas discussed included downtown engagement activities such as "Stars, Stripes & Prosper Nights" and the "Paint Prosper Proud" window initiative, patriotic décor throughout Town facilities, and commemorative merchandise featuring the Prosper America 250 logo.

Additional concepts included recognizing "Hometown Heroes" at Town Council meetings, participation from Prosper ISD JROTC for flag presentations, updates to historical displays, and placing mini flags with veterans' names around the Veterans Memorial. Other proposed initiatives included incorporating a "250 Challenge" into the Mayor's Fitness Challenge, America 250-themed library programs, and a "40 Days of Service" campaign highlighting volunteer opportunities leading up to Independence Day.

Tentative event dates and action items were reviewed, including coordination with downtown businesses, confirming vendors and volunteers, and identifying logistics for décor and promotional materials.

5. Discuss and Consider CEC Subcommittee Reports

The Events and Communications subcommittees provided reports outlining their recommendations for the Town's America 250 initiatives. The Mayor's Youth Advisory Council subcommittee provided an update from its previous meeting. 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:

Ms. Stone presents updates for the upcoming events for the Town and asked for recommendations from the committee. It was recommended by the CEC to keep Celebrate Prosper more of a small town picnic in the park type of event.

a. Upcoming Events

- **P-Town Throwdown**

This item was not discussed.

- **2026 Christmas Festival**

The CEC unanimously decided on a smaller-scale Christmas Festival event to be held at Prosper Town Hall with extended hours due to ongoing construction. It was also recommended to get rid of the Kids Christmas Shoppe and open the library during the festival.

b. Recent Events

- **Prosper Fishing Derby**

This item was not discussed.

7. Voice of the Town

This item was not discussed.

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

This item was not discussed.

9. Requests for future agenda items.

The Committee requested the following for future agenda items:

- Budget for 2026 Fiscal Year

10. Adjourn.

The meeting was adjourned at 8:18 p.m. on March 4, 2026.

These minutes were approved on April 1, 2026.

APPROVED

Kimberly Smith, Chair

ATTESTED

Robyn Battle, Executive Director

From: [Kari Willis II EFactor](#)
To: [Amy Bartley](#)
Cc: [Myrisa Petty](#); [Robyn Battle](#); [Mario Canizares](#); [cec](#); [David Bristol](#); [Marcus Ray](#)
Subject: [*EXTERNAL*] - Re: Recap CEC / Prep 4.1 meeting :)
Date: Tuesday, March 10, 2026 7:20:19 PM
Attachments: [PastedGraphic-1.png](#)

***** | ATTENTION, PLEASE VERIFY THIS EMAIL OR CALENDAR INVITE | This is an email from an EXTERNAL source. DO NOT click links or open attachments without positive sender verification of purpose. Never enter USERNAME, PASSWORD or sensitive information on linked pages from this email. *****

Amy, thank you for sending this email—it's extremely helpful as we work to keep momentum moving forward given the timeline around these initiatives.

To help support planning and give the group a clearer picture of what's possible, I went ahead and began gathering preliminary sourcing and pricing on several of the items we've discussed. My hope is that having a few tangible examples and estimated costs will help guide the conversation and allow us to move toward next steps.

I'm happy to walk through these options with anyone and adjust as needed based on priorities, budget, and overall vision for the Prosper / America 250 initiatives.

Painting of downtown windows

- Spoke with Natalie Tuman (Tuman Foundation) – they did all the outreach themselves to each business- went by told them the mission etc. & got them to agree to it
- Let me know if I need to start this outreach- happy to do as I think this is a great initiative
- Once I have the go I can start on the downtown businesses and lining everything up with the National Charity League

75078 Wood letters

- 4 ft tall – wood
- Installed for 40 days
- Painted to match the red/white/blue 75078 logo
- \$650 all in

Tablecloths for the bows on the trees

- Red: <https://a.co/d/0b1euQLd>
- Blue: <https://a.co/d/07IY3BUK>
- White: <https://a.co/d/07bgMOi1>

3" round stickers

- 100 stickers for \$35

Shirts

- 100 shirts
- 4 color imprint – small front left chest / large design on the back

· \$6 a shirt

400 Hats (\$25 a hat)

- Hometown Heroes – 10 hats
- Memorial Day Event – 10 hats
- My 30th event with Tavern – 40 hats
- Paint Prosper Proud – 40 hats
- Stars, Stripes & Prosper Nights -100 hats
- Library Parade Downtown – 20 hats
- Mayor's Fitness Challenge America250 edition – 10 hats
- Library Events – 15 hats
- Visit Town Hall – 8 hats
- America Gives Initiative – 8 hats
- Council Members / Committee members / Town staff – 89
- Pride in the Sky- 50

On Mon, Mar 9, 2026 at 7:57 AM Amy Bartley <ABartley@prospertx.gov> wrote:

Greetings CEC and Staff - Sorry this is lengthy - please read through :). Please feel free to add anything to your working groups as you meet this month - these are just the things I heard from our meeting and it might not be a complete list but it will at least keep us moving.

Thanks for a very lively and productive meeting on Wednesday night. I left the meeting very excited about our 40 days of celebrating America 250 - thank you for all your work and wonderful ideas! I wanted to reach out and recap our meeting so we can stay on the same page and to outline some action items for our next meeting in April.

As we discussed in the meeting, April's meeting we need to nail down our anticipated budget for the next fiscal year relative to events and marketing so staff can do their prep work in advance of their budget process. Therefore, we won't have a ton of time to tie a bow on America 250 so we need to come prepared to finalize some of the details so staff can begin executing toward those goals - we should be able to knock this out at the beginning of the meeting and move on to staffs presentation and our recommendations for events next year and the budget. Get with your groups via email, virtual or in person and bring some recommendations - you guys knocked it out of the park last time :) THANK YOU

AMERICA 250 RECAP

40 days from Memorial Day to July 4th Celebration of America - Prosper Style :)

Special Event Projections for 2026

Event:	2025 Actual:	2026 Projections:	Reason for Increase:
Fishing Derby			
Pond Stock	\$ 2,999.50	\$ 3,000.00	
Coffee	\$ 309.40	\$ 500.00	
Balloon Displays	\$ 390.00	\$ 800.00	Size increase
Portable Restrooms	\$ 582.75	\$ 750.00	Addition of bathroom attendants
Staff Food	\$ 143.78	\$ 250.00	
TOTAL	\$ 4,425.43	\$ 5,300.00	
National Day of Prayer			
Tents, Tables, Chairs	\$ 1,735.00	\$ 1,800.00	
Stage	\$ -	\$ 800.00	Addition of Stage
America 250 Addition	\$ -	\$ -	
Misc.	\$ -	\$ 400.00	
TOTAL	\$ 1,735.00	\$ 3,000.00	
Memorial Day Ceremony			
Tents, Tables, Chairs	\$ 554.00	\$ 750.00	
Balloon Displays	\$ 370.00	\$ 400.00	
Flowers	\$ 255.00	\$ 300.00	
America 250 Addition	\$ -	\$ -	
Misc.	\$ 53.90	\$ 75.00	Additional Décor
TOTAL	\$ 1,232.90	\$ 1,525.00	
Downtown Block Party			
The Tavern Booking Fee	\$ 30,000.00	\$ 30,000.00	
America 250 Addition	\$ -	\$ -	
Misc.	\$ -	\$ -	
TOTAL	\$ 30,000.00	\$ 30,000.00	
Pride in the Sky			
Fireworks	\$ 22,000.00	\$ 24,000.00	
America 250 Addition	\$ -	\$ -	
TOTAL	\$ 22,000.00	\$ 24,000.00	
Prosper on Tap!			
SBG Hospitality	\$ 40,000.00	\$ 40,000.00	
Portable Restrooms	\$ 1,500.00	\$ 2,000.00	Addition of bathroom attendants
TOTAL	\$ 41,500.00	\$ 42,000.00	
Celebrate Prosper			
Entertainment	\$ 5,250.00	\$ 7,500.00	
Stage	\$ 26,540.00	\$ 30,000.00	Entertainment & Stage cost more than anticipated
Portable Restrooms	\$ 2,125.00	\$ 2,500.00	Addition of bathroom attendants
Tents, Tables, Chairs	\$ 11,084.98	\$ 12,000.00	
Fencing	\$ 2,775.00	\$ 4,000.00	Increased kid zone size will increase fencing area
Balloon Displays	\$ 2,995.00	\$ 5,000.00	Additional/Larger balloon displays
Inflatables	\$ 12,263.00	\$ 15,000.00	Additional inflatables
Henna Artist	\$ 1,200.00	\$ 1,200.00	
Bubble Truck	\$ 800.00	\$ 800.00	
Staff Food	\$ 251.94	\$ 500.00	Additional staff will increase cost
Other	\$ -	\$ 1,500.00	
TOTAL	\$ 65,284.92	\$ 80,000.00	
Prosper Christmas Festival			
Stage	\$ 29,590.00	\$ -	
Tents, Tables, Chairs	\$ 46,957.86	\$ -	
Kids Christmas Shoppe	\$ 6,000.00	\$ -	
Event Décor	\$ 6,130.00	\$ -	
Inflatables	\$ 11,455.00	\$ -	
Christmas Tree Farm	\$ 5,553.44	\$ -	
Ice Rink	\$ 7,995.00	\$ -	
Drone Show	\$ 15,000.00	\$ -	
Lighting / Electric	\$ 15,069.22	\$ -	
Post-Event Cleaning Services	\$ 5,100.00	\$ -	
PISD Shuttles	\$ 4,850.00	\$ -	
Other	\$ 7,609.90	\$ -	
TOTAL	\$ 161,310.42	\$ -	

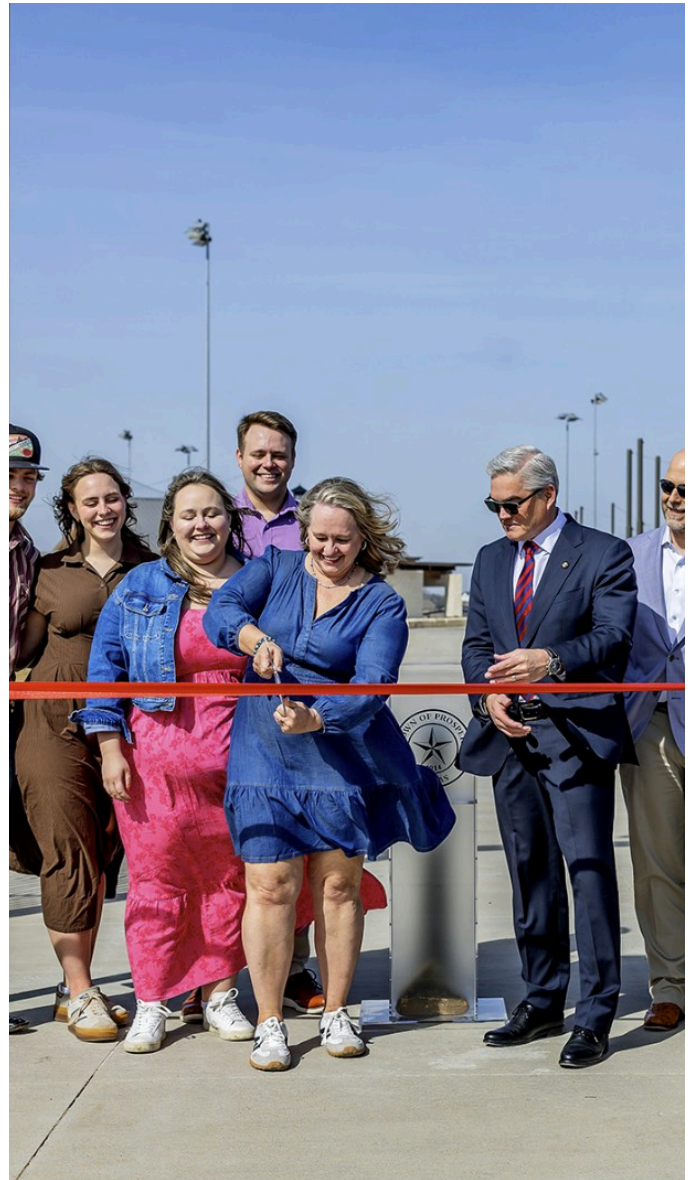
*Christmas rates will change due to 2024 Rain Out / 2026 Event Reduction

Total Projection for 2026:	\$ 347,135.42
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TOWN OF PROSPER COMMUNICATIONS REPORT

FEBRUARY 2026





TOWN OF PROSPER

COMMUNICATIONS REPORT

FEBRUARY 2026

SNAPSHOT

176	692	60,176	1,006,823
POSTS	NEW FOLLOWERS	ENGAGEMENTS	IMPRESSIONS
<small>193</small>	<small>995</small>	<small>59,258</small>	<small>1,293,265</small>
<small>PREVIOUS COMPARISON PERIOD</small>	<small>PREVIOUS COMPARISON PERIOD</small>	<small>PREVIOUS COMPARISON PERIOD</small>	<small>PREVIOUS COMPARISON PERIOD</small>

COMBINED ACCOUNTS

[VIEW FEBRUARY 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



25,362
FOLLOWERS



58

NEW FACEBOOK
FOLLOWERS

21
POSTS



30
PREVIOUS COMPARISON
PERIOD

1,726
ENGAGEMENTS

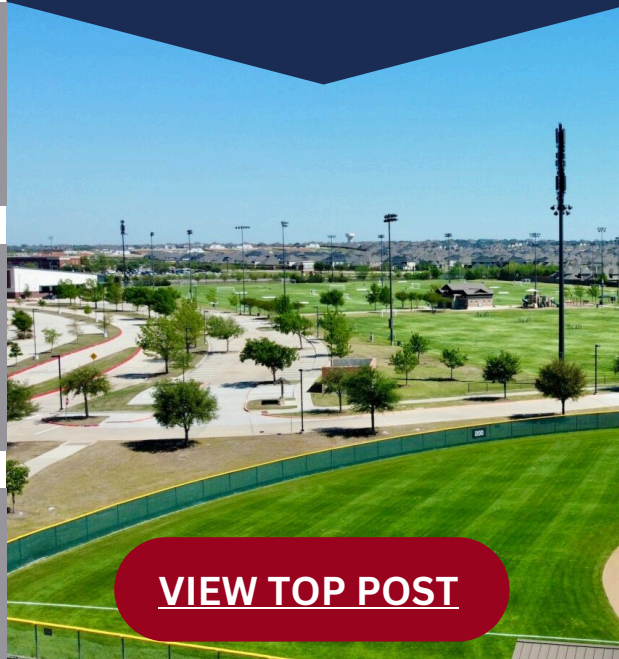


11,426
PREVIOUS COMPARISON
PERIOD

60,172
IMPRESSIONS



230,541
PREVIOUS COMPARISON
PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK



25,469
FOLLOWERS



229

NEW FACEBOOK
FOLLOWERS

11

POSTS



18

PREVIOUS COMPARISON
PERIOD

38,137

ENGAGEMENTS



29,117

PREVIOUS COMPARISON
PERIOD

494,145

IMPRESSIONS



617,980

PREVIOUS COMPARISON
PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK



12,762
FOLLOWERS



30

NEW FACEBOOK
FOLLOWERS

7

POSTS



20

PREVIOUS COMPARISON
PERIOD

9,053

ENGAGEMENTS



7,693

PREVIOUS COMPARISON
PERIOD

91,638

IMPRESSIONS



149,932

PREVIOUS COMPARISON
PERIOD



[VIEW TOP POST](#)

PROSPER PARKS AND RECREATION FACEBOOK



10,194
FOLLOWERS



227

NEW FACEBOOK FOLLOWERS

43
POSTS



20

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

9,120
ENGAGEMENTS



7,781

PREVIOUS COMPARISON PERIOD

297,265
IMPRESSIONS



210,726

PREVIOUS COMPARISON PERIOD

PROSPER COMMUNITY LIBRARY FACEBOOK



5,733
FOLLOWERS



45

NEW FACEBOOK FOLLOWERS

32
POSTS



32

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

893
ENGAGEMENTS



902

PREVIOUS COMPARISON PERIOD

31,782
IMPRESSIONS



32,715

PREVIOUS COMPARISON PERIOD



X

TOWN OF PROSPER

5,369

FOLLOWERS
5,193 Comparison Period

PROSPER POLICE

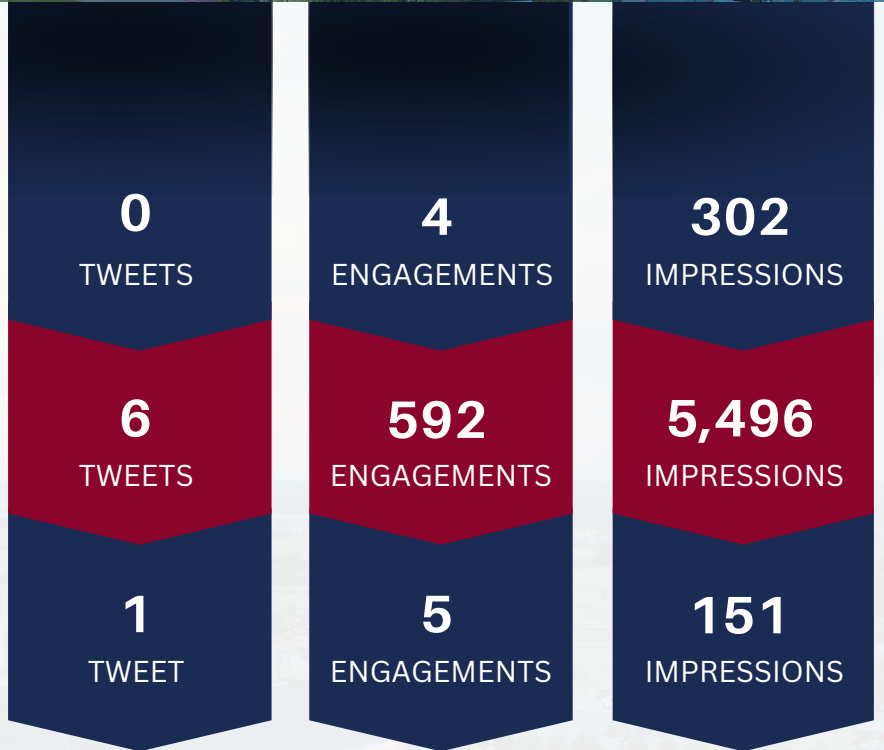
7,452

FOLLOWERS
7,242 Comparison Period

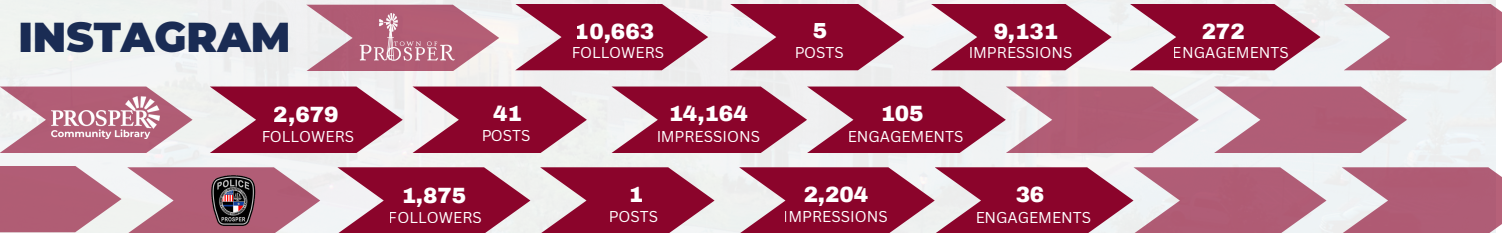
PROSPER FIRE RESCUE

2,514

FOLLOWERS
2,446 Comparison Period



INSTAGRAM



TOWN OF PROSPER

FEBRUARY 10 - MAYOR'S MINUTE

2,144 PEOPLE REACHED
98 LIKES
47 SHARES



PROSPER POLICE

PROSPER CITIZENS POLICE ACADEMY

366 PEOPLE REACHED
6 LIKES
9 COMMENTS



COMMUNITY LIBRARY

PROGRAMS THIS WEEK

265 PEOPLE REACHED
2 LIKES
1 SHARE



LINKEDIN



NEXTDOR





TOWN OF PROSPER VIDEOS



MAYOR'S MINUTE



3

NEW VIDEOS

VIEWS 6,737

[MAYOR'S MINUTE - 2/10/2026](#)

[MAYOR'S MINUTE - 2/13/2026](#)

[MAYOR'S MINUTE - 2/24/2026](#)

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

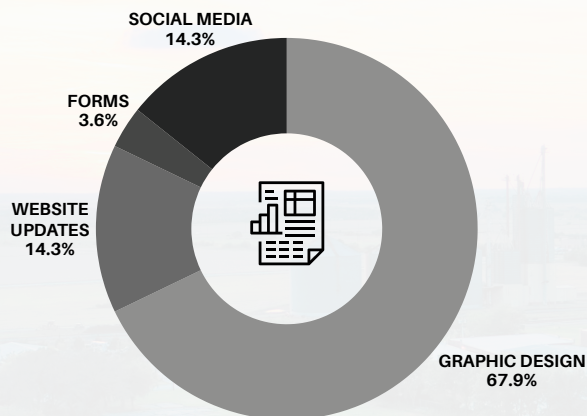
4
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT

1
NEWSLETTERS
SENT



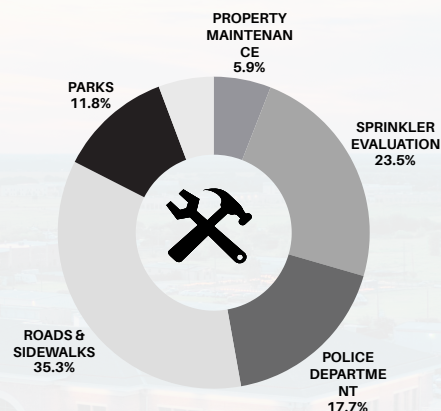
COMMUNICATION HELP TICKETS



27 COMMUNICATION HELP TICKETS WERE SUBMITTED

MYPROSPER MOBILE APP

SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• Trash	15
• Citation Payment	12
• Railroad Cameras	9
• Road Projects	5

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.



86.12% Resolution Rate

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

36

TOTAL REQUESTS

30

CLOSED REQUESTS

6

OPEN REQUESTS

86

NEW APP DOWNLOADS

8,103

TOTAL APP DOWNLOADS



PRESS RELEASES

- [Prosper to Open Raymond Community Park with Ribbon Cutting Ceremony on February 24](#)

MEDIA COVERAGE

12 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

5

COMMUNITY ROOM MEETINGS

FEBRUARY

- Toastmasters of Prosper
- Centric Home Health and Hospice
- Folsom Elementary School PTO
- Jack & Jill Far North Dallas Chapter
- Prosper Historical Society



USER BREAKDOWN

94,727

PAGE VIEWS
COMPARISON PERIOD 102,678

56.97%

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 50.5%

46.07%

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 49.5%

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