



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, March 5, 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 February 5, 2025, Community Engagement Committee (CEC) meeting.**
3. **Comments from the Public.**
4. **Brainstorming Ideas for Life in Prosper:**
 - a. **New Resident Website Updates**
 - b. **New Resident Mailer Draft**
 - c. **Welcome Video Filming**
5. **Community Engagement Committee Goals and Objectives Discussion**
6. **Discussion on Town Events:**
 - **Recent Events**
 - **Prosper Fishing Derby**
 - **Upcoming Events**
 - **Mayor's Coffee**
 - **P-Town Throwdown**

- **Downtown Block Party**
7. **Discuss and receive updates regarding:**
 - a. **Community Engagement Activities**
 - b. **MYAC Class of 2025 Updates**
 8. **Discuss and consider “Now You Know Prosper.”**
 9. **Discuss and consider “CEC Top 3” & Save the Date items.**
 10. **Requests 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 Friday, February 28, 2025, and remained so posted at least 72 hours before said meeting was convened.

Michelle Lewis Sirianni, Town Secretary

Date Notice Removed

Pursuant to Section 551.071 of the Texas Government Code, the Town Council reserves the right to consult in closed session with its attorney and to receive legal advice regarding any item listed on this agenda.

NOTICE

Pursuant to Town of Prosper Ordinance No. 13-63, all speakers other than Town of Prosper staff are limited to three (3) minutes per person, per item, which may be extended for an additional two (2) minutes with approval of a majority vote of the Town Council.

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: The Prosper Town Council meetings are wheelchair accessible. For special services or assistance, please contact the Town Secretary’s Office at (972) 569-1011 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, February 5, 2025

1. Call to Order / Roll Call.

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

Committee Members Present:

Kristin Meier, Chair
Darlene Morton
Jai Muthu
Andy Franco
Kari Willis
Sean Boardman

Committee Members Absent:

Stacy Cate
Kimberly Smith
Soprina Reeves, Vice Chair
Gretchen Darby
Annie Bungler

Councilmembers Present:

Amy Bartley

Staff Members Present:

Todd Rice, Communications Director
Myrisa Petty, Community Engagement Coordinator

2. Consider and act upon the minutes of the January 8, 2025, Community Engagement Committee (CEC) meeting.

Andy Franco made a motion and Kari Willis seconded the motion to approve the January 8, 2025 CEC minutes. The motion was approved unanimously.

3. Comments from the Public.

There were no comments from the public.

4. Brainstorming Ideas for Life in Prosper.

a. New Resident Website Walkthrough

Ms. Petty shared the new Resident Resources site. While initially slated to be a "New Resident Resource," it was discussed to keep just "Resident" so current residents will feel like they can still utilize it. Ms. Petty demonstrated how the top buttons matched what Town Staff experiences the most questions with as well as the fold out sections to still contain a lot of information but not have too much scrolling. Mr. Rice mentions the plan to add a Resident Resources button to the home page of the MyProsper app. Mr. Muthu praises the inclusion of landscaping as he has had experiences within his HOA where the information would have been useful. Mr. Muthu suggested shortening the about section and allowing the welcoming video that will be inserted later to speak for itself. Overall the committee praised the new webpage.

b. New Resident Mailer Draft

The CEC liked the new revamped version of the new resident mailer. These cards are sent out monthly to new residents from the town with a welcome letter from the CEC. There were suggestions from Ms. Willis who mentions swapping the photo of town hall to an aerial shot of downtown. Council Member Bartley and Mr. Boardman suggested swapping some of the photos of residents to other events such as Celebrate Prosper of the Christmas Festival. In addition to the QR code for the residents resources website, it was suggested to add a picture of the MyProsper app icon for residents to download. Ms. Morton suggested less contractions within the copy of the letter itself.

c. Welcome Video Filming

This agenda item has been pushed to the March meeting.

5. CEC/Parks Board Special Meeting Recap and consider and act upon the minutes of the January 29, 2025, Community Engagement Committee and Parks and Recreation Board Joint Meeting.

Ms. Meier gave a brief overview of the joint meeting and shared that she felt the meeting went well. The other committee members who attended the special meeting felt the same as well as Council Member Bartley. The committee felt that with how well the meeting went, they look forward to the biannual meetings with the Parks Board. Ms. Willis mentioned that now knowing that the Parks Board is wanting to adjust the time frame to be more fiscal year rather than calendar year will allow the CEC to give better timed suggestions.

6. Discussion on Town Events

a. Upcoming Events.

- **Prosper Fishing Derby**

The Prosper Fishing Derby will take place on Saturday, February 22nd at Frontier Park. This favorite annual event brings families together by the pond as young anglers compete for prizes for Most Fish Caught. Judges will be on hand to track catches, and winners in age categories up to 14 will be recognized at the event's end. The Derby is free and no registration is required.

- **Mayor's Coffee**

An annual update held on March 12th with Mayor Bristol for Active Adults to learn more about what is happening around Prosper.

7. Discuss receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared the upcoming HOA Presidents meeting for Prosper coming up in February and shared the agenda which included an Annual Update from Mayor Bristol. Ms. Petty also demonstrated the new interactive map that Town Staff has created to go along with the new weekly bulk trash pick up education campaign. Lastly, an update of the ongoing e-bike education campaign as the town continues to see damage to local parks. Ms. Petty details that the HOA members have been sent their own community notice as well as ongoing social media and video content. Ms. Willis suggests reaching out to Prosper Independent School District to push some of the education campaign into their video announcements. It was suggested to target more middle school students as the likely demographic. It was also suggested to work with the Mayor's Youth Advisory Council to be featured in a video for PISD.

b. MYAC Class of 2025 Updates

Ms. Petty gave an update on the Mayor's Youth Advisory Council's most recent meeting. At the January meeting, the youth council listened to a condensed version of the Annual Update from Mayor Bristol as well as elected their subcommittee Chair and Vice Chairs. A challenge that Mayor Bristol posed to the youth council was the question: "Should we keep or tear down the silos, and why do you have that opinion?" to be answered at the February meeting. The remaining classes will take place at Prosper Police Station, Margaret's Cones and Cups and the 407 Rec Center. Ms. Petty mentions that at the April class it has been brought up to have an open discussion with MYAC to see their opinions on the year and the application process. All of CEC but in particular the selecting committee have been invited to this meeting.

8. Discuss and consider "Now You Know Prosper."

Ms. Petty detailed the communication teams plans for upcoming educational videos about Prosper. Upcoming are videos showing how to dispose of HHW (Harmful Hazardous Waste) safely using Republic's scheduled pick up service, a video over E-Bikes safety and rules in partnership with Prosper PD and a Progress in Prosper over 380.

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

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

- Prosper Fishing Derby
- Mayor's Coffee
- Downtown Block Party Vendor Registration still open

10. Requests for future agenda items.

The Committee requested the following for future agenda items

- Filming of Welcome Video
- CEC Goals and Objectives Refresher

11. Adjourn.

The meeting was adjourned at 6:53 p.m. on February 5, 2025.

These minutes were approved on March 5, 2025.

APPROVED

Kristin Meier, Chair

ATTESTED

Todd Rice, Communications Director



TOWN OF PROSPER

Communications Report January 2025

SNAPSHOT

486	1,596	112,442	1,128,927
POSTS	NEW FOLLOWERS	ENGAGEMENTS	IMPRESSIONS
406	630	46,556	708,026
PREVIOUS COMPARISON PERIOD	PREVIOUS COMPARISON PERIOD	PREVIOUS COMPARISON PERIOD	PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

[VIEW DECEMBER 2024 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



22,716
FOLLOWERS



**GAINED 198 NEW
FACEBOOK FOLLOWERS**

59

POSTS



51

PREVIOUS COMPARISON PERIOD

27,293

ENGAGEMENTS



8,837

PREVIOUS COMPARISON PERIOD

330,164

IMPRESSIONS



153,048

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK



22,623
FOLLOWERS



**GAINED 869 NEW
FACEBOOK FOLLOWERS**

30

POSTS



59

PREVIOUS COMPARISON PERIOD

66,617

ENGAGEMENTS



27,293

PREVIOUS COMPARISON PERIOD

379,189

IMPRESSIONS



330,164

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK



11,510
FOLLOWERS



**GAINED 23 NEW
FACEBOOK FOLLOWERS**

23

POSTS



16

PREVIOUS COMPARISON PERIOD

1,708

ENGAGEMENTS



3,095

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

54,500

IMPRESSIONS



44,930

PREVIOUS COMPARISON PERIOD

PROSPER PARKS & RECREATION FACEBOOK

 **8,440**
FOLLOWERS



**GAINED 37 NEW
FACEBOOK FOLLOWERS**

40
POSTS



51
PREVIOUS COMPARISON PERIOD

2,991
ENGAGEMENTS



6,169
PREVIOUS COMPARISON PERIOD

54,075
IMPRESSIONS



59,908
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK

 **5,319**
FOLLOWERS



**GAINED 20 NEW
FACEBOOK FOLLOWERS**

28
POSTS



31
PREVIOUS COMPARISON PERIOD

359
ENGAGEMENTS



715
PREVIOUS COMPARISON PERIOD

15,447
IMPRESSIONS



18,544
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

TOWN OF PROSPER

[VIEW TOP POST](#)

5,160

FOLLOWERS
5,128 Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

7,186

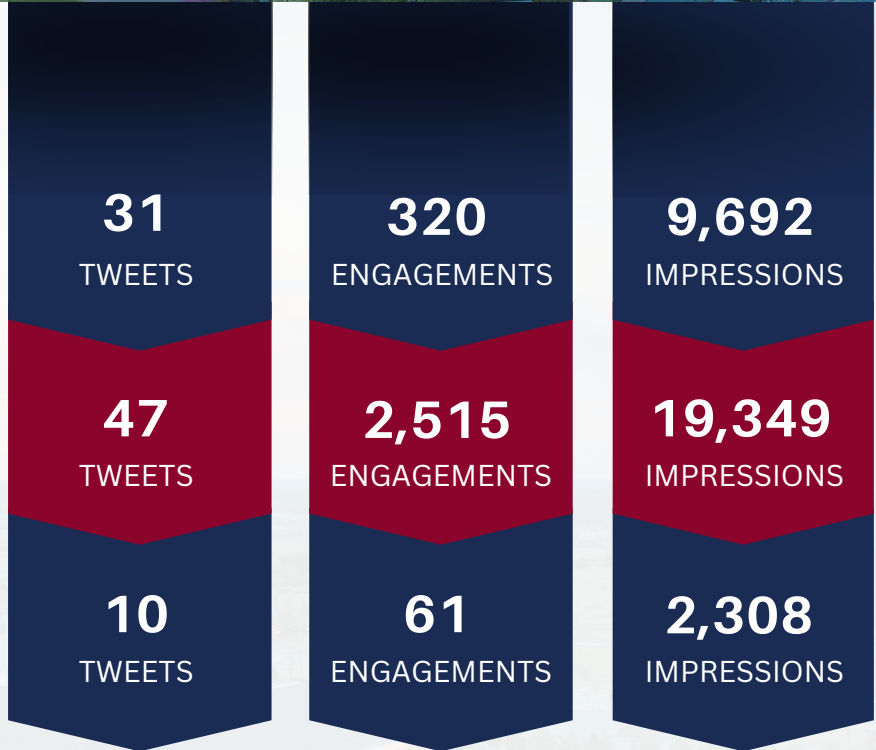
FOLLOWERS
7,139 Comparison Period

PROSPER FIRE RESCUE

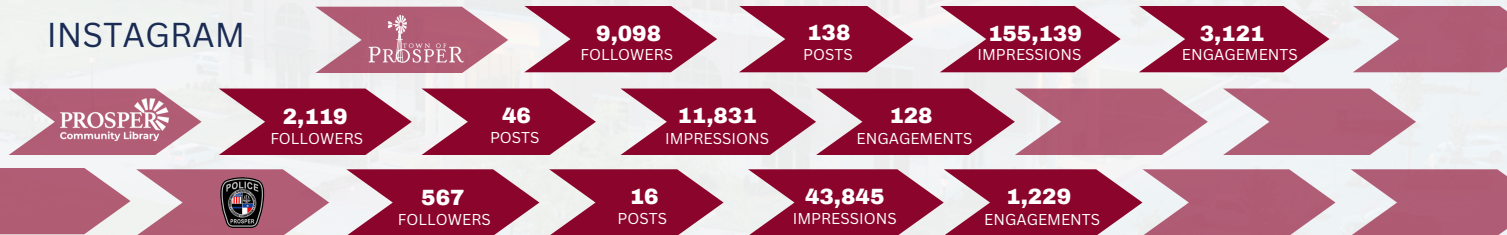
[VIEW TOP POST](#)

2,408

FOLLOWERS
2,399 Comparison Period



INSTAGRAM



TOWN OF PROSPER

IT'S A WINTER WONDERLAND IN PROSPER!
12.5k PEOPLE REACHED
530 LIKES
140 SHARES
5 COMMENTS



PROSPER POLICE

PROSPER PD HIT THE SLOPES
9.5k PEOPLE REACHED
369 LIKES
26 SHARES



COMMUNITY LIBRARY

HAPPY LIBRARY SHELFIE DAY
18 PEOPLE REACHED
17 LIKES
0 COMMENTS



LINKEDIN



NEXTDOR





TOWN OF PROSPER VIDEOS



9

- [It's a Winter Wonderland in Prosper!](#)
- [Prosper Breaks Ground on Fire Station No. 4 Year in Review 2024](#)
- [Prosper Community Rallies to Support Neighbors Nourishing Neighbors](#)
- [Prosper Police Department Enhances Emergency Response with Grant](#)
- [More Prepping. More Doing. Prosper Tackles Winter Weather](#)
- [Update: Legacy Drive between Prairie and First Street](#)
- [Join Prosper Citizens Academy!](#)
- [New Traffic Signal to Be Installed at Gee Road and Acacia Parkway.](#)

MAYOR'S MINUTE



2

NEW VIDEOS

VIEWS 6,422

[MAYOR'S MINUTE - 1/14/2025](#)

[MAYOR'S MINUTE - 1/28/2025](#)

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

4,854

CONTACTS
4,754 Comparison Period

EMPLOYEE EDITION

454

CONTACTS

HOA MONTHLY NEWSLETTER

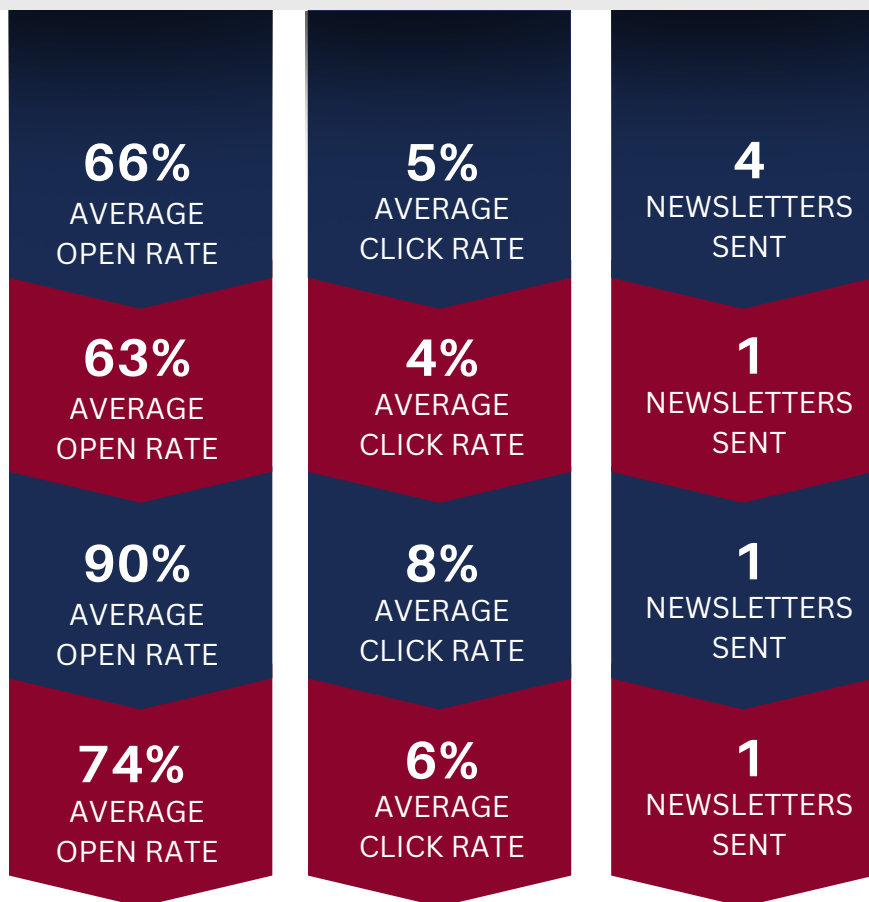
189

CONTACTS

THE LANDSCAPE

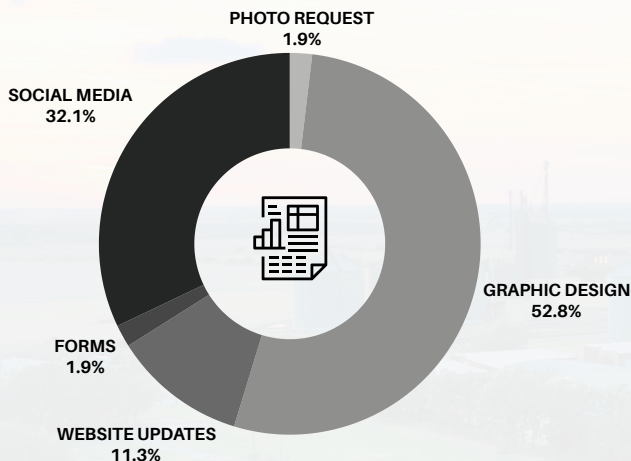
1,736

CONTACTS



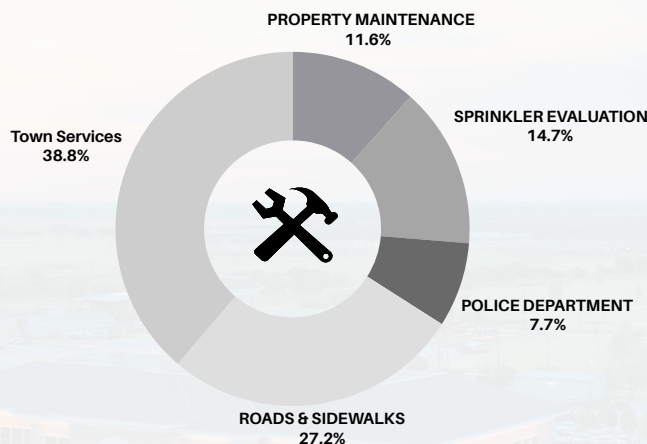


COMMUNICATION HELP TICKETS



52 COMMUNICATION HELP TICKETS WERE SUBMITTED

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC NUMBER OF MENTIONS

- Trash 56
- Library 24
- Residents 16
- Fishing Derby 9
- Police 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.



75.68% Resolution Rate

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

57

TOTAL REQUESTS

56

CLOSED REQUESTS

1

OPEN REQUESTS

72

NEW APP DOWNLOADS

7,699

TOTAL APP DOWNLOADS



PRESS RELEASES

3

[Investigation Leads to Multiple Guilty Pleas in Injury to a Child Case](#)

[Prosper Community Rallies to Support Neighbors Nourishing Neighbors with Temporary Food Distribution](#)

[Prosper Police Department Receives Nearly \\$50K Grant from Firehouse Subs Public Safety Foundation](#)

MEDIA COVERAGE

763

MEDIA MENTIONS

CAMPARISON

667

TOP COVERAGE

[Prosper media coverage for December 28, 2024 - January 3, 2025.](#)

[Prosper Media Coverage for January 4 - January 10, 2025.](#)

[Prosper Media Coverage for January 11 - January 17, 2025.](#)

[Prosper Media Coverage for January 18 - January 24, 2025.](#)

[Prosper Media Coverage for January 25 - 31, 2025.](#)



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT **8**

- Downtown Advisory Committee Meeting - January 6
- Library Board Special Meeting - January 7
- Community Engagement Committee - January 8
- Fire Station #4 Groundbreaking Ceremony - January 15
- Town Council and EDC Joint Work Session - January 16
- Mayor's Youth Advisory Council - January - 22
- State of Community - January 23
- Partners in Faith - January 31

10

COMMUNITY ROOM MEETINGS

- Lakes of LaCima HOA
- Prosper Historical Society
- North Dallas RC Club
- Highland Meadows HOA
- Pink Venom Soccer
- Windsong Enclave Community Group
- PASO U12 Alliance FC
- Cub Scouts Pack 2022
- Folsom Elementary PTO
- Windsong Ranch SEWA Group



USER BREAKDOWN

97,635

PAGE VIEWS
COMPARISON PERIOD 86,031

40.1%

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 37.6%

59.3%

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 62.4%

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Trash & Recycling – Town of Prosper](#)
- [Join Prosper PD](#)
- [Library Card Membership](#)
- [Live Railroad Camera Feeds](#)
- [Employment](#)
- [Building Inspections](#)
- [Recreation Programs](#)



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TOWN OF
PROSPER