

Community Engagement Committee (CEC)

Prosper Town Hall, Executive Conference Room 250 W. First Street, Prosper, Texas Wednesday, October 1, 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 September 3, 2025, Community **Engagement Committee (CEC) meeting.**
- 3. Comments from the Public.
- 4. **Brainstorming Ideas for Life in Prosper:**
 - a. Committee Members Onboarding
 - b. Joint Parks and Recreation Board Meeting Recap
- 5. **Discussion on Town Events:**
 - a) Recent Events
 - a. Prosper on Tap: Craft Beer Kickoff
 - b. 9/11 Ceremony & Blood Drive
 - b) Upcoming Events
 - a. Celebrate Prosper
 - b. National Night Out

- c. Balcony Reception
- d. National First Responder Day Celebration
- e. Veterans Day Honor Run
- 6. Discuss and receive updates regarding:
 - a. Community Engagement Activities
 - b. Mayor's Youth Advisory Council Updates
- 7. Discuss and consider "CEC Top 3" & Save the Date items.
- 8. Requests for future agenda items.
- 9. 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 Tuesday, September 23, 2025, 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 OF ASSISTANCE AT PUBLIC MEETINGS: The Prosper Board, Commission & Committee 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, September 3, 2025

1. Call to Order / Roll Call.

The meeting was called to order at 6:00 p.m.

Committee Members Present:

Soprina Reeves, Vice Chair Andy Franco Annie Bunger Darlene Morton Gretchen Darby Kimberly Smith Sean Boardman Stacy Cate

Committee Members Absent:

Kristin Meier, Chair Kari Willis Jai Muthu

Staff Members Present:

Myrisa Petty, Community Engagement Coordinator

2. Consider and act upon the minutes of the August 6, 2025 Community Engagement Committee (CEC) meeting.

Darlene Morton made a motion to approve and Andy Franco seconded. The minutes were unanimously approved.

3. Comments from the Public.

There were no comments from the public.

4. Brainstorming Ideas for Life in Prosper.

a. #The75078 Campaign

Ms. Petty shared the update that the campaign will be delayed until a new communications specialist is hired on.

b. Committee Members Terms & Roll Off

Ms. Petty gave an update on efforts that will be put forth for the new members of the committee that will be selected this month. She detailed working with Robyn to try to make the transition seamless but likely at the next meeting there will be time dedicated to onboarding with the number of new members. Ms. Petty also advised the committee on calendar invites being sent out at the beginning of October to reflect events that will include the new CEC members.

5. Discussion on Town Events

a. Upcoming Events

- Prosper on Tap: Craft Beer Kickoff
 The third Prosper on Tap event will take place on Saturday, September 6th in
 Downtown Prosper. This daytime event was the perfect way to explore the charming
 shops of Downtown Prosper while enjoying craft beer and the start to football
 season.
- 9/11 Ceremony & Blood Drive
 The event will be held on September 11th at the Central Fire Station. A presentation will be held in honor of those fallen, a mobile memorial and blood drive.
- Joint Parks and Recreation Board and Community Engagement Committee Meeting
 This meeting is an opportunity for the Parks Board and CEC to receive updates and
 feedback from each other to better execute Town Special Events.
- Celebrate Prosper
 The event will be held on October 4 at Frontier Park. Ms. Petty asked of the committee to volunteer for the Town's table to hand out swag items to attendees since she will be unable to do so.

6. Discuss and receive updates regarding:

a. Community Engagement Activities

Ms. Petty share fliers for the upcoming National Night Out coming up in October. She detailed that it is a Council goal to have more neighborhoods signed up for this night so the Town's first responders can meet with the community in a non-emergency setting. Also shared with the committee was the back to school safety video that was posted to social media starring a child resident.

b. Mayor's Youth Advisory Council Updates

Ms. Petty shared the total numbers for the 2026 MYAC Class applications. With 65 applications total, 7 were ineligible due to residency, 4 for incomplete applications and 54 moving on to the selecting committee. A first meeting and meet and greet opportunity will happen with the selected students on September 30th.

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

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

- National Night Out
- 9/11 Ceremony
- Celebrate Prosper

8. Requests for future agenda items.

The Committee requested the following for future agenda items

- Committee Members Onboarding
- Joint Parks Meeting Recap
- #The75078 Campaign Updates

9. Adjourn.

The meeting was adjourned at 6:25 p.m. on September 3, 2025.

These minutes were approved on October 1, 2025.

APPROVED

XXXX, XXXXX

ATTESTED

Todd Rice, Communications Director





TOWN OF PROSPER

Communications Report August 2025

SNAPSHOT

338

1,171
PREVIOUS COMPARISON PERIOD

1,006

62,731 NEW FOLLOWERS ENGAGEMENTS 63,592

862,215

IMPRESSIONS 760,758

COMBINED ACCOUNTS

VIEW AUGUST 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



24,697 **FOLLOWERS**



GAINED 139 NEW FACEBOOK FOLLOWERS

POSTS



PREVIOUS COMPARISON PERIOD

16,330 ENGAGEMENTS



<u> 10,989</u>

PREVIOUS COMPARISON PERIOD

IMPRESSIONS



PREVIOUS COMPARISON PERIOD





PROSPER POLICE FACEBOOK



24,094 FOLLOWERS



GAINED 251 NEW **FACEBOOK FOLLOWERS**

19 POSTS



PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



16,799

PREVIOUS COMPARISON PERIOD

289,899



223,064

IMPRESSIONS

PREVIOUS COMPARISON PERIOD

PROSPER FIRE RESCUE FACEBOOK



12,291 FOLLOWERS



GAINED 55 NEW FACEBOOK FOLLOWERS

VIEW TOP POST

POSTS



21

PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



27,631

PREVIOUS COMPARISON PERIOD

67,583 **IMPRESSIONS**



PREVIOUS COMPARISON PERIOD

VIEW TOP POST



PROSPER PARKS & RECREATION FACEBOOK





GAINED **121 NEW**FACEBOOK FOLLOWERS

31 POSTS



47
PREVIOUS COMPARISON PERIOD

3,318 ENGAGEMENTS



1,710

PREVIOUS COMPARISON PERIOD

77,352

IMPRESSIONS



54,765

PREVIOUS COMPARISON PERIOD

PROSPER COMMUNITY LIBRARY FACEBOOK



5,532 FOLLOWERS



GAINED 30 NEW FACEBOOK FOLLOWERS

VIEW TOP POST

28



PREVIOUS COMPARISON PERIOD

1,189 ENGAGEMENTS



1,464

PREVIOUS COMPARISON PERIOD

18,525IMPRESSIONS



24,083

PREVIOUS COMPARISON PERIOD





TOWN OF PROSPER

STAY HYDRATED **17,535** Views **226** LIKES 58 SHARES **15** COMMENTS



PROSPER POLICE ROUNDABOUT SAFETY **7,265k** Views 449LIKES 35 Shares



COMMUNITY LIBRARY

PROSPER SOLAR CAR TEAM 2,321k Views 58 LIKES 4 Shares



LINKEDIN



3,410



24 POSTS



13,413 IMPRESSIONS





1,288 POST CLICKS

NEXTDOOR



17,952

MEMBERS

9,878



1,603 **IMPRESSIONS**



POSTS

CLAIMED HOUSEHOLDS



TOWN OF PROSPER VIDEOS



11

Prosper on Tap Promo Mayor's Minute

Round Abouts

Prosper on Tap Ticket Giveaway

MYAC Promo

HEB Grand Opening

Mayor's Minute

<u>Downtown Prosper Promo</u>

First Day of School Safety

Prosper Jam Off

First St to Stuber Update

MAYOR'S MINUTE



Z NEW VIDEOS

VIEWS 4.2K

MAYOR'S MINUTE - 8/26/2025 MAYOR'S MINUTE - 8/12/2025

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

5,224

5,177 Comparison Period

EMPLOYEE EDITION

491

CONTACTS

HOA MONTHLY NEWSLETTER

198

CONTACTS

68% AVERAGE OPEN RATE

55%AVERAGE
OPEN RATE

61% AVERAGE OPEN RATE 4%
AVERAGE
CLICK RATE

3% AVERAGE CLICK RATE

8%AVERAGE
CLICK RATE

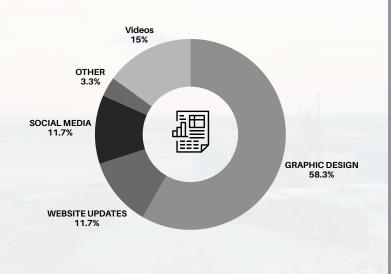
5 NEWSLETTERS SENT

NEWSLETTERS
SENT

NEWSLETTERS
SENT



COMMUNICATION HELP TICKETS



58 COMMUNICATION HELP TICKETS WERE SUBMITTED

NUMBER OF MENTIONS

CHATBOT TOP TOPICS

•	Trash	33
•	Road Projects	13
•	Railroad Cameras	6
•	Water Pressure	8
•	Bulk Pickup	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.

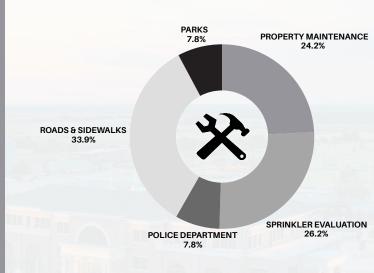


TOPIC

89.86% Resolution Rate

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

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

115
TOTAL REQUESTS

112
CLOSED REQUESTS

3OPEN REQUESTS

165
NEW APP DOWNLOADS

8,532TOTAL APP DOWNLOADS



MEDIA COVERAGE

1.28K MEDIA MENTIONS

CAMPARISON 941

TOP COVERAGE

Prosper Media Coverage for August 23 - August 29, 2025

Prosper Media Coverage for August 16 - August 22, 2025.

Bond Election Media Coverage.

Prosper Media Coverage for August 9 - August 15, 2025.

Prosper Media Coverage for August 2 - August 8, 2025.



COMMUNITY ENGAGEMENT ROS

COMMUNITY ENGAGEMENT

3

- DTAC Meeting August 4
- Community Engagement Committee Meeting August 5
- Budget Town Hall August 28

6

COMMUNITY ROOM MEETINGS

- Burn Boot Camp Staff
- Common Thread
- Dreams of Chess Academy
- Metroplex Tamil Academy
- North Dallas RC Club
- Prosper ISD Language Program



USER BREAKDOWN

101,523

PAGE VIEWS
COMPARISON PERIOD 104,702

60.8%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPARISON PERIOD 62.5%

41.3%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE COMPARISON PERIOD 36.5%

MOST VISITED PAGES

- Town of Prosper A Place Where Everyone Matters
- Railroad Cameras
- <u>Library Card Membership</u>
- <u>Trash & Recycling Town of Prosper</u>
- <u>Employment</u>





