



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Council Chambers
250 W. First Street, Prosper, Texas
Wednesday, August 05, 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 June 3, 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. **Boards & Commission Overview (MC)**
5. **All-American City Program Update (MC)**
6. **America 250 Art/Essay Competition (GH)**

7. Town Recognized Holiday Discussion (ST)
8. America 250 Debrief (ST/KMS)
9. Prosper on Tap/Downtown Plaza Activation (KMS)
10. Voice of the Town (KS)
11. Discuss and consider "CEC Top 3" & Save the Date items.
12. Request for future agenda items.
13. 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, July 30, 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, June 3, 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 Bungler
Samad Abdur-Razzaq
Andy Franco
Kari Willis
Ella Lee
Jennifer Downs

Committee Members Absent:

Jeff Robinson
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

2. Consider and act upon the minutes of the May 6, 2026 Community Engagement Committee (CEC) meeting.

Annie Bungler made a motion to approve and Andy Franco seconded. The minutes were unanimously approved.

3. Comments from the Public.

No members of the public were present at this meeting.

4. Discuss and receive any updates regarding America 250.

Ms. Willis and Ms. Smith both gave positive feedback on the Paint Prosper Proud event that brought volunteers to Downtown Prosper to paint the windows of participating businesses in honor of America 250. Ms. Willis commented that the National Charity League expressed interest in continued volunteer painting with the Town. Regarding the Downtown Block Party, the committee commented positively on the BMX Show and bubble truck. It was suggested to have music playing from outdoor speakers between live music performances to avoid awkward silences. It was also suggested to have signage promoting Town events within downtown businesses as well as signage with contact information regarding shuttles. Ms. Downs said that she felt the event itself was too long and suggested condensing it down. Ms. Stone agreed and said staff is looking to change the layout to better serve vendors in the future. For Stars, Stripes and Prosper Nights, the committee suggested sharing graphics with the Downtown businesses. Ms. Stone updated the committee on the amount of cars registered for the event and the planned live music and shaved ice.

5. Discuss and Consider CEC Subcommittee Reports.

The MYAC subcommittee reported that they were able to meet with staff and settle on dates for applications to open for MYAC as well as suggestions for attendance requirements and more as the program continues to evolve.

6. Special Events Updates.

Updates were discussed under item 4.

7. Voice of the Town.

Ms. Lee and Ms. Reeves both said they receive feedback regarding a need for more benches and pickleball rack holders in Parks. Ms. Smith mentioned that Boards and Commissions applications are open and to begin pushing others to apply for openings.

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

The committee decided their CEC Top 3 would be:

- Stars, Stripes & Prosper Nights
- America 250
- Boards & Commissions Applications

9. Requests for future agenda items.

The Committee requested the following for future agenda items:

- Committee decided to cancel the July meeting.
- A joint meeting with the Downtown Advisory Committee in September.

12. Adjourn.

The meeting was adjourned at 7:57 p.m. on June 3, 2026.

These minutes were approved on August 5, 2026.

APPROVED

Kimberly Smith, Chair

ATTESTED

Stephen Tanner, Communications Director



TOWN OF PROSPER COMMUNICATIONS REPORT

JUNE 2026





TOWN OF PROSPER

COMMUNICATIONS REPORT

JUNE 2026

SNAPSHOT

329

POSTS

318
PREVIOUS COMPARISON PERIOD

900

NEW FOLLOWERS

848
PREVIOUS COMPARISON PERIOD

167,565

ENGAGEMENTS

59,052
PREVIOUS COMPARISON PERIOD

1,837,483

IMPRESSIONS

1,135,913
PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

[VIEW JUNE 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



26,129
FOLLOWERS



128

NEW FACEBOOK
FOLLOWERS

64

POSTS



79

PREVIOUS COMPARISON
PERIOD

6,992

ENGAGEMENTS



11,904

PREVIOUS COMPARISON
PERIOD

195,672

IMPRESSIONS



306,224

PREVIOUS COMPARISON
PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK



26,453
FOLLOWERS



22
POSTS



27
PREVIOUS COMPARISON
PERIOD

148,599
ENGAGEMENTS



24,477
PREVIOUS COMPARISON
PERIOD

1,276,057
IMPRESSIONS



411,385
PREVIOUS COMPARISON
PERIOD

349

NEW FACEBOOK
FOLLOWERS



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK



12,912
FOLLOWERS



10
POSTS



19
PREVIOUS COMPARISON
PERIOD

5,319
ENGAGEMENTS



4,430
PREVIOUS COMPARISON
PERIOD

93,754
IMPRESSIONS



82,391
PREVIOUS COMPARISON
PERIOD

77

NEW FACEBOOK
FOLLOWERS



[VIEW TOP POST](#)

PROSPER PARKS AND RECREATION FACEBOOK



10,551

FOLLOWERS



46

POSTS



33

PREVIOUS COMPARISON PERIOD

1,680

ENGAGEMENTS



14,507

PREVIOUS COMPARISON PERIOD

56,814

IMPRESSIONS



148,830

PREVIOUS COMPARISON PERIOD

PROSPER COMMUNITY LIBRARY FACEBOOK



6,073

FOLLOWERS



53

POSTS



33

PREVIOUS COMPARISON PERIOD

2,630

ENGAGEMENTS



1,780

PREVIOUS COMPARISON PERIOD

86,962

IMPRESSIONS



67,599

PREVIOUS COMPARISON PERIOD

49

NEW FACEBOOK FOLLOWERS



[VIEW TOP POST](#)

80

NEW FACEBOOK FOLLOWERS



[VIEW TOP POST](#)

X

TOWN OF PROSPER

5,372

FOLLOWERS
5,384 Comparison Period

PROSPER POLICE

7,479

FOLLOWERS
7,495 Comparison Period

PROSPER FIRE RESCUE

2,517

FOLLOWERS
2,518 Comparison Period

13

TWEETS

251

ENGAGEMENTS

8,555

IMPRESSIONS

1

TWEETS

50

ENGAGEMENTS

1,434

IMPRESSIONS

0

TWEET

4

ENGAGEMENTS

222

IMPRESSIONS

INSTAGRAM



10,901
FOLLOWERS

37
POSTS

76,471
IMPRESSIONS

1,362
ENGAGEMENTS



2,885
FOLLOWERS

71
POSTS

38,780
IMPRESSIONS

415
ENGAGEMENTS



2,156
FOLLOWERS

6
POSTS

12,086
IMPRESSIONS

415
ENGAGEMENTS

TOWN OF PROSPER

SKIP THE FIREWORKS

5,933 PEOPLE REACHED

318 LIKES

56 SHARES



PROSPER POLICE

INTRODUCING K9 LOCO

3,200 PEOPLE REACHED

209 LIKES

23 SHARES



COMMUNITY LIBRARY

HOW YOU ENTER THE LIBRARY

1,725 PEOPLE REACHED

53 LIKES

8 SHARES



LINKEDIN



3,690

FOLLOWERS

1

POSTS

2,762

IMPRESSIONS

218

ENGAGEMENTS

122

POST CLICKS

NEXTDOOR



18,729

MEMBERS

10,172

CLAIMED HOUSEHOLDS

2,414

IMPRESSIONS

4

POSTS



TOWN OF PROSPER VIDEOS



America 250 Video Series

MAYOR'S MINUTE



2

NEW VIDEOS

VIEWS 3,181

MAYOR'S MINUTE - 6/9/2026

MAYOR'S MINUTE - 6/23/2026

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

5,693

CONTACTS

EMPLOYEE EDITION

422

CONTACTS

HOA MONTHLY NEWSLETTER

132

CONTACTS

THE LANDSCAPE

1,653

CONTACTS

63%

AVERAGE
OPEN RATE

3%

AVERAGE
CLICK RATE

4

NEWSLETTERS
SENT

57%

AVERAGE
OPEN RATE

4%

AVERAGE
CLICK RATE

1

NEWSLETTERS
SENT

64%

AVERAGE
OPEN RATE

2%

AVERAGE
CLICK RATE

1

NEWSLETTERS
SENT

63%

AVERAGE
OPEN RATE

4%

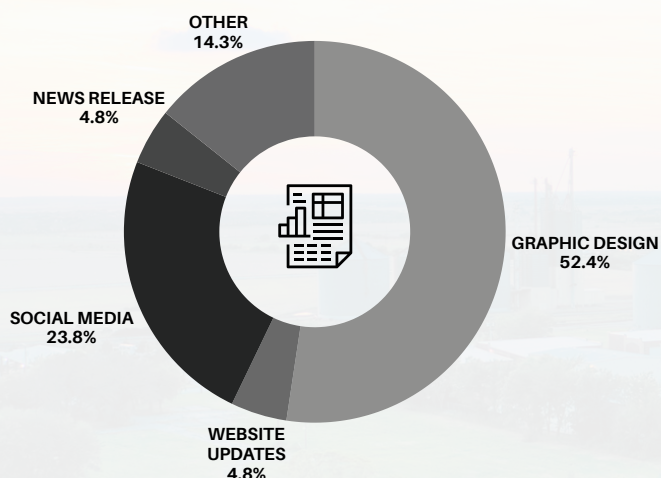
AVERAGE
CLICK RATE

1

NEWSLETTERS
SENT

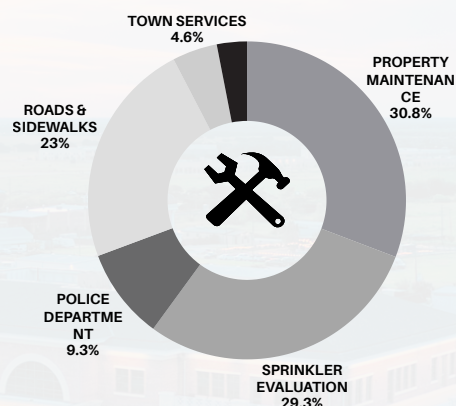


COMMUNICATION HELP TICKETS



23 COMMUNICATION HELP TICKETS WERE SUBMITTED

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC NUMBER OF MENTIONS

- Trash 19
- Citation Payment 9
- Railroad Cameras 9
- Water Bill 6

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.



86.84% Resolution Rate

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

71
TOTAL REQUESTS

69
CLOSED REQUESTS

2
OPEN REQUESTS

180
NEW APP DOWNLOADS

8,432
TOTAL APP DOWNLOADS



PRESS RELEASES

3 [TOWN OF PROSPER NAMES BRENT BROWN AS PROSPER CHIEF OF POLICE](#)

[PROSPER POLICE ARREST TWO IN CONNECTION WITH FENTANYL-RELATED DEATH](#)

[NORTHBOUND DALLAS PARKWAY LANES AT US 380 TO CLOSE TEMPORARILY FOR ROADWAY REPAIRS](#)

MEDIA COVERAGE



10 MEDIA INQUIRIES





24

COMMUNITY ROOM MEETINGS

JUNE

- 1 - Parks & Rec Seniors
- 2 - Parks & Rec Seniors
- 2 - WGHS Track & Field Booster Club
- 4 - Library Community Event, Parks & Rec Seniors
- 8 - Parks & Rec Seniors, HOA Connect Meeting
- 9 - Parks & Rec Seniors
- 9 - Prosper Historical Society
- 11 - Library Community Event, Parks & Rec Seniors
- 12 - Community Services Breakfast
- 12 - Homeschool Celina Prosper
- 13 - Continental Societies Inc. Dallas Chapter
- 15 - Parks & Rec Seniors
- 15 - Toastmasters of Prosper
- 16 - Parks & Rec Seniors, Library Teen Event
- 17 - Library Teen Event
- 17 - Trails of Prosper HOA
- 18 - Library Community Event, Parks & Rec Seniors
- 20 - Health Unity Club
- 22 - Parks & Rec Seniors
- 23 - Parks & Rec Seniors
- 25 - Library Community Event, Parks & Rec Seniors
- 27 - Medical Unity Club
- 29 - Parks & Rec Recreation Program, Parks & Rec Seniors, Parks & Rec Recreation Program
- 30 - Parks & Rec Seniors, Parks & Rec Recreation Program

COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT

6

- Community Engagement Committee Meeting
- Downtown Advisory Committee Meeting
- Hometown Heroes
- Stars, Stripes & Prosper Nights
- 40 Days of Service Leadership Volunteer Days (2)
- Mayor's Teen Government Academy



USER BREAKDOWN

96,724

PAGE VIEWS
COMPARISON PERIOD 102,860

56.48%

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 52.45%

48.62%

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 46.99%

MOST VISITED PAGES

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



HOW DO I...

Search



TOWN OF
PROSPER