



**AGENDA**  
**Community Engagement Committee (CEC)**  
Prosper Town Hall, Council Chambers  
250 W. First Street, Prosper, Texas  
Wednesday, March 04, 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 February 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 America 250.**
5. **Discuss and Consider CEC Subcommittee Reports.**

6. **Special Events Updates:**
  - a. **Upcoming Events:**
    - **P-Town Throwdown**
    - **2026 Christmas Festival**
  - b. **Recent Events:**
    - **Prosper Fishing Derby**
7. **Voice of the Town.**
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, February 25, 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**

<p><b>NOTICE OF ASSISTANCE AT PUBLIC MEETINGS:</b> 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.</p>
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**MINUTES**  
**Community Engagement Committee**  
Prosper Town Hall, Council Chambers  
250 W. First Street, Prosper, Texas  
Wednesday, February 4, 2026

**1. Call to Order / Roll Call.**

The meeting was called to order at 6:01 p.m.

**Committee Members Present:**

Kimberly Smith, Chair  
Ella Lee  
Rory Conley  
Annie Bungler  
Sean Boardman  
Jeff Robinson  
Andy Franco  
Kari Willis  
Samad Abdur-Razzaaq

**Committee Members Absent:**

Jennifer Downs  
Soprina Reeves, Vice Chair

**Councilmembers Present:**

Jeff Hodges  
Amy Bartley

**Staff Members Present:**

Todd Rice, Communications Director  
Myrisa Petty, Community Engagement Coordinator  
Kaylynn Stone, Special Events Manager  
Angela Lewis, Event Specialist  
Trevor Helton, Recreation Manager  
Patty Kendzie, Marketing Coordinator

**2. Consider and act upon the minutes of the January 7, 2025 Community Engagement Committee (CEC) meeting.**

Kari Willis made a motion to approve and Andy Franco seconded. The minutes were unanimously approved.

**3. Comments from the Public.**

Ahammad M praised the Town's communication and preparation during the winter storm.

**4. Discuss 2026 Mayor's Fitness Challenge (TH)**

Mr. Helton gave a brief overview of the Mayor's Fitness Challenge including how it started and where it currently stands. Mr. Helton proposed enhancements for the 2026 Mayor's Fitness Challenge year to include themed segments, integration of the America 250 celebration and alignment with the yearly Prosper Veterans Day Honor Run. CEC suggestions included providing form links to submit minutes or steps. Councilmember Ray suggests finding a way to integrate with the MyProsper app. When it comes to expanding the program,

Councilmember Bartley asked the committee how to target those who are not already active to get them active. Incentives suggested included swag items and potentially waived participation in the Prosper Veterans Day Honor Run.

**5. Discuss and Consider CEC Subcommittee Reports**

Ms. Smith asked the CEC Subcommittees for updates since the previous meeting. Ms. Lee updated that herself and Mr. Abdur-Razzaaq attended the January MYAC meeting and gave an overview of the meeting's contents. They commented on how the MYAC ran their own meeting with little staff involvement. Councilmember Bartley asked that the subcommittee continue to receive feedback from the youth council and as the committee moves into the new school year to assist with tidying up the requirements. Mr. Robinson stated that the events subcommittee was unable to meet so there were no updates available at this time. Ms. Willis gave an update from the communications subcommittee. They commented on the potential for more physical banners and signage that could be put up around town to draw attention to town events including seasonal banners. They also suggested a revamped version of a webpage for events that is very accessible with a limited amount of clicks.

**6. Discussion on Town Events**

**a. Upcoming Events**

- **Prosper Fishing Derby**

The annual Prosper Fishing Derby will take place on Saturday, February 21 at Frontier Park.

- **America 250<sup>th</sup> Anniversary**

Mr. Rice spoke to the upcoming 250<sup>th</sup> anniversary of the USA with the desire to celebrate with events and communications leading up to the July 2<sup>nd</sup> Pride in the Sky celebration. Mr. Rice asked the committee for suggestions for either events or enhancements to pre-existing events that the Town can do to celebrate. Suggestions included a closer partnership with the library for their summer programming, home town events such as parades and a push for more flags to be put up and remain up for an extended period of time.

- **2026 Christmas Festival**

Ms. Stone presented to the committee that due to the scheduled construction of First Street to begin in Spring of 2026 that there will be impacts to the 2026 Christmas Festival. She presents three options to the committee that include either moving the event to Frontier Park, downsizing the event at Town Hall or splitting the festival and tree lighting. The committee is asked to bring suggestions back to the March meeting so the events team can present to Council and begin planning the event.

**7. Voice of the Town**

The committee did not have any feedback for this item for this month.

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

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

- Boards & Commissions Work Session
- Prosper Fishing Derby
- Mayor's Fitness Challenge

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

The Committee requested the following for future agenda items:

- Focus on America 250

**10. Adjourn.**

The meeting was adjourned at 7:39 p.m. on February 4, 2026.

These minutes were approved on March 4, 2026.

**APPROVED**

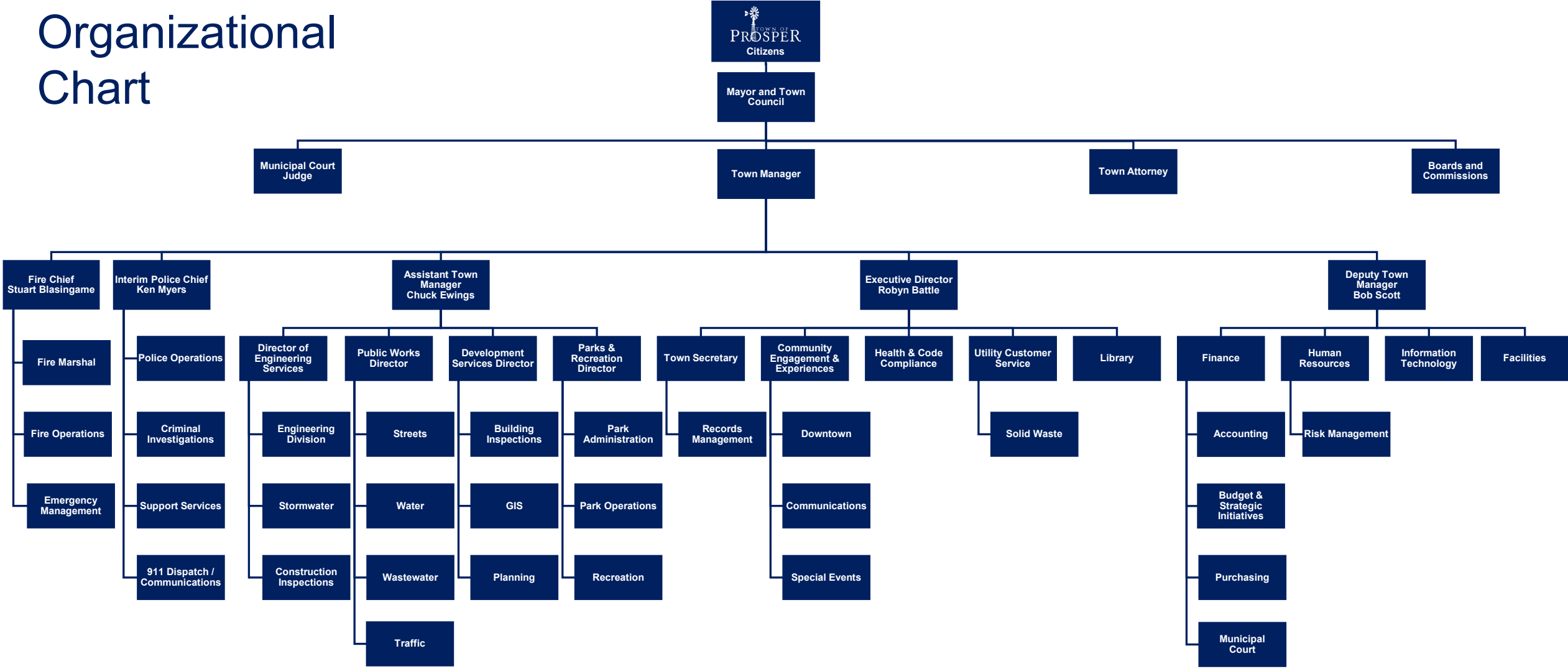
\_\_\_\_\_  
Kimberly Smith, Chair

**ATTESTED**

\_\_\_\_\_  
Robyn Battle, Executive Director

DRAFT

# Organizational Chart





# TOWN OF PROSPER

## Communications Report January 2026

### SNAPSHOT

<b>193</b>	<b>995</b>	<b>59,251</b>	<b>1,293,266</b>
POSTS	NEW FOLLOWERS	ENGAGEMENTS	IMPRESSIONS
212 <small>PREVIOUS COMPARISON PERIOD</small>	456 <small>PREVIOUS COMPARISON PERIOD</small>	21,563 <small>PREVIOUS COMPARISON PERIOD</small>	618,730 <small>PREVIOUS COMPARISON PERIOD</small>

COMBINED ACCOUNTS


[VIEW JANUARY 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

 **25,312**  
FOLLOWERS



**GAINED 246 NEW  
FACEBOOK FOLLOWERS**

**30**  **41**  
POSTS PREVIOUS COMPARISON PERIOD

**11,424**  **4,128**  
ENGAGEMENTS PREVIOUS COMPARISON PERIOD

**230,541**  **146,536**  
IMPRESSIONS PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER POLICE FACEBOOK



**25,209**  
FOLLOWERS



**GAINED 214 NEW  
FACEBOOK FOLLOWERS**

**18**

POSTS



**19**

PREVIOUS COMPARISON PERIOD

**29,113**

ENGAGEMENTS



**6,612**

PREVIOUS COMPARISON PERIOD

**617,980**

IMPRESSIONS



**195,099**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER FIRE RESCUE FACEBOOK



**12,713**  
FOLLOWERS



**GAINED 76 NEW  
FACEBOOK FOLLOWERS**

**20**

POSTS



**11**

PREVIOUS COMPARISON PERIOD

**7,693**

ENGAGEMENTS



**5,347**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

**137,096**

IMPRESSIONS



**92,519**

PREVIOUS COMPARISON PERIOD



## PROSPER PARKS & RECREATION FACEBOOK



**9,947**  
FOLLOWERS



**GAINED 219 NEW  
FACEBOOK FOLLOWERS**

**20**

POSTS



**34**

PREVIOUS COMPARISON PERIOD

**7,765**

ENGAGEMENTS



**6,563**

PREVIOUS COMPARISON PERIOD

**207,330**

IMPRESSIONS



**200,105**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER COMMUNITY LIBRARY FACEBOOK



**5,689**  
FOLLOWERS



**GAINED 42 NEW  
FACEBOOK FOLLOWERS**

**32**

POSTS



**32**

PREVIOUS COMPARISON PERIOD

**939**

ENGAGEMENTS



**854**

PREVIOUS COMPARISON PERIOD

**31,006**

IMPRESSIONS



**33,318**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

**TOWN OF PROSPER**

**5,365**

FOLLOWERS  
5,350 Comparison Period

**PROSPER POLICE**

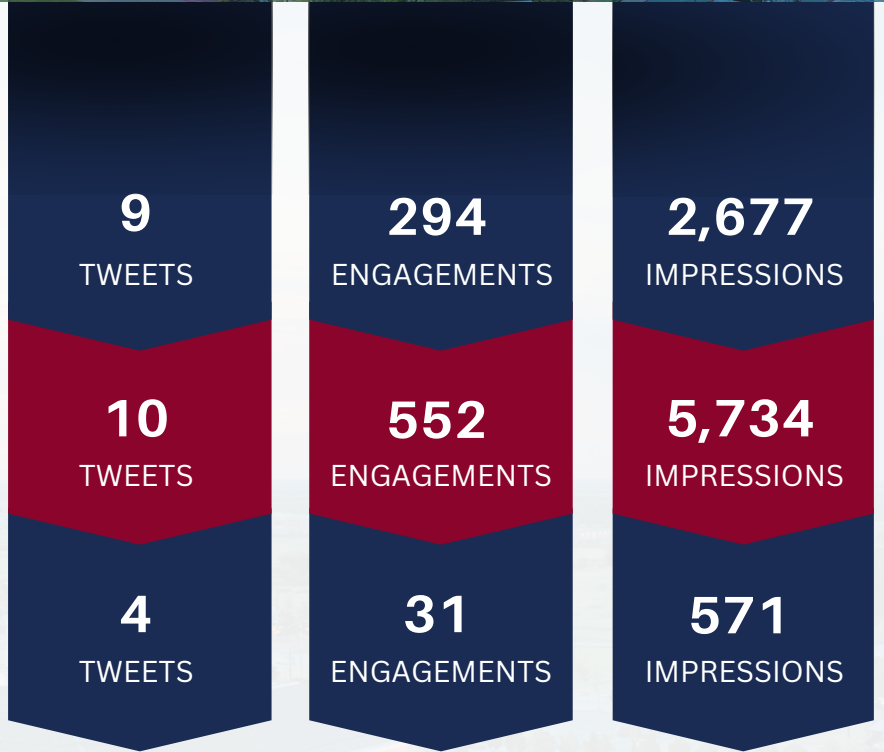
**7,436**

FOLLOWERS  
7,427 Comparison Period

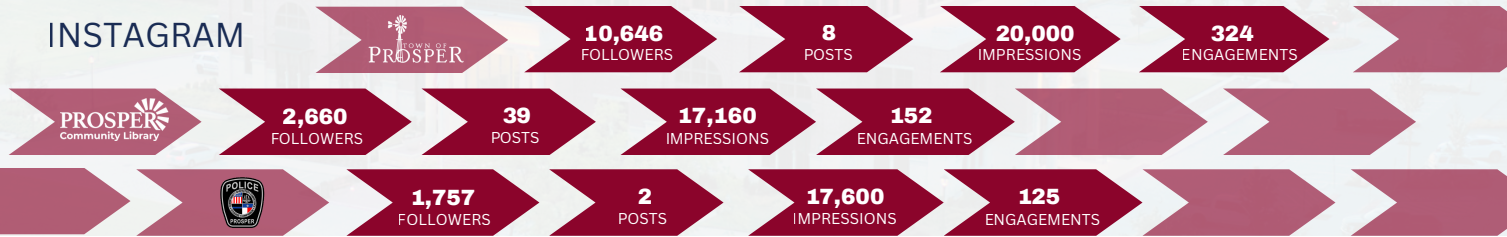
**PROSPER FIRE RESCUE**

**2,512**

FOLLOWERS  
2,509 Comparison Period



**INSTAGRAM**



**TOWN OF PROSPER**  
TOWN STAFF AT WORK

10,131 VIEWS  
215 LIKES



**PROSPER POLICE**  
SAFE DRIVING

3,481 VIEWS  
65 LIKES



**COMMUNITY LIBRARY**  
BEAR HUNT

1,276 VIEWS  
6 LIKES



**LINKEDIN**



**NEXTDOR**





## TOWN OF PROSPER VIDEOS



**1**

Mayor's Minute

## MAYOR'S MINUTE



**1**

NEW VIDEOS

**VIEWS** 1.5K

**MAYOR'S MINUTE - 1/13/2026**

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

**5,561**

CONTACTS

**5,484** Comparison Period

### EMPLOYEE EDITION

**429**

CONTACTS

### HOA MONTHLY NEWSLETTER

**187**

CONTACTS

**69%**  
AVERAGE  
OPEN RATE

**63%**  
AVERAGE  
OPEN RATE

**61%**  
AVERAGE  
OPEN RATE

**3.5%**  
AVERAGE  
CLICK RATE

**4.4%**  
AVERAGE  
CLICK RATE

**3.5%**  
AVERAGE  
CLICK RATE

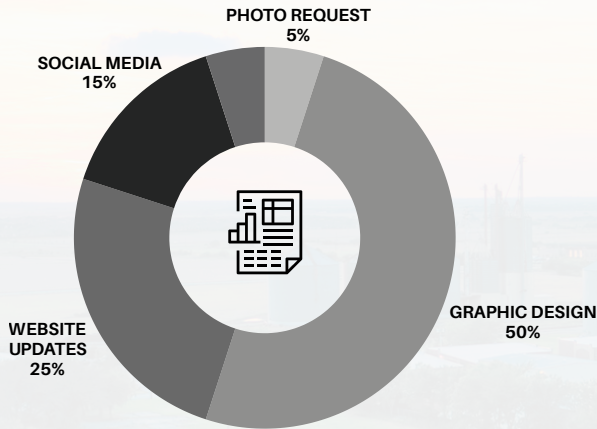
**5**  
NEWSLETTERS  
SENT

**1**  
NEWSLETTERS  
SENT

**1**  
NEWSLETTERS  
SENT

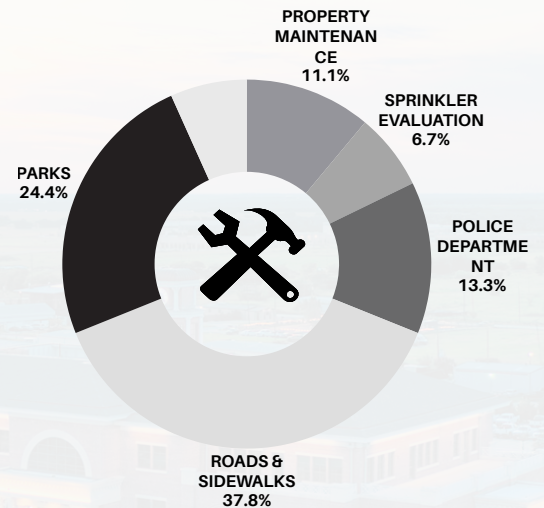


## COMMUNICATION HELP TICKETS



24 COMMUNICATION HELP TICKETS WERE SUBMITTED

## MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

## CHATBOT TOP TOPICS

### TOPIC NUMBER OF MENTIONS

- Trash Pick Up **53**
- Road Projects **12**
- Railroad Cameras **9**
- Police Report **4**
- Ticket Payment **4**

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.



**96.12% Resolution Rate**

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

**56**

TOTAL REQUESTS

**52**

CLOSED REQUESTS

**4**

OPEN REQUESTS

**60**

NEW APP DOWNLOADS

**8,884**

TOTAL APP DOWNLOADS



MEDIA COVERAGE 

**[Prosper Media Coverage for January 24 - January 30, 2026.](#)**

**[Prosper Media Coverage for January 17 - January 23, 2026.](#)**

**[Prosper Media Coverage for January 10 - January 16, 2026.](#)**

**[Prosper Media Coverage for January 3 - January 9, 2026.](#)**



## COMMUNITY ENGAGEMENT

### COMMUNITY ENGAGEMENT **5**

- Community Engagement Committee
- Downtown Advisory Committee
- Mayor's Youth Advisory Council
- Partners in Faith
- State of the Community

### **10**

### COMMUNITY ROOM MEETINGS

- Prosper Historical Society
- Boy Scouts Group 111 Leadership
- Toastmasters of Prosper
- Shawnee Trail Chapter DAR
- North Dallas RC Club
- Pink Venom Soccer
- Employee Orientation
- Cindy's Retirement Reception
- HR Lunch-n-Learn
- Partners in Faith



### USER BREAKDOWN

# 82,952

PAGE VIEWS  
COMPARISON PERIOD 90,282

# 57.25

OF USERS ACCESS OUR WEBSITE  
USING A DESKTOP  
COMPARISON PERIOD 60.24%

# 43.75

OF USERS ACCESS OUR WEBSITE  
USING A MOBILE DEVICE  
COMPARISON PERIOD 44.63%

### MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Prosper Christmas Festival](#)
- [Prosper Community Library](#)
- [Trash & Recycling](#)
- [Pay My Utility Bill](#)



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TOWN OF  
PROSPER