

### **AGENDA**

**Community Engagement Committee (CEC)** 

Prosper Town Hall, Executive Conference Room 250 W. First Street, Prosper, Texas Wednesday, November 6, 2024 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 October 2, 2024, Community Engagement Committee (CEC) meeting.
- 3. Comments from the Public.
- 4. Brainstorming Ideas for Life in Prosper:
  - a. CEC Hand Off Discussion
  - b. Historical Downtown Prosper Event Brainstorm
- 5. Discussion on Town Events (BK)
  - a. Recent Events
    - Celebrate Prosper
  - b. Upcoming Events
    - Veterans Day Honor Run
    - Lakewood Park Ribbon Cutting
    - Christmas Festival
  - c. Logistics for a Serve Prosper event. (AB)

- d. 2025 Event Calendar Discussion Update (MP)
- 6. Discuss and receive updates regarding:
  - a. Community Engagement Activities (MP)
  - b. MYAC Class of 2025 Updates (MP)
- 7. Discuss and consider "Now You Know Prosper" Top 3. (BK)
- 8. Discuss and consider "CEC Top 3" & Save the Date items. (BK)
- 9. Requests 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 Friday, November 1, 2024 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, October 2, 2024

### 1. Call to Order / Roll Call.

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

### **Committee Members Present:**

Brent Kirby, Chair Kristin Meier, Vice-Chair Andy Franco Jai Muthu Stacy Cate Kari Willis Darlene Morton Soprina Reeves Annie Bunger

### **Committee Members Absent:**

Gretchen Darby Kimberly Smith

### **Councilmembers Present:**

Jeff Hodges Amy Bartley

### **Staff Members Present:**

Todd Rice, Communications Director
Myrisa Petty, Community Engagement Coordinator

2. Consider and act upon the minutes of the September 4, 2024, Community Engagement Committee (CEC) meeting.

Kristin Meier made a motion and Andy Franco seconded the motion to approve the September 4, 2024 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. (BK)

### a) Update 2024 – 2025 MYAC Application Status

Mrs. Petty updated on the total number of applications for this year's class. There were 60 total applications with 43 being eligible. Committee members Ms. Smith, Ms. Meier, and Ms. Cate acted as the selecting committee to decide on the 20 students who would make it into the Mayor's Youth Advisory Council. The selecting committee has suggested for future application processes to do away with teacher recommendations and ask for a resume instead. Ms. Petty notes that there were several students who were ineligible for selection due to missing teacher recommendations.

### b) Update on MyProsper App Messaging System

Ms. Petty gave an update on the new messaging system within the MyProsper app which includes push notification, email and text notification. A content calendar was shared with the committee to see the planned notifications for the rest of the year. Ms. Willis suggests pushing a notification up in the calendar so it would not conflict with holidays.

#### c. CEC Hand Off Discussion

This item was pushed to the next meeting.

### 5. Discussion of Downtown Historical Marker Project. (TR)

Mr. Rice is moving to gathering quotes for vendors for the bronze plaques. The Downtown Committee approved the CEC suggestion of bronze and sizing. Mr. Rice is also moving forward with code approval and approval from the businesses. The committee suggests MYAC involvement in the advertising when these plaques are live.

### 6. Discuss and feedback on Town Events (BK)

### a. Upcoming Events

### • Celebrate Prosper

The event will be held on October 5 at Frontier Park. Following the CEC's recommendations at the June 2024 meeting, Town staff presented the ideas to the Town Council, who concurred with the recommendations, including the addition of a New Resident component to Celebrate Prosper and possibly adding vendors, a "battle-of-the bands," an art show, and possible barbecue cookoff as future enhancements to the event. Mr. Ray has suggested a slight change to the orange used in Celebrate Prosper branding so it isn't as similar to neighboring towns. Ms. Smith proposed opening acts from around town and potentially cultural performances for future music centric events.

### Veterans Day Honor Run

The event will be held on November 9 at Frontier Park. The run has been expanded to include three distances. Mr. Ray has suggested getting Prosper ISD JROTC and track teams involved in this year's event. Ms. Meier suggests better advertising for the memorial fundraiser and pushing the fun run in a video with Prosper ISD JROTC.

### Prosper Christmas Festival

The event will be held December 7 at Prosper Town Hall. Festivities include Santa's Workshop, Kids Christmas Shoppe, Horse-drawn Carriage Rides, Kid Zone, Santa's Selfie Station, Community Stage performances, cookie decorating and twinkling exhibits packed with gifts and goodies for sale.

### b. Discussion on a Serve Prosper event (TR)

This item was pushed to the next meeting.

### c. 2025 Event Calendar Discussion

Council Member Bartley gave a rundown of the events and the committees goal for brainstorming the 2025 calendar. Mr. Kirby lead the committee in looking at attendance numbers for 2024 events. Mr. Muthu mentions that locations of events should look to the west side since most events do take place on the east side. Ms. Meier mentions that this can affect attendance because of traffic, construction and convenience. Ms. Bunger spoke to making events mobile but to keep staff time and compensations in mind. The committee suggests moving National Day of Prayer to the evening to boost attendance. The committee identified their top events to be Pride in the Sky, Freedom Fest and the Prosper Christmas

Festival. Council Member Bartley suggests combining Celebrate Prosper with P-Town Throwdown or Coffee & Chrome. The committee notes that a lot of the smaller events are niche and highly suggest moving a larger event such as Celebrate Prosper to the start of the year. It was noted that the fall is oversaturated and residents, in particular parents, feel burned out. Ms. Willis suggests pulling Paws on Broadway and Movie Night all together with Ms. Bunger agreeing. When Raymond Community Park is opened, the committee suggests moving P-Town Throwdown there as an inaugural event. Mr. Kirby suggests keeping some events downtown to keep the small-town feel. The committee agrees that bigger events, spread out is better.

### 7. Discuss receive updates regarding:

### a. Community Engagement Activities

Mr. Rice suggests shifts for the CEC to volunteer at events so they can assist for a short time but still enjoy the event. The committee liked the idea.

### 8. Discuss and consider "Now You Know Prosper" Top 3. (BK)

Mr. Rice gave an update on the upcoming "Now You Know Prosper" project.

### 9. Discuss and consider "CEC Top 3" & Save the Date Items (BK).

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

- Celebrate Prosper
- Veterans Day Honor Run
- Prosper Christmas Festival

### 10. Requests for future agenda items.

- Logistics for Serve Prosper
- Discussion of Historical Downtown Event
- CEC Handoff Discussion

### 11. Adjourn.

The meeting was adjourned at 7:38 p.m. on October 2, 2024.

These minutes were approved on November 6, 2024.

APPROVED
Brent Kirby, Chair
ATTESTED
Todd Rice, Communications Director





## **TOWN OF PROSPER**

Communications Report **September 2024** 

## **SNAPSHOT**

380

1,382

699 PREVIOUS COMPARISON PERIOD

**NEW FOLLOWERS** 

**114,382** ENGAGEMENTS

46,457
PREVIOUS COMPARISON PERIOD

1,084,430

IMPRESSIONS
811,110
PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

### **VIEW SEPTEMBER 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



**21,615** FOLLOWERS



# GAINED **102 NEW**FACEBOOK FOLLOWERS

**56** POSTS



58

PREVIOUS COMPARISON PERIOD

18,322



15,912

ENGAGEMENTS PREVIOUS COMPARISON PERIOD

361,416



409.008

**IMPRESSIONS** 

PREVIOUS COMPARISON PERIOD





### PROSPER POLICE FACEBOOK





### **GAINED 376 NEW FACEBOOK FOLLOWERS**

46 POSTS

PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



18,729

PREVIOUS COMPARISON PERIOD

463,148



191,484

**IMPRESSIONS** 

PREVIOUS COMPARISON PERIOD

### PROSPER FIRE RESCUE FACEBOOK





### **GAINED 26 NEW FACEBOOK FOLLOWERS**

**VIEW TOP POST** 

POSTS



PREVIOUS COMPARISON PERIOD

**ENGAGEMENTS** 



PREVIOUS COMPARISON PERIOD

39,830 **IMPRESSIONS** 



41,402

PREVIOUS COMPARISON PERIOD

**VIEW TOP POST** 



### PROSPER PARKS & RECREATION FACEBOOK



8,295 FOLLOWERS



### **GAINED 52 NEW FACEBOOK FOLLOWERS**

49 POSTS



PREVIOUS COMPARISON PERIOD

**ENGAGEMENTS** 



1,454
PREVIOUS COMPARISON PERIOD

35,565 **IMPRESSIONS** 



37,822
PREVIOUS COMPARISON PERIOD

### PROSPER COMMUNITY LIBRARY FACEBOOK



**5,251** FOLLOWERS



## **GAINED 22 NEW FACEBOOK FOLLOWERS**

**VIEW TOP POST** 



PREVIOUS COMPARISON PERIOD

548 **ENGAGEMENTS** 



851

PREVIOUS COMPARISON PERIOD

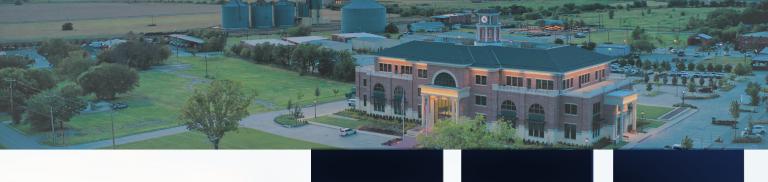
**IMPRESSIONS** 



22,090

PREVIOUS COMPARISON PERIOD





X

TOWN OF PROSPER

VIEW TOP POST

5,128

**FOLLOWERS** 5.094 Comparison Period

PROSPER POLICE

7,121

FOLLOWERS 7,006 Comparison Period

PROSPER FIRE RESCUE

VIEW TOP POST

2,418

**FOLLOWERS** 2,405 Comparison Period 28

**TWEETS** 

27

**TWEETS** 

12 **TWEETS**  4,035

**ENGAGEMENTS** 

450 **ENGAGEMENTS** 

**70 ENGAGEMENTS** 

5,518 **IMPRESSIONS** 

27,476 **IMPRESSIONS** 

2,249

**IMPRESSIONS** 

**INSTAGRAM** 

**³**‡ Pr©šper

**8,570**OLLOWERS

98,883

**2,424**ENGAGEMENTS

PROSPER

1,965 FOLLOWERS

7,129 IMPRESSIONS ENGAGEMENTS

TOWN OF PROSPER

FREEDOM FEST 2024 35.5k PEOPLE REACHED **1,061** LIKES **63 SHARES 29** COMMENTS



COMMUNITY LIBRARY HALLOWEEN PUPPET BOOKMARKS! **14** PEOPLE REACHED 13 LIKES

LINKEDIN



2,654



23 POSTS



20,494

1 COMMENTS



2,686



2,000

**ENGAGEMENTS** POST CLICKS

**NEXTDOOR** 



16,565

**MEMBERS** 

9,282



11407



POSTS

**CLAIMED HOUSEHOLDS** 

**IMPRESSIONS** 



### TOWN OF PROSPER VIDEOS



8

2024 Prosper 9/11 Ceremony
Bus Stop Safety with Lilly and Assistant Chief Brewer
Prosper Freedom Fest 2024
Now you Know Prosper: Push Notifications
Temporary Traffic Signal at Denton Way/Fishtrap

<u>Celebrate Prosper is the Town's Annual Community Celebration</u>

<u>Congratulations to the 2024-2025 Mayor's Youth Advisory Council Legacy Drive between Prairie Drive and First Street</u>

### MAYOR'S MINUTE



**2** NEW VIDEOS

ENGAGEMENTS 79
IMPRESSIONS 2,523
VIEWS 2,859

MAYOR'S MINUTE - 9/10/2024 MAYOR'S MINUTE - 9/24/2024

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** 

4,605

CONTACTS **4,571** Comparison Period

**EMPLOYEE EDITION** 

419

CONTACTS

**HOA MONTHLY NEWSLETTER** 

175

CONTACTS

THE LANDSCAPE

**1,760** 

CONTACTS

**67%**AVERAGE
OPEN RATE

**55%**AVERAGE
OPEN RATE

64%
AVERAGE
OPEN RATE

**73%**AVERAGE
OPEN RATE

4% AVERAGE CLICK RATE

> 3% AVERAGE CLICK RATE

6% AVERAGE CLICK RATE

**7%**AVERAGE
CLICK RATE

**4** NEWSLETTERS SENT

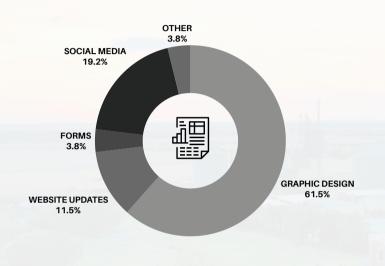
NEWSLETTERS
SENT

`**I** NEWSLETTERS SENT

**1** NEWSLETTERS SENT



### **COMMUNICATION HELP TICKETS**



27 COMMUNICATION HELP TICKETS WERE SUBMITTED

**NUMBER OF MENTIONS** 

### CHATBOT TOP TOPICS

•	Trash	37
•	Water	18
•	Permit	17
•	Library	14
•	Railroad Cameras	14

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.

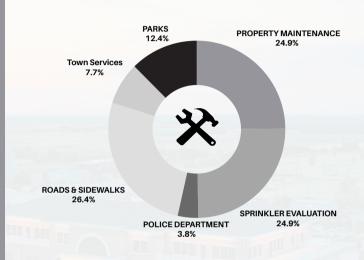


**TOPIC** 

### 89.4% Resolution Rate

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

# MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

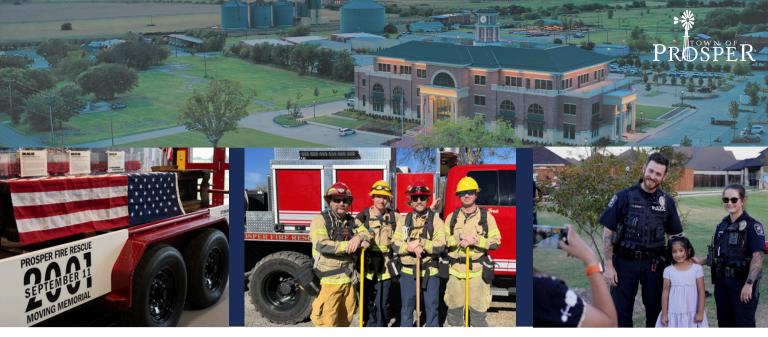
**69** TOTAL REQUESTS

**62**CLOSED REQUESTS

**7**OPEN REQUESTS

115
NEW APP DOWNLOADS

7,469
TOTAL APP DOWNLOADS



### PRESS RELEASES

Prosper Leadership Appointed to Key North Central Texas Council of Governments Boards **Prosper Town Council Adopts 2024-2025 Fiscal Year Budget** Town of Prosper Invites the Community to Attend 9/11 Ceremony and Blood Drive

MEDIA COVERAGE 🖷



**1.18K** MEDIA MENTIONS

**CAMPARISON** 968

**TOP COVERAGE** 

Prosper Media Coverage for August 7 - September 6, 2024.

Prosper Media Coverage for September 7 - September 20, 2024.

Prosper Media Coverage for September 21 - September 27, 2024.

Prosper Media Coverage for September 28 - October 4, 2024



## COMMUNITY ENGAGEMENT ROAD

### **COMMUNITY ENGAGEMENT**

7

- CEC Meeting September 4
- Prosper Freedom Fest September 7
- 9/11 Ceremony September 11
- DTAC Meeting September 16
- PHS Homecoming September 18
- Walnut Grove Homecoming September 25
- MYAC Meeting September 26

# COMMUNITY ROOM MEETINGS

- Preston Lakes HOA
- PASO Soccer
- Prosper Historical Society
- Prosper Parkside HOA
- North Dallas RC Club
- Prosper Muslim Community Planning Mtg.



### **USER BREAKDOWN**

108,570

PAGE VIEWS
COMPARISON PERIOD 104,301

37.19

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPARISON PERIOD 44.0%

**62.38**%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE COMPARISON PERIOD 56.0%

### **MOST VISITED PAGES**

- Town of Prosper A Place Where Everyone Matters
- Field Status
- Prosper Freedom Fest
- Join Prosper Police Department
- Trash & Recycling Town of Prosper
- Live Railroad Camera Feeds
- Library
- <u>Utility Customer Service Pay My Bill</u>
- <u>Employment</u>
- Pay My Utility Bill



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