PROSPER A Place Where Everyone Matters

AGENDA

Community Engagement Committee (CEC)

Prosper Town Hall, Executive Conference Room 250 W. First Street, Prosper, Texas Wednesday, August 6, 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 July 2, 2025 Community Engagement Committee (CEC) meeting.
- 3. Comments from the Public.
- 4. Brainstorming Ideas for Life in Prosper:
 - a. #The75078 Campaign
 - b. Joint Parks and Recreation Board Meeting Recap
 - c. Committee Members Terms & Roll Off
- 5. Discussion on Town Events:
 - Recent Events
 - a. Prosper on Tap: Bourbon, Beer & Bubbly
- 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 Friday, August 1, 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

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: The Prosper Board and Commission 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, Executive Conference Room 250 W. First Street, Prosper, Texas Wednesday, July 2, 2025

1. Call to Order / Roll Call.

The meeting was called to order at 6:04 p.m.

Committee Members Present:

Kristin Meier, Chair Soprina Reeves, Vice Chair Andy Franco Annie Bunger Darlene Morton Sean Boardman

Committee Members Absent:

Gretchen Darby Kari Willis Stacy Cate Kimberly Smith Jai Muthu

Councilmembers Present:

Marcus Ray Jeff Hodges

Staff Members Present:

Myrisa Petty, Community Engagement Coordinator Todd Rice, Communications Director Wilson Haynes, Sr. Communications Specialist

2. Consider and act upon the minutes of the June 4, 2025 Community Engagement Committee (CEC) meeting.

Andy Franco made a motion to approve and Soprina Reeves 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. MYAC Socials and Applications

Ms. Petty outlined the selected dates for the 2026 MYAC class applications and meetings for the committee and shares the updated webpage. She also outlined was the SharePoint portal where applications are stored and how to navigate for those who have opted to join the selection subcommittee. Ms. Meier suggested having an odd number for the subcommittee. Those who have volunteered for the selection committee so far are: Stacy Cate, Kristin Meier, Kimberly Smith and Annie Bunger.

b. #ProsperProud Campaign

Mr. Haynes presents design ideas for a #Our75078 campaign and the steps to get the campaign off the ground. Councilmember Ray suggests making the campaign like a game where the most creative post is featured on Town social media as well as having stickers or t-shirts as prizes. Councilmember Hodges suggests making the design seasonal. Some new names that were suggested by the committee included #the75078, #love75078 and #one75078. Ms. Meier called for a vote to decide the name of the campaign and it was unanimously voted in favor of #the75078.

5. Discussion on Town Events

a. Recent Events.

Pride in the Sky

Pride in the Sky was held at Frontier Park, which is located at 1551 W. Frontier Parkway on July 1 in Prosper, Texas. Cedarbrook Media partners with the Town of Prosper. Mr. Boardman comments that it was a great event, however, a bigger stage or making the music/speakers louder would be beneficial because audio couldn't be heard at the back of the crowd. Ms. Reeves says she would have liked to have seen more police presence for the number of people that were there.

b. Upcoming Events

Prosper on Tap: Bourbon, Beer & Bubbly

The second Prosper on Tap event will take place on July 19th in Downtown Prosper. This daytime event is the perfect way to explore the charming shops of Downtown Prosper while enjoying bourbon, craft beer, wine, and bubbly.

6. Discuss and receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared the videos for firework safety going into the holiday weekend as well as the call out for musicians for the Prosper Jam Off. Also mentioned was a second joint meeting with the Parks and Recreation board with Tuesday, August 5 being the most convenient time for the CEC to attend. Ms. Petty gave overviews of upcoming meetings for Partners in Faith and the upcoming HOA Legal Clinic that is hosted in partnership with Celina, McKinney and Anna. Lastly, Ms. Petty showed photos from the first Mayor's Teen Government Academy and commented on the success of the program.

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

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

- Share the fireworks safety video
- Prosper on Tap: Bourbon, Beer and Bubbly
- Prosper Jam Off

8. Requests for future agenda items.

The Committee requested the following for future agenda items

- Follow up on the #ProsperProud campaign
- Committee Members terms and roll off
- Joint Parks Meeting Recap

9. Adjourn.

The meeting was adjourned at 7:26 p.m. on July 2, 2025.

These minutes were approved on August 6, 2025.

APPROVED

Kristin Meier, Chair

ATTESTED

Todd Rice, Communications Director







TOWN OF PROSPER

Communications Report June 2025

SNAPSHOT

357

1,063
PREVIOUS COMPARISON PERIOD

1,095

58,479 NEW FOLLOWERS ENGAGEMENTS 74,015

941,290

IMPRESSIONS 996,030

COMBINED ACCOUNTS

VIEW JUNE 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



24,401 **FOLLOWERS**



GAINED 185 NEW FACEBOOK FOLLOWERS

55 POSTS



66

PREVIOUS COMPARISON PERIOD

8,983 **ENGAGEMENTS**



PREVIOUS COMPARISON PERIOD

198.353



IMPRESSIONS PREVIOUS COMPARISON PERIOD





PROSPER POLICE FACEBOOK



23,616 FOLLOWERS



GAINED 261 NEW FACEBOOK FOLLOWERS



PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



35,368

PREVIOUS COMPARISON PERIOD

401,291

IMPRESSIONS



299,981

PREVIOUS COMPARISON PERIOD

PROSPER FIRE RESCUE FACEBOOK



11,985 FOLLOWERS



GAINED 125 NEW **FACEBOOK FOLLOWERS**

VIEW TOP POST



PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



PREVIOUS COMPARISON PERIOD

0,927 **IMPRESSIONS**



PREVIOUS COMPARISON PERIOD

VIEW TOP POST



PROSPER PARKS & RECREATION FACEBOOK





GAINED **55 NEW**FACEBOOK FOLLOWERS

47 POSTS



50
PREVIOUS COMPARISON PERIOD

1,880 ENGAGEMENTS



3,560

PREVIOUS COMPARISON PERIOD

54,488

IMPRESSIONS



87,122

PREVIOUS COMPARISON PERIOD

PROSPER COMMUNITY LIBRARY FACEBOOK







GAINED **45 NEW**FACEBOOK FOLLOWERS

VIEW TOP POST

41



32

PREVIOUS COMPARISON PERIOD

1,303 ENGAGEMENTS



768

PREVIOUS COMPARISON PERIOD

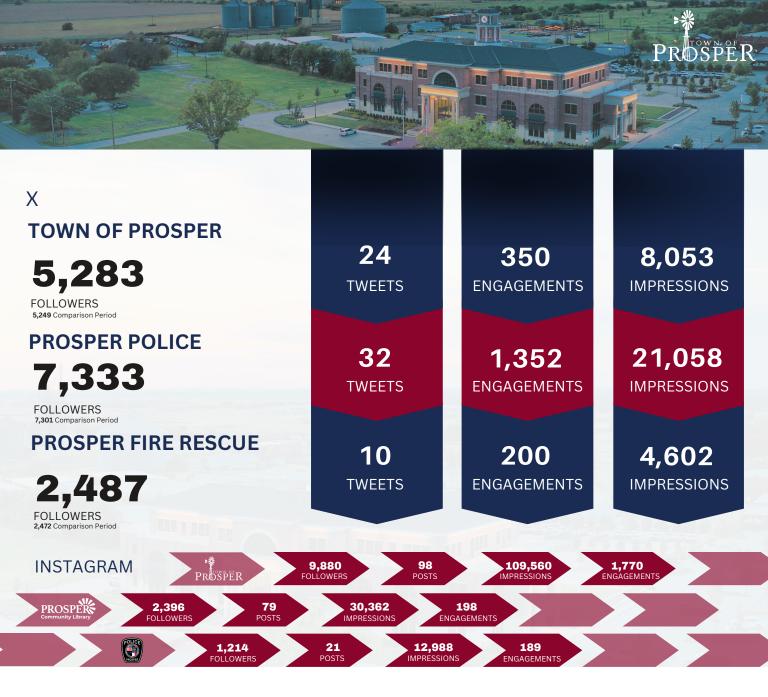
31,511IMPRESSIONS



22,024

PREVIOUS COMPARISON PERIOD

VIEW TOP POST



TOWN OF PROSPER

ROBOTIC MOWERS 6.4k Views **184** LIKES **111** SHARES **5** COMMENTS



PROSPER POLICE PROSPER DOWNTOWN BLOCK PARTY

24 LIKES 19 Shares



COMMUNITY LIBRARY SPANISH TEA TIME

21 LIKES 1 Shares



LINKEDIN



3,253

18 POSTS



11,085

IMPRESSIONS

1,127



766 POST CLICKS

NEXTDOOR



17,625 **MEMBERS**

9,747



1,521



10 **POSTS**

CLAIMED HOUSEHOLDS

IMPRESSIONS



TOWN OF PROSPER VIDEOS



6

<u>Fireworks are Prohibited in the Town of Prosper</u> Prosper Jam Off

Update: First Street from DNT to Stuber Elementary (6/12/2025)

Decorated Book Edges Hit the Library
Say Hello to Our New Helpers in Prosper!

US 380 Update: Progress at Legacy Drive to FM 1385 (6/4/2025)

MAYOR'S MINUTE



2 NEW VIDEOS

VIEWS 5.626

MAYOR'S MINUTE - 6/10/2025 MAYOR'S MINUTE - 6/24/2025

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

5,177

5,143 Comparison Period

EMPLOYEE EDITION

491

CONTACTS

HOA MONTHLY NEWSLETTER

196

CONTACTS

66%
AVERAGE
OPEN RATE

54%AVERAGE
OPEN RATE

61% AVERAGE OPEN RATE **3%**AVERAGE
CLICK RATE

2% AVERAGE CLICK RATE

8%AVERAGE
CLICK RATE

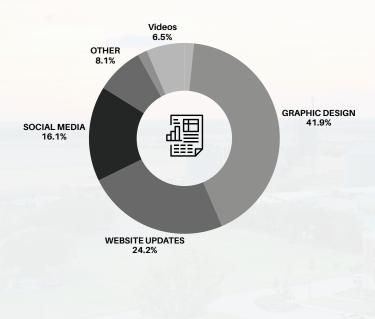
4 NEWSLETTERS SENT

NEWSLETTERS
SENT

■ NEWSLETTERS SENT



COMMUNICATION HELP TICKETS



62 COMMUNICATION HELP TICKETS WERE SUBMITTED

NUMBER OF MENTIONS

CHATBOT TOP TOPICS

•	Trash	35
•	Contact Information	13
•	Railroad Cameras	8
•	Bulk Trash	6
•	Fireworks	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.

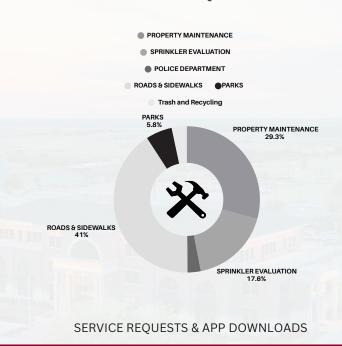


TOPIC

90.65% Resolution Rate

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

MYPROSPER MOBILE APP SERVICE REQUESTS



71TOTAL REQUESTS

58CLOSED REQUESTS

13
OPEN REQUESTS

88NEW APP DOWNLOADS

8,243
TOTAL APP DOWNLOADS



MEDIA COVERAGE

877 MEDIA MENTIONS

CAMPARISON 1.2K

TOP COVERAGE

Prosper Media Coverage for May 31 - June 6, 2025.

Prosper Media Coverage for June 7 - 13, 2025.

Prosper Media Coverage for June 14 - 20, 2025.

Prosper Media Coverage for June 21 - June 27, 2025



COMMUNITY ENGAGEMENT ROAD

COMMUNITY ENGAGEMENT

3

- Downtown Advisory Council Meeting June 2
- Community Engagement Committee Meeting June 4
- Teen Government Academy June 9 through June 20

COMMUNITY ROOM MEETINGS

- Prosper Historical Society
- Trails of Prosper HOA
- JEB Homes Educational Workshop
- Gentle Creek Estates HOA



USER BREAKDOWN

100,181

PAGE VIEWS COMPARISON PERIOD 107,176

58.4%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPARISON PERIOD 58.4%

42.3%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE COMPARISON PERIOD 42.3%

MOST VISITED PAGES

- <u>Town of Prosper A Place Where Everyone Matters</u>
- 2025 Prosper's Pride in the Sky Independence Day
- Library Card Membership
- Trash & Recycling Town of Prosper
- Employment
- Recreation Programs





