



**AGENDA**  
**Community Engagement Committee (CEC)**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Wednesday, July 10, 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 June 5, 2024, Community Engagement Committee (CEC) meeting.**
3. **Comments from the Public.**
4. **Brainstorming Ideas for Life in Prosper (BK)**
  - a. **Discuss 2024-2025 MYAC Application Process**
  - b. **Facilitated brainstorming discussion on:**
    1. **strategies for soliciting involvement and feedback from residents**
    2. **better informing residents about Town services and development projects**
5. **Discussion on the Downtown Historical Marker Project. (RB)**
6. **Discussion and Feedback on Town Events (BK)**
  - a. **Recent events**

- **Pride in the Sky**
- b. Upcoming Events**
  - **Freedom Fest**
  - **Celebrate Prosper**
- 7. Discuss and receive updates regarding:**
  - a. Community Engagement Activities**
- 8. Discuss and consider “Now You Know Prosper” Top 3. (BK)**
- 9. Discuss and consider “CEC Top 3” & Save the Date items. (BK)**
- 10. Requests for future agenda items.**
- 11. 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, July 5, 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, June 5, 2024

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

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

**Committee Members Present:**

Brent Kirby, Chair  
Stacy Cate  
Chris Wardlaw  
Kimberly Smith  
Andy Franco

**Committee Members Absent:**

Kristin Meier  
Kari Willis  
Gretchen Darby  
Jai Muthu

**Councilmembers Present:**

Marcus Ray

**Staff Members Present:**

Robyn Battle, Executive Director  
Dan Baker, Parks & Recreation Director

**2. Consider and act upon the minutes of the May 1, 2024, Community Engagement Committee (CEC) meeting.**

Chris Wardlaw made a motion and Andy Franco seconded the motion to approve the May 1, 2024, CEC meeting minutes. The motion was approved unanimously.

**3. Comments from the Public.**

There were no comments from the public.

The Committee skipped to Item 5b on the agenda.

**5. Discussion and feedback on Town Events. (BK)**

**b. Upcoming Events**

- **Celebrate Prosper**
- **New Resident Mixer**

Mr. Baker presented proposed changes to the Celebrate Prosper event. Based on CEC feedback at a previous meeting, staff is proposing to include a New Resident component to the Celebrate Prosper event, and eliminate the New Resident Mixer as a stand-alone event going forward. Combining the events will provide an opportunity to further enhance the existing Celebrate Prosper event while still providing a special experience for residents that are new to the community. Enhancements to the Celebrate Prosper event include booking well-know artists to play live music and opening up the event to

vendors and exhibitors. Non-profit organizations will still be invited to attend. The upgraded event will have a new resident check-in tent where they can meet Town staff and officials, learn about Town services and programs, meet Town officials, and receive special promotional items. Due to the size and scale of the event, it may become necessary to discontinue giving away free food in order to make the event profitable for food trucks. The Town Council could still give away a free item such as popcorn or ice cream. Special accommodations will again be made for families of children with special needs. Future enhancements to the event may include a barbecue cook-off, battle-of-the-bands and art show.

The Committee concurred with staff's recommendations to include a New Resident component to the Celebrate Prosper event which would include informative displays, banners, and signage throughout the event space. They also were in favor of booking more well-known bands. They liked the idea of a battle-of-the-bands, art show, and barbecue competition as future enhancements. The Committee favored opening up the event to a limited number of curated vendors appropriate for the event. They agreed with staff's proposal to discontinue giving away free hot dogs, hamburgers, and barbecue sandwiches and replace with a smaller item like popcorn or ice cream, so the food truck vendors would be more profitable. The Committee suggested that staff consider a drone show at the end of the event.

#### **5. Discussion and feedback on Town Events. (BK)**

##### **a. Recent Events**

- **Moonlight Movie**
- **National Day of Prayer**
- **Memorial Day Event**
- **Chrome & Coffee**

The Committee had few comments. A suggestion was made to use a LED screen on artificial turf for the movie. The Town should also utilize the JROTC for other events, in addition to the Memorial Day event. Staff may need to curate the types of cars at the Chrome and Coffee event. Holding the event early in the day is a good idea.

#### **4. Brainstorming Ideas for Life in Prosper. (BK)**

##### **a. Discuss MYAC Leadership Council appointment.**

The Committee continued the discussion from the previous meeting on carrying forward a few members from the previous MYAC for 2024-2025 to provide some consistency on the Council and also to give the students who are interested an opportunity to serve for another year.

The Committee would like to discuss a process for selecting a few students to return for the following school year. This item will be discussed further at the July meeting.

#### **6. Discuss and receive any updates regarding:**

##### **a. Community Engagement Activities**

Ms. Battle provided an overview of the Community Engagement activities that have occurred in the past month, including the completion of the 2024 Citizens Academy and the graduation of the 2024 Mayor's Youth Advisory Council. An HOA Presidents Meeting was held on May 30. Guest speakers were Police Chief Doug Kowalski who talked about the use of technology in fighting crime, and Hulon Webb, Director of

Engineering Services provided a demonstration of the Town's Capital Improvement Dashboard on Smartsheet. The Town hosted an art show in partnership with the Visual Arts of Prosper during the week of May 13-17.

**7. Discuss and consider "Now You Know Prosper" Top 3. (BK)**

The Committee provided several suggestions last month. They suggested adding a video about the Mayor's Youth Advisory Council once the application period begins.

**8. Discuss and consider "CEC Top 3" & Save the Date. (BK)**

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

- Board and Commission Applications - open on July 1
- Pride in the Sky – July 1
- Parks & Recreation Summer Programs
- Library Summer Programs

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

- MYAC application process for 2024-2025
- Facilitated brainstorming discussion on:
  1. strategies for soliciting involvement and feedback from residents
  2. better informing residents about Town services and development projects

Following the brainstorming session, the CEC will discuss strategies for measuring success at future meetings.

Ms. Battle shared the following announcements:

CEC members are invited to participate in a photo shoot in July as part of a joint Town/PEDC marketing campaign to promote Downtown Prosper. The Downtown Advisory Committee (DTAC) has asked the CEC to help with the Downtown Historical Markers Project. The members will also be invited to participate in a design charrette to help design monumentation and signage in Downtown Prosper. The new Community Engagement Coordinator is scheduled to start work on July 1.

**10. Adjourn.**

The meeting was adjourned at 8:06 p.m. on June 5, 2024.

These minutes were approved on July 10, 2024.

**APPROVED**

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Brent Kirby, Chair

**ATTESTED**

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Todd Rice, Communications Manager



# TOWN OF PROSPER

## Communications Report May 2024

### SNAPSHOT

**515**

POSTS

447  
PREVIOUS COMPARISON PERIOD

**1,498**

NEW FOLLOWERS

1,240  
PREVIOUS COMPARISON PERIOD

**65,458**

ENGAGEMENTS

47,817  
PREVIOUS COMPARISON PERIOD

**1,237,134**

IMPRESSIONS

864,456  
PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

VIEW MAY 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



**20,406**  
FOLLOWERS



**GAINED 236 NEW  
FACEBOOK FOLLOWERS**

**76**

POSTS



**77**

PREVIOUS COMPARISON PERIOD

**19,373**

ENGAGEMENTS



**19,373**

PREVIOUS COMPARISON PERIOD

**396,135**

IMPRESSIONS



**250,930**


PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



## PROSPER POLICE FACEBOOK

 **20,731**  
FOLLOWERS**GAINED 461 NEW  
FACEBOOK FOLLOWERS****33**

POSTS

**25**

PREVIOUS COMPARISON PERIOD

**30,782**

ENGAGEMENTS

**7,685**

PREVIOUS COMPARISON PERIOD

**533,190**

IMPRESSIONS

**168,932**

PREVIOUS COMPARISON PERIOD

[VIEW TOP POST](#)

## PROSPER FIRE RESCUE FACEBOOK

 **11,252**  
FOLLOWERS**GAINED 246 NEW  
FACEBOOK FOLLOWERS****33**

POSTS

**27**

PREVIOUS COMPARISON PERIOD

**5**

ENGAGEMENTS

**4,217**

PREVIOUS COMPARISON PERIOD

[VIEW TOP POST](#)**82,787**

IMPRESSIONS

**69,601**

PREVIOUS COMPARISON PERIOD

## PROSPER PARKS & RECREATION FACEBOOK

 **8,155**  
FOLLOWERS



**GAINED 68 NEW  
FACEBOOK FOLLOWERS**

**61**

POSTS



**46**

PREVIOUS COMPARISON PERIOD

**1,360**

ENGAGEMENTS



**1,401**

PREVIOUS COMPARISON PERIOD

**69,348**

IMPRESSIONS



**48,663**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER COMMUNITY LIBRARY FACEBOOK

 **5,154**  
FOLLOWERS



**GAINED 24 NEW  
FACEBOOK FOLLOWERS**

**31**

POSTS



**37**

PREVIOUS COMPARISON PERIOD

**788**

ENGAGEMENTS



**984**

PREVIOUS COMPARISON PERIOD

**23,138**

IMPRESSIONS



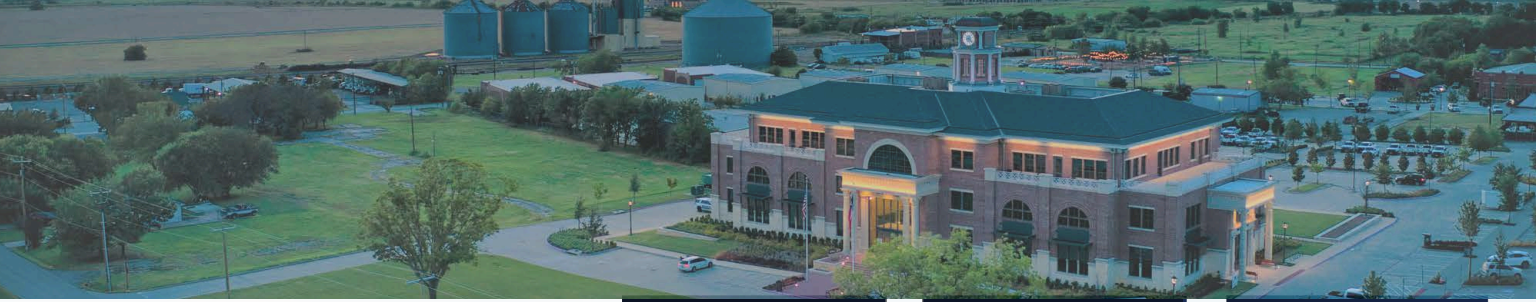
**25,232**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)





X

## TOWN OF PROSPER

[VIEW TOP POST](#)

**5,008**

FOLLOWERS  
4,992 Comparison Period

## PROSPER POLICE

[VIEW TOP POST](#)

**6,866**

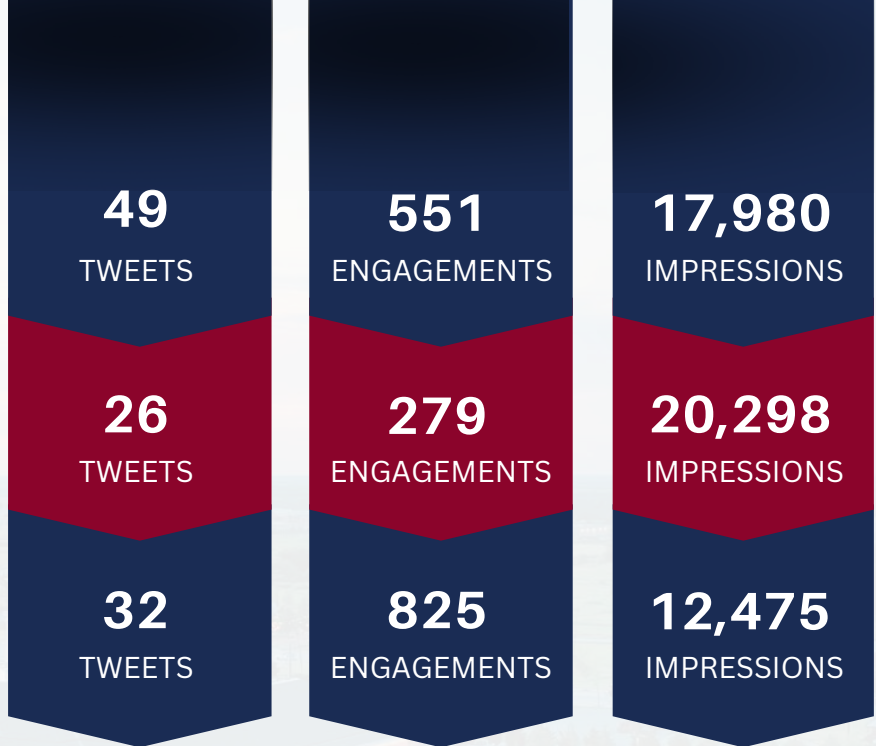
FOLLOWERS  
6,822 Comparison Period

## PROSPER FIRE RESCUE

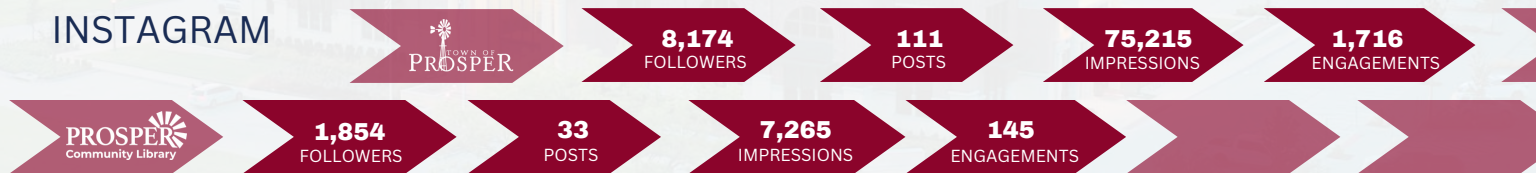
[VIEW TOP POST](#)

**2,369**

FOLLOWERS  
2,270 Comparison Period



## INSTAGRAM



## TOWN OF PROSPER

MAY THE 4TH BE WITH YOU PROSPER!

7.4k PEOPLE REACHED  
206 LIKES  
66 SHARES  
14 COMMENTS



## COMMUNITY LIBRARY

CREATIVE MURAL INSTALLATION

31 PEOPLE REACHED  
26 LIKES  
3 COMMENTS

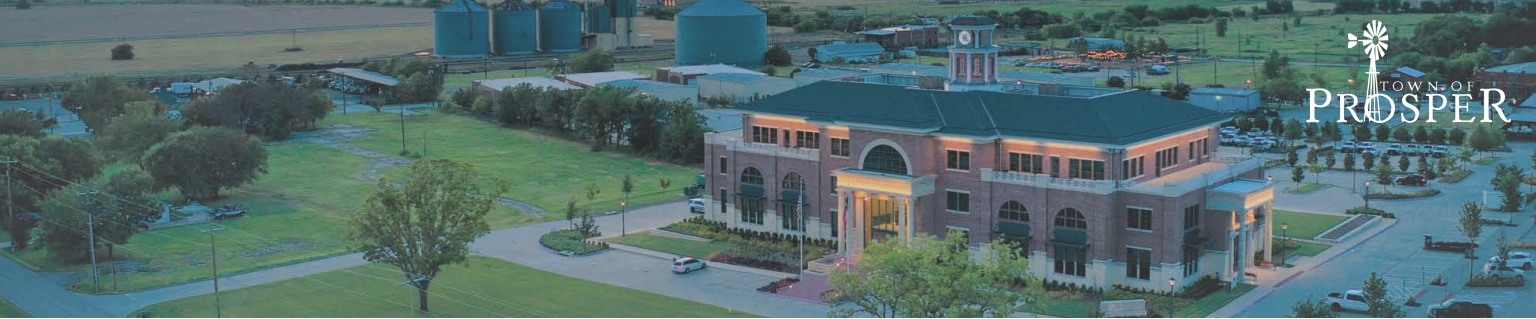


## LINKEDIN



## NEXTDOOR





## TOWN OF PROSPER VIDEOS



7

[May the 4th Be With You From Prosper PD](#)  
[Progress in Prosper: Legacy, Teel and DNT Phase 4A](#)  
[National Peace Officer Memorial Ceremony!](#)  
[Take a Tour with the Members of the MYAC and Explore the Prosper Community Library!](#)  
[Happy Public Works Week!](#)  
[International Firefighters Day.](#)

## MAYOR'S MINUTE



1

NEW VIDEOS

ENGAGEMENTS 36  
IMPRESSIONS 1,012  
VIEWS 438

[MAYOR'S MINUTE - 5/28/2024](#)

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

4,377

CONTACTS

### EMPLOYEE EDITION

414

CONTACTS

### HOA MONTHLY NEWSLETTER

147

CONTACTS

### THE LANDSCAPE

1,749

CONTACTS

61%  
AVERAGE  
OPEN RATE

60%  
AVERAGE  
OPEN RATE

62%  
AVERAGE  
OPEN RATE

71%  
AVERAGE  
OPEN RATE

4%  
AVERAGE  
CLICK RATE

1%  
AVERAGE  
CLICK RATE

13%  
AVERAGE  
CLICK RATE

8%  
AVERAGE  
CLICK RATE

4  
NEWSLETTERS  
SENT

1  
NEWSLETTERS  
SENT

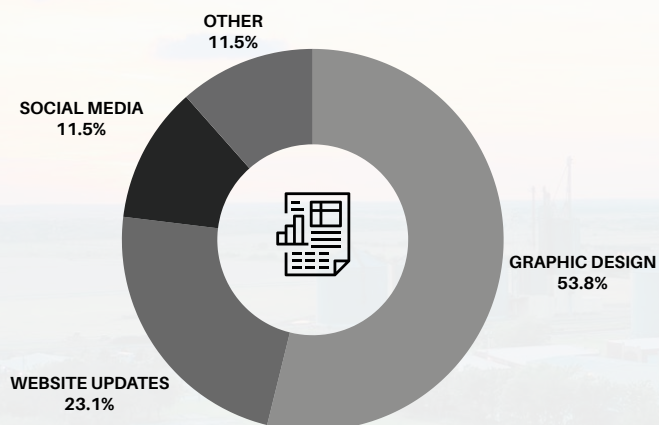
1  
NEWSLETTERS  
SENT

1  
NEWSLETTERS  
SENT



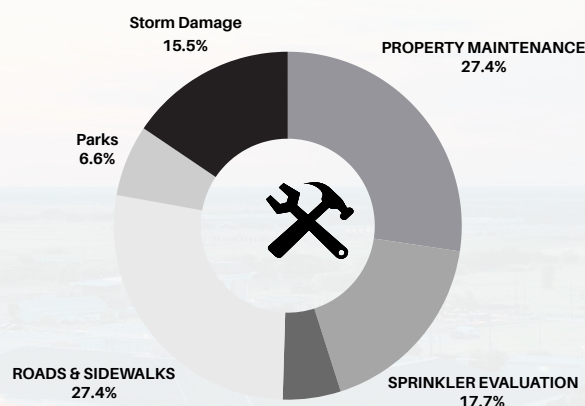


## COMMUNICATION HELP TICKETS



27 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR MARCH 2024

## MYPROSPER MOBILE APP SERVICE REQUESTS




SERVICE REQUESTS & APP DOWNLOADS

## CHATBOT TOP TOPICS

### TOPIC NUMBER OF MENTIONS

- |            |    |
|------------|----|
| • Trash    | 58 |
| • Library  | 14 |
| • Noise    | 12 |
| • Concerns | 12 |

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.

 **68.6% Resolution Rate**

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

**139**  
TOTAL REQUESTS

**131**  
CLOSED REQUESTS

**8**  
OPEN REQUESTS

**205**  
NEW APP DOWNLOADS

**6,822**  
TOTAL APP DOWNLOADS



## PRESS RELEASES

**2** [Prosper Police Department Launch New Publicly Accessible Community Crime Map Crime Data](#)  
[The Prosper Community is Invited to Join us for a Special Memorial Day Ceremony.](#)

MEDIA COVERAGE

**2.48K**

MEDIA MENTIONS

CAMPARISON  
**1.54K**

## TOP COVERAGE

[Prosper Media Coverage for May 3 - May 9, 2024](#)

[Prosper Media Weekly Coverage for May 4 - May 10, 2024](#)

[Prosper Media Coverage for May 11 - May 17, 2024](#)

[Prosper media coverage for the week of May 18 - 24, 2024](#)

[Prosper media coverage for May 25 - May 31, 2024](#)





## COMMUNITY ENGAGEMENT

### COMMUNITY ENGAGEMENT

9

- Community Engagement Committee (CEC) Meeting - May 1
- National Day of Prayer - May 2
- Moonlight Movie - May 4
- Spring Clean Up - April 8
- Citizens Academy, Session 10 - May 9
- Citizens Academy Reception - May 14
- Memorial Day Ceremony - May 27
- MYAC Reception - May 28
- HOA Presidents Meeting - May 30

5

### COMMUNITY ROOM MEETINGS

- Blocked for Elections - May 1 - May 6
- Whitley Place HOA
- PASO Soccer
- Blocked for Elections - May 14 - May 28
- Greenspoint Prosper HOA



### USER BREAKDOWN

118,045

PAGE VIEWS  
COMPARISON PERIOD 108,793

59.6%

OF USERS ACCESS OUR WEBSITE  
USING A DESKTOP  
COMPARISON PERIOD 56.9%

40.4%

OF USERS ACCESS OUR WEBSITE  
USING A MOBILE DEVICE  
COMPARISON PERIOD 43.1%

### MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Trash & Recycling – Town of Prosper](#)
- [Field Conditions](#)
- [Live Railroad Camera Feeds](#)
- [Town of Prosper - Search](#)
- [Library](#)
- [Building Inspections](#)
- [Utility Customer Service - Pay My Bill](#)
- [Employment](#)
- [Community Crime Map](#)



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Search...

