PROSPER A Place Where Everyone Matters

AGENDA

Community Engagement Committee (CEC)

Prosper Town Hall, Executive Conference Room 250 W. First Street, Prosper, Texas Wednesday, July 2, 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 June 4, 2025 Community Engagement Committee (CEC) meeting.
- 3. Comments from the Public.
- 4. Brainstorming Ideas for Life in Prosper:
 - a. MYAC Walkthrough
 - b. #ProsperProud Campaign
- 5. Discussion on Town Events:
 - Recent Events
 - a. Pride in the Sky
 - Upcoming Events
 - a. Prosper on Tap: Bourbon, Beer & Bubbly
- 6. Discuss and receive updates regarding:
 - a. Community Engagement Activities

- 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, June 27, 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

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 4, 2025

1. Call to Order / Roll Call.

The meeting was called to order at 6:00 p.m.

Committee Members Present:

Kristin Meier, Chair Soprina Reeves, Vice Chair Andy Franco Gretchen Darby Stacy Cate Kimberly Smith Kari Willis Sean Boardman

Committee Members Absent:

Darlene Morton Annie Bunger Jai Muthu

Councilmembers Present:

Marcus Ray Jeff Hodges

Staff Members Present:

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

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

Andy Franco made a motion to approve and Kimberly Smith seconded. The minutes were unanimously approved.

3. Comments from the Public.

Ahammad M. attended the Community Engagement Committee. He comments on the great brainstorming of the CEC. He commented on the social media he sees and the efforts that are made for it. He suggests pushing for more indoor events in the future.

4. Brainstorming Ideas for Life in Prosper.

a. MYAC Socials and Applications

Ms. Petty celebrates the conclusion of the first school year long Mayor's Youth Advisory Council class. She comments on some of the feedback that was received at the final meeting including an ask for more social opportunities for the council members themselves to get to know each other. Ms. Petty poses to the committee on ideas for socials that will get the MYAC talking while also remaining cost effective. Council Member Hodges suggests utilizing the library or the 407 rec center. It was also suggested to host a meet and greet on a town

hall balcony if temperatures were reasonable. Other suggestions included a pot luck, seeing if local businesses would like to sponsor and requiring different ice breakers at meetings to get the students talking. Next, Ms. Petty asks for feedback for the upcoming MYAC application period to take place in August. It was decided to open applications earlier and aiming for announcing the 2026 MYAC class in mid September. Changes to the application to include doing away with the teacher recommendation form and replacing it with a formal resume. Those on the selecting subcommittee mentioned that they would rather have seen a resume over the recommendation form because so many sounded repetitive.

b. #ProsperProud Campaign

Ms. Knaszak and Mr. Haynes gave a brief overview of a new social initiative to promote user-generated content among residents of Prosper. The hashtag Prosper Proud was mentioned as a staple. Ms. Knaszak shares some options for designs for the initiative while also showing options that did not say Prosper Proud as that is something that is already utilized with Prosper Independent School District. Council Member Ray suggests utilizing the zip code 75078 instead of Prosper Proud. Ms. Willis also suggests a combination of both Prosper Proud and 75078. Ms. Knaszak will bring designs to the next meeting utilizing the CEC's suggestions.

c. School Supply Drive

The committee opted to support local non profits as opposed to running their own school supply drive. Suggestions included sharing with Prosper's Partners in Faith and having a list of nonprofits.

5. Discussion on Town Events

a. Recent Events.

National Peace Officer Memorial Ceremony

The National Peace Officer Memorial Ceremony took place on Thursday, May 15th at the Prosper Police Station to honor officers who have given their lives in the line of duty. Feedback from the CEC included the timing of the ceremony being during the day so lighter attendance and enjoying the short speeches so it felt more engaging.

Memorial Day Ceremony

Residents from the community came together at Frontier Park on Monday, May 26th starting at 10:00 a.m. for a ceremony to honor those who have fallen. Following the ceremony, a groundbreaking for the Veteran's Memorial will take place with Prosper's Rotary Club. Council Member Ray mentions the positioning of the flags as well as noting that the Rotary Club is still fundraising for the Veteran's Memorial. Mr. Rice mentions that the ceremony overall had good attendance.

b. Upcoming Events

Pride in the Skv

Pride in the Sky is 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 to utilize the entire park facility, including the ball fields, pavilions and parking lots. HUGE Kid Zones with inflatables, rides, and games throughout the park. There will also be live music at the Main Stage. Pride in the Sky event is the best display of patriotism in all of North Dallas

8. Discuss and receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared the video from the new Prosper Police Department's Drone as a First Responder Program. She also shared that the Mayor's Fitness Challenge is open for

registration for the Summer term as well as the Prosper Citizens Fire Academy being open for registration.

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

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

- Pride in the Sky
- Rotary Club Fundraising for the Veteran's Memorial
- MYAC

10. Requests for future agenda items.

The Committee requested the following for future agenda items

- Follow up on the #ProsperProud campaign
- Walkthrough with MYAC
- Committee Members terms and roll off

11. Adjourn.

The meeting was adjourned at 7:29 p.m. on June 4, 2025.

These minutes were approved on July 2, 2025.

APPROVED	
Kristin Meier, Chair	
ATTESTED	
Todd Rice, Communications Dire	ector





TOWN OF PROSPER

Communications Report May 2025

SNAPSHOT

406 POSTS

NEW FOLLOWERS

4,331

2,361

74,015

ENGAGEMENTS 49,064
PREVIOUS COMPARISON PERIOD

996,030

IMPRESSIONS 1,001,552 PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

VIEW MAY 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



24,230 **FOLLOWERS**



GAINED 344 NEW FACEBOOK FOLLOWERS

66 POSTS

PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



29.681

PREVIOUS COMPARISON PERIOD

363,660



536,911

IMPRESSIONS PREVIOUS COMPARISON PERIOD



PROSPER POLICE FACEBOOK



23,343 FOLLOWERS



GAINED 139 NEW FACEBOOK FOLLOWERS

POSTS



PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



7,518

PREVIOUS COMPARISON PERIOD

299,981

IMPRESSIONS



169,142

PREVIOUS COMPARISON PERIOD

PROSPER FIRE RESCUE FACEBOOK



11,851 FOLLOWERS



GAINED **64 NEW FACEBOOK FOLLOWERS**

VIEW TOP POST

POSTS



PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



5,407

PREVIOUS COMPARISON PERIOD

IMPRESSIONS



64,231

PREVIOUS COMPARISON PERIOD





PROSPER PARKS & RECREATION FACEBOOK





GAINED **103 NEW**FACEBOOK FOLLOWERS

50 POSTS



41PREVIOUS COMPARISON PERIOD

3,560 ENGAGEMENTS



1,502
PREVIOUS COMPARISON PERIOD

87,122

IMPRESSIONS



35,337

PREVIOUS COMPARISON PERIOD

PROSPER COMMUNITY LIBRARY FACEBOOK



5,436 FOLLOWERS



GAINED **37 NEW**FACEBOOK FOLLOWERS

VIEW TOP POST

32



47
PREVIOUS COMPARISON PERIOD

768 ENGAGEMENTS



896

PREVIOUS COMPARISON PERIOD

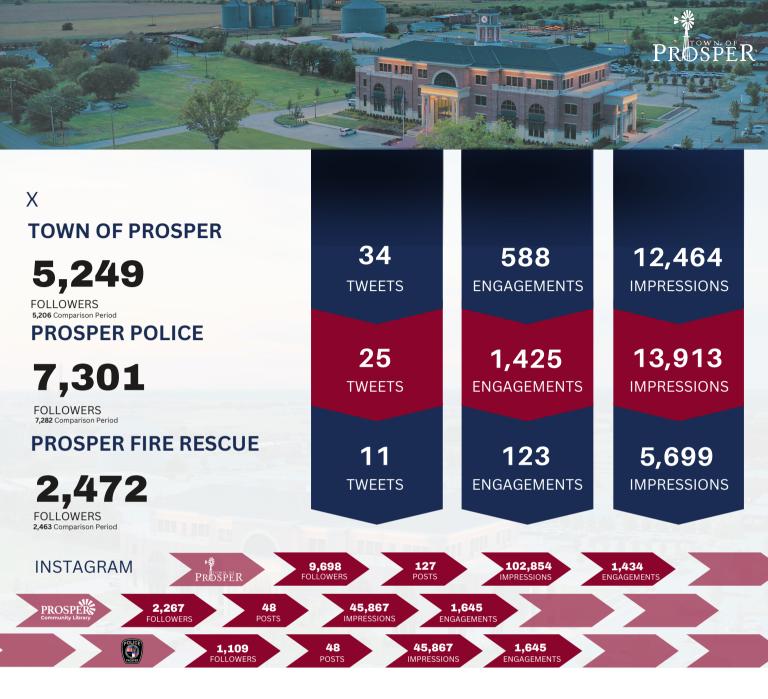
22,024IMPRESSIONS



28,929

PREVIOUS COMPARISON PERIOD





TOWN OF PROSPER

PROSPER ON TAP

140 LIKES 2 SHARES **8** COMMENTS



PROSPER POLICE PROSPER DOWNTOWN BLOCK PARTY **162** LIKES 15 COMMENTS 195 Shares



COMMUNITY LIBRARY MINI GOLF PROGRAM! 25 LIKES

14 Shares



LINKEDIN



3,180



19 POSTS



13,767

1,868



1,429



NEXTDOOR



13,767 **MEMBERS**

9,700



1,521



POSTS

CLAIMED HOUSEHOLDS IMPRESSIONS



TOWN OF PROSPER VIDEOS



5

Texting While Driving? Not Even the Dark Side is Above the Law!
Update: Fishtrap Road and Denton Way Traffic Signal Project is Complete
National Peace Officer Memorial Ceremony
Drone as First Responder (DFR) Simulation Scenario
Town of Prosper Memorial Day Ceremony 2025

MAYOR'S MINUTE



1 NEW VIDEOS

VIEWS 4500 MAYOR'S MINUTE - 5/13/2025 MAYOR'S MINUTE - 5/27/2025

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 **5,143**

CONTACTS **5,131** Comparison Period

EMPLOYEE EDITION

485

CONTACTS

HOA MONTHLY NEWSLETTER

196

CONTACTS

64%AVERAGE
OPEN RATE

62%AVERAGE
OPEN RATE

58%AVERAGE
OPEN RATE

3%AVERAGE
CLICK RATE

4% AVERAGE CLICK RATE

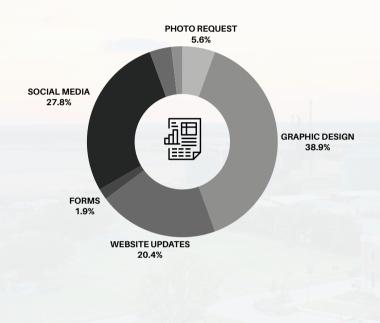
2% AVERAGE CLICK RATE **4** NEWSLETTERS SENT

NEWSLETTERS
SENT

NEWSLETTERS SENT



COMMUNICATION HELP TICKETS



52 COMMUNICATION HELP TICKETS WERE SUBMITTED

NUMBER OF MENTIONS

CHATBOT TOP TOPICS

TOPIC

•	Trash	25
•	Road Projects	13
•	Railroad Cameras	8

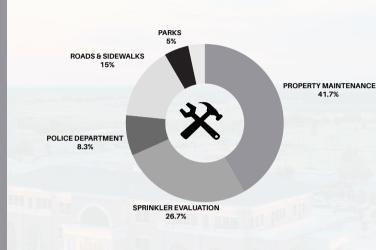
Field Status

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.

84.62% Resolution Rate

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

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

63 **TOTAL REQUESTS**

105 **CLOSED REQUESTS**

17 OPEN REQUESTS

86 **NEW APP DOWNLOADS**

8,103 TOTAL APP DOWNLOADS



MEDIA COVERAGE

1.05K MEDIA MENTIONS

CAMPARISON 727

TOP COVERAGE

Prosper Media Coverage for May 3 - May 9, 2025

Prosper Media Coverage for May 10 - May 16, 2025.

Prosper Media Coverage for May 17 - May 23, 2025.

Prosper Media Coverage for May 24 - May 30, 2025.

Press Releases

Prosper Police Department Launches First-in-State Drone Program to Enhance Public Safety Prosper Memorial Day Ceremony & Veterans Memorial Groundbreaking to be Held at Frontier Park May 26 **Prosper Police Arrest Two in Connection with Graduation Party Incident**



COMMUNITY ENGAGEMENT ROAD

COMMUNITY ENGAGEMENT 1

- National Day of Prayer- May 1
- Children's Hunger Fund Groundbreaking May 2
- HOA Presidents Meeting May 8
- PD Banquet May 14
- Peace Officers Memorial Ceremony May 15
- BOA/CBOA Board Training May 21
- Partners in Faith April 11
- Citizens Academy April 17
- Mayor's Youth Advisory Council April 23
- · Citizens Academy April 24
- Balcony Reception Developers April 30 (CANCELED)

COMMUNITY ROOM MEETINGS

- Prosper Historical Society
- Women of Valor and Grace
- Highland Meadows HOA
- Compass Bible Church
- Lakes of LaCima HOA
- PBSA
- North Dallas RC Club
- Gentle Creek HOA



USER BREAKDOWN

107,176

PAGE VIEWS COMPARISON PERIOD 102,678

58.4%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPARISON PERIOD 50.5

41.6%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE COMPARISON PERIOD 49.5%

MOST VISITED PAGES

- Town of Prosper A Place Where Everyone Matters
- Library Card Membership
- Field Status
- <u>Employment</u>
- Recreation Programs
- Trash & Recycling Town of Prosper
- Building Inspections
- Live Railroad Camera Feeds





