



**AGENDA**  
**Community Engagement Committee (CEC)**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Wednesday, April 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 March 5, 2025, Community Engagement Committee (CEC) meeting.**
3. **Comments from the Public.**
4. **Brainstorming Ideas for Life in Prosper:**
  - a. **New Resident Mailer Final**
  - b. **“A Place Where Everyone Matters” Campaign**
5. **Discussion on Town Events:**
  - **Recent Events**
    - a. **Mayor’s Coffee**
    - b. **P-Town Throwdown**
  - **Upcoming Events**
    - a. **Downtown Block Party**
    - b. **National Day of Prayer**
6. **Discuss and receive updates regarding:**

**a. Community Engagement Activities**

**b. MYAC Class of 2025 Updates**

7. Discuss and consider “Now You Know Prosper.”
8. Discuss and consider “CEC Top 3” & Save the Date items.
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, March 28, 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, March 5, 2025

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

The meeting was called to order at 6:05 p.m.

**Committee Members Present:**

Kristin Meier, Chair  
Andy Franco  
Kari Willis  
Gretchen Darby  
Kimberly Smith  
Annie Bungler

**Committee Members Absent:**

Stacy Cate  
Soprina Reeves, Vice Chair  
Jai Muthu  
Sean Boardman  
Darlene Morton

**Councilmembers Present:**

Jeff Hodges  
Marcus Ray

**Staff Members Present:**

Todd Rice, Communications Director  
Myrisa Petty, Community Engagement Coordinator  
Gary Landeck, Library Director

**2. Consider and act upon the minutes of the February 5, 2025, Community Engagement Committee (CEC) meeting.**

Kari Willis made a motion and Andy Franco seconded the motion to approve the February 5, 2025 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.**

**a. New Resident Website Walkthrough**

Ms. Petty shared the new Resident Resources site and demonstrated the suggested edits such as shortening the introduction paragraph. Council Member Ray has suggested in the Staff Directory section to hyperlink the department's names rather than having a separate directory link below the name. Ms. Petty also demonstrated how the new webpage is featured on the home page of the MyProsper app to allow for quick and easy access.

**b. New Resident Mailer Draft**

The CEC liked the newer version of the revamped new resident mailer. These cards are sent out monthly to new residents from the town with a welcome letter from the CEC. They

praised the additions of new photos but suggested a photo of downtown that still had the silos in the background. Ms. Darby suggested the addition of “and you matter to us” in the conclusion of the letter to better demonstrate the Town’s slogan of “A Place Where Everyone Matters.”

**c. Welcome Video Filming**

Members of the Community Engagement Committee starred in a video to be featured on the Resident Resources webpage. The video has the CEC welcoming residents to the website, encouraging them to sign up for the Resident Update e-newsletter and download the MyProsper app. The addition of the welcome video will complete the Resident Resources webpage for Town communications to begin marketing.

**5. Community Engagement Committee Goals and Objectives Discussion**

Ms. Petty showed copies of the Scope and Purpose of the Community Engagement Committee created in 2021. As the committee has grown and developed since then, the committee wanted to review the initial goals and objectives and update if need be. The scope and purpose contained items such as: acting in an advisory capacity, identifying topics of interest, providing feedback on town events, serving as a focus group and serving as social media ambassadors for the Town. Upon review of the 2021 Scope and Purpose, the CEC felt like their goals and objectives still aligned with the initial decisions. The only updates to the scope and purpose would be administrative such as updating the number of members and the staff liaison titles.

**6. Discussion on Town Events**

**a. Recent Events.**

- **Prosper Fishing Derby**

The Prosper Fishing Derby took place on Saturday, February 22<sup>nd</sup> at Frontier Park. This favorite annual event brought families together by the pond as young anglers competed for prizes for Most Fish Caught. Judges were on hand to track catches. Council Member Ray attended the event and said that it had a great turnout despite the weather and was filled with families making memories.

**b. Upcoming Events**

- **Mayor’s Coffee**

An annual update held on March 12<sup>th</sup> with Mayor Bristol for Active Adults to learn more about what is happening around Prosper.

- **P-Town Throwdown**

Prosper’s annual Pickleball Tournament will be held March 29<sup>th</sup> at Reynolds Middle School Tennis Courts. It features a mixed doubles team format for players 18 and older with a choice of recreational and competitive divisions.

- **Downtown Block Party**

The Downtown Block Party will take place on April 5<sup>th</sup> in partnership with Unkle Bekah’s Inappropriate Trucker Hats. With live music from various bands, vendors, food trucks and more it is an opportunity for residents to enjoy some family fun for free with RSVP through Eventbrite.

**7. Discuss and receive updates regarding:**

**a. Community Engagement Activities**

Ms. Petty shared that the next session of the Mayor’s Fitness Challenge was underway starting March 1<sup>st</sup>. She also detailed that the Town of Prosper and the Town of Little Elm will be competing again in a challenge of 1,000 steps. Ms. Petty played the following videos from the Town’s communication department: Progress in Prosper, Windsong Park Survey and the

Library March Madness. Council Member Ray suggests taking out the shots of Frontier Park in the park survey video as it can lead to residents expecting this park to look like and have the same amenities as Frontier Park. Ms. Bunger suggested using the bare landscaping as a backdrop with the potential amenities listed on top. Ms. Willis suggests making some of the educational videos to be shorter and contain closed captions for those who watch videos without sound. The committee enjoyed the humor and visuals of the library's March Madness video and suggested keeping the humor and fun in more videos.

**b. MYAC Class of 2025 Updates**

Ms. Petty gave an update on the Mayor's Youth Advisory Council's most recent meeting. In the February meeting, the council was able to tour the Prosper police station and talk with one of the officers. One of the projects the council is currently working on is a way to support Neighbors Nourishing Neighbors after the tragic fire in January. Their thoughts are to partner with local food establishments to donate a portion of proceeds to the food pantry. Four members of the youth council have also volunteered to star in a video to promote e-bike safety to be played on Prosper ISD's video announcements.

**8. Discuss and consider "Now You Know Prosper."**

Ms. Petty detailed the communication team's plans for upcoming educational videos about Prosper. Upcoming is a video showing the new Resident Resources site. Ms. Petty also played published videos for Household Hazardous Waste and the Prosper Super Stars from the Town's social media accounts.

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

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

- Spring Clean Up
- P-Town Throwdown
- Downtown Block Party

**10. Requests for future agenda items.**

The Committee requested the following for future agenda items

- Brainstorm for "A Place Where Everyone Matters" Campaign
- Providing a "One Stop Shop" Graphic for the committee to help promote the resident resources webpage

**11. Adjourn.**

The meeting was adjourned at 7:31 p.m. on March 5, 2025.

These minutes were approved on April 2, 2025.

**APPROVED**

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Kristin Meier, Chair

**ATTESTED**

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Todd Rice, Communications Director



# TOWN OF PROSPER

## Communications Report February 2025

### SNAPSHOT

**378**

POSTS

486  
PREVIOUS COMPARISON PERIOD

**874**

NEW FOLLOWERS

1,596  
PREVIOUS COMPARISON PERIOD

**54,707**

ENGAGEMENTS

112,442  
PREVIOUS COMPARISON PERIOD

**978,094**

IMPRESSIONS

1,128,927  
PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

[VIEW FEBRUARY 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



**23,100**  
FOLLOWERS



**GAINED 207 NEW  
FACEBOOK FOLLOWERS**

**49**

POSTS



**59**

PREVIOUS COMPARISON PERIOD

**15,436**

ENGAGEMENTS



**27,293**

PREVIOUS COMPARISON PERIOD

**324,722**

IMPRESSIONS



**330,164**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER POLICE FACEBOOK



**22,836**  
FOLLOWERS



**GAINED 180 NEW  
FACEBOOK FOLLOWERS**

**30**

POSTS



**59**

PREVIOUS COMPARISON PERIOD

**28,403**

ENGAGEMENTS



**66,617**

PREVIOUS COMPARISON PERIOD

**326,979**

IMPRESSIONS



**379,189**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER FIRE RESCUE FACEBOOK



**11,566**  
FOLLOWERS



**GAINED 26 NEW  
FACEBOOK FOLLOWERS**

**11**

POSTS



**23**

PREVIOUS COMPARISON PERIOD

**1,767**

ENGAGEMENTS



**1,708**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

**42,616**

IMPRESSIONS



**54,500**

PREVIOUS COMPARISON PERIOD

## PROSPER PARKS & RECREATION FACEBOOK



**8,571**  
FOLLOWERS



**GAINED 38 NEW  
FACEBOOK FOLLOWERS**

**38**

POSTS



**40**

PREVIOUS COMPARISON PERIOD

**3,711**

ENGAGEMENTS



**2,991**

PREVIOUS COMPARISON PERIOD

**142,906**

IMPRESSIONS



**54,075**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER COMMUNITY LIBRARY FACEBOOK



**5,340**  
FOLLOWERS



**GAINED 19 NEW  
FACEBOOK FOLLOWERS**

**43**

POSTS



**38**

PREVIOUS COMPARISON PERIOD

**688**

ENGAGEMENTS



**359**

PREVIOUS COMPARISON PERIOD

**21,469**

IMPRESSIONS



**15,447**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)





X

### TOWN OF PROSPER

[VIEW TOP POST](#)

**5,173**

FOLLOWERS  
5,160 Comparison Period

### PROSPER POLICE

[VIEW TOP POST](#)

**7,209**

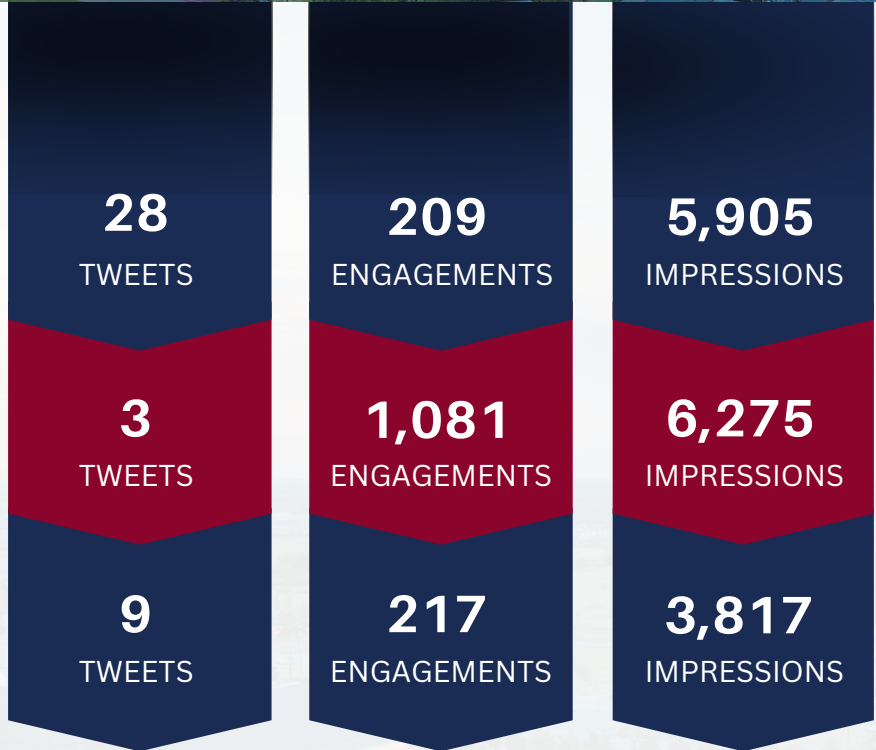
FOLLOWERS  
7,181 Comparison Period

### PROSPER FIRE RESCUE

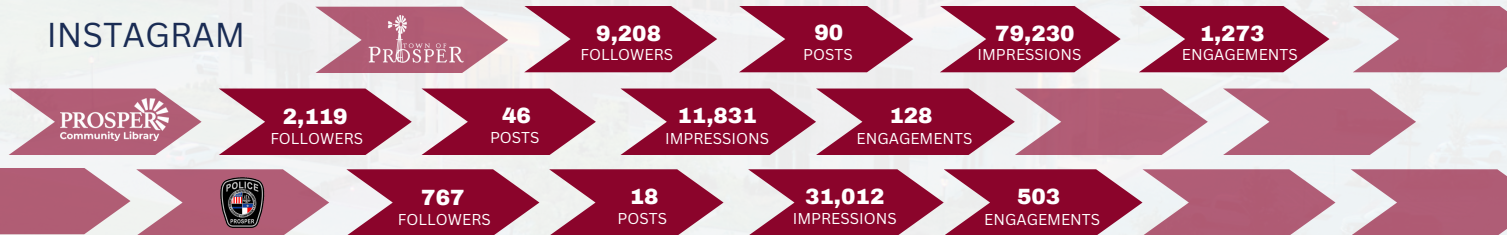
[VIEW TOP POST](#)

**2,415**

FOLLOWERS  
2,408 Comparison Period



### INSTAGRAM



### TOWN OF PROSPER

WINTER WEATHER PREPAREDNESS

**4k** PEOPLE REACHED  
**69** LIKES  
**101** SHARES  
**3** COMMENTS



### PROSPER POLICE

PUBLIC ADVISORY

**83** PEOPLE REACHED  
**48** LIKES  
**26** SHARES



### COMMUNITY LIBRARY

JAPANESE STORY TIME

**18** PEOPLE REACHED  
**18** LIKES  
**0** COMMENTS



### LINKEDIN



### NEXTDOR





## TOWN OF PROSPER VIDEOS



**10**

- [E-Bike Safety in Prosper](#)
- [Progress in Prosper: US 380](#)
- [Prosper Fishing Derby](#)
- [Now You Know Prosper! "How do I dispose of household hazardous waste?"](#)
- [Update: New Lower Pressure Waterline West of Coit Road](#)
- [Happy Valentine's Day Prosper!](#)
- [Thank You for a Fantastic Prosper Fishing Derby!](#)
- [North Collin County Neighborhood Conference!](#)
- [UPDATE: 2/27/2025 - DNT Phase 4A](#)
- [Prosper Community Library Book Bracket Challenge](#)

## MAYOR'S MINUTE



**2**

NEW VIDEOS

- IEWS** 3,521
- [MAYOR'S MINUTE - 2/11/2025](#)
- [MAYOR'S MINUTE - 2/25/2025](#)

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

**5,059**

CONTACTS  
4,854 Comparison Period

### EMPLOYEE EDITION

**457**

CONTACTS

### HOA MONTHLY NEWSLETTER

**190**

CONTACTS

### THE LANDSCAPE

**1,730**

CONTACTS

**67%**  
AVERAGE  
OPEN RATE

**57%**  
AVERAGE  
OPEN RATE

**90%**  
AVERAGE  
OPEN RATE

**74%**  
AVERAGE  
OPEN RATE

**4%**  
AVERAGE  
CLICK RATE

**8%**  
AVERAGE  
CLICK RATE

**8%**  
AVERAGE  
CLICK RATE

**6%**  
AVERAGE  
CLICK RATE

**4**  
NEWSLETTERS  
SENT

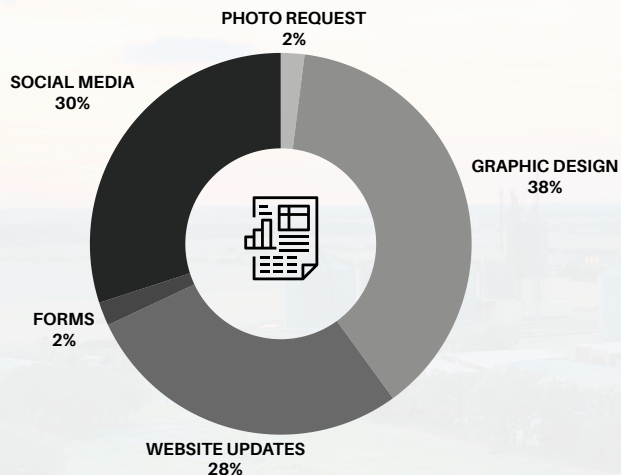
**1**  
NEWSLETTERS  
SENT

**1**  
NEWSLETTERS  
SENT

**1**  
NEWSLETTERS  
SENT

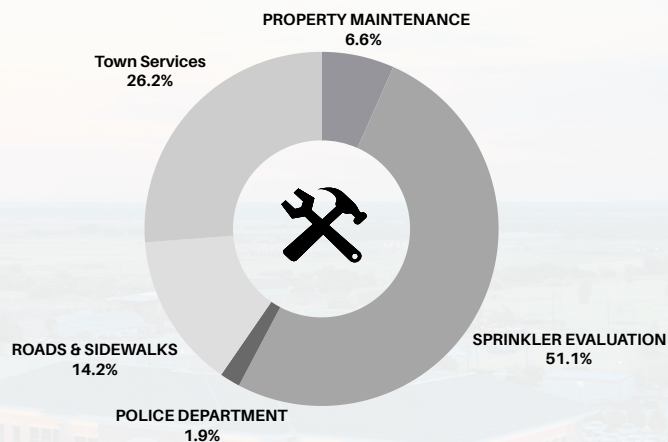


## COMMUNICATION HELP TICKETS



52 COMMUNICATION HELP TICKETS WERE SUBMITTED

## MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

## CHATBOT TOP TOPICS

### TOPIC NUMBER OF MENTIONS

- Trash 33
- Railroad Cameras 16
- Road Projects 16
- Field Status 9

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.



### 70.17% Resolution Rate

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

79

TOTAL REQUESTS

60

CLOSED REQUESTS

19

OPEN REQUESTS

102

NEW APP DOWNLOADS

7,937

TOTAL APP DOWNLOADS



## PRESS RELEASES

1

[Prepare for a Fin-tastic Time at the Prosper Fishing Derby on February 22!](#)

MEDIA COVERAGE 

**1.22K**

MEDIA MENTIONS

CAMPARISON

763

## TOP COVERAGE

[Prosper Media Coverage for February 1 - February 7, 2025.](#)

[Prosper Media Coverage for February 8 - February 14, 2025](#)

[Prosper Media Coverage for February 15 - 21, 2025.](#)

[Prosper media coverage for February 22 - February 28, 2025.](#)



## COMMUNITY ENGAGEMENT

### COMMUNITY ENGAGEMENT **6**

- Downtown Advisory Committee Meeting - February 3
- HOA Presidents Meeting - February 13
- Citizens Academy - February 20
- Prosper Fishing Derby - February 22
- Mayor's Youth Advisory Council - February 26
- Citizens Academy - February 27

### **9**

### COMMUNITY ROOM MEETINGS

- Cub Scouts Pack 2022
- Folsom Elementary PTO
- Windsong Ranch SEWA Group
- Prosper Historical Society
- PASO U12 Alliance FC
- WGHS Silver Elite Booster Club
- PASO U12 Alliance FC
- North Dallas RC Club
- Shawnee Trail Church of Christ



### USER BREAKDOWN

# 93,429

PAGE VIEWS  
COMPARISON PERIOD 97,635

# 40.1%

OF USERS ACCESS OUR WEBSITE  
USING A DESKTOP  
COMPARISON PERIOD 40.1%

# 57.7%

OF USERS ACCESS OUR WEBSITE  
USING A MOBILE DEVICE  
COMPARISON PERIOD 59.3%

### MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Join Prosper PD](#)
- [Library Card Membership](#)
- [Trash & Recycling – Town of Prosper](#)
- [Recreation Programs](#)
- [Employment](#)
- [Building Inspections](#)
- [Live Railroad Camera Feeds](#)



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TOWN OF  
PROSPER