AGENDA

Community Engagement Committee (CEC) and Mayor's Youth Advisory Council (MYAC) Joint Meeting
Prosper Town Hall, Council Chambers
250 W. First Street, Prosper, Texas
Wednesday, December 2, 2026
6:00 PM

Welcome to the Prosper Community Engagement Committee (CEC) and Mayor's Youth Advisory Council (MYAC) Joint meeting.

Addressing the Community Engagement Committee (CEC) and Mayor's Youth Advisory Council (MYAC):

Those wishing to address the Community Engagement Committee and Mayor's Youth Advisory Council 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 November 4, 2026, Community Engagement Committee (CEC) meeting.**

3. **Citizen Comments**

   The public is invited to address the Committee on any topic. However, the Committee is unable to discuss or take action on any topic not listed on this agenda. Please complete a "Citizen Comment Request Form" and present it to a staff member prior to the meeting. Comments are limited up to three minutes with a cumulative total for Citizens' Comments not to exceed 15 minutes.

4. **Subcommittee Updates:**

   - **Communications**
   - **Special Events**
   - **MYAC**

5. **Brainstorming Ideas for Life in Prosper with the Mayor's Youth Advisory Council.**

6. **Upcoming Events:**

   - **Prosper Christmas Festival**

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

8. **Request 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 on Tuesday, November 24, 2026, and remained so posted at least three (3) business days before said meeting was convened.

_____ _____

Michelle Lewis Sirianni, Town Secretary Date Notice Removed

Pursuant to Section 551.071 of the Texas Government Code, the Community Engagement Committee 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 Town of Prosper Board, Commission, and Committee 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, Council Chambers
250 W. First Street, Prosper, Texas
Wednesday, November 4, 2026

1. Call to Order / Roll Call.
The meeting was called to order at 6:00 p.m.

Committee Members Present:
Soprina Reeves, Chair
Annie Bunger, Vice Chair
Shannon DeVaughn
Kelly Sullivan
Sean Boardman
Kari Willis
Jeff Robinson
Samad Abdur-Razzaaq
Gavin Hernandez
Jennifer Downs

Committee Members Absent:
Ella Lee

Staff Members Present:
Stephen Tanner, Director of Community Engagement & Experiences
Myrisa Petty, Community Engagement Coordinator

2. Consider and act upon the minutes of the October 7, 2026 Community Engagement Committee (CEC) meeting.
Soprina Reeves made a motion to approve and Jeff Robinson seconded. The minutes were unanimously approved.

3. Comments from the Public.
There were no public comments.

4. Subcommittee Updates.

- **Communications Subcommittee**
  The Communications Subcommittee shared the wording that was decided upon for the shop local series the Town will produce in partnership with the EDC and Prosper Chamber of Commerce. The name of the campaign will be “Be 75078” with the “Be” being interchangeable with shop, dine, live, play, etc. Mr. Tanner presented possible logo designs for the campaign. Committee feedback called for the “Be” to be bolder, moved on top of the 75078 and incorporating a windmill into the design. The Communications Subcommittee also presented the idea and inspiration behind upcoming a creative video series that would be short, educational and incorporate humor.
- **Special Events Subcommittee**
  The Special Events Subcommittee presented the proposed events and dates for 2027. Mr. Tanner presented a proposed improvement and expansion to the downtown plaza with concepts. The improvements will be decided upon by the EDC.
- **MYAC Subcommittee**
  The MYAC subcommittee shared feedback of the most recent MYAC meeting where the students elected their leadership and presented their proposed initiative for their term.

DRAFT

5. Event Recap:

- **Prosper on the Plaza**
  Mr. Tanner shared data from the event regarding audience size and feedback received from the businesses. Feedback included the heat and lack of shade on the plaza and the event competing with the businesses who show the game within their establishment. The committee suggested more ways to advertise events outside of just downtown including at other businesses or doctors' offices as well as having more food trucks in attendance to make attendees stay longer.
- **Celebrate Prosper**
  Mr. Tanner showed the data for the 2026 Celebrate Prosper event which garnered higher attendance than expected. Feedback was positive for the event however the high attendance created localized parking and traffic delays for soccer attendees. Staff is working to communicate closures and delays with the sports organizations in a more efficient way in the future.

6. Voice of the Town.

Ms. Reeves shared the need for active adult programming and the need for that programming to be affordable for that community.

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

The committee decided their CEC Top 3 would be:

- Prosper on the Plaza: Friendsgiving
- Veterans Day Honor Run
- Prosper Christmas Festival

8. Agenda items for joint CEC and MYAC meeting in December.

Agenda items suggested by the CEC included MYAC presenting their initiative to CEC, places and events that matter to the teens and how they can get involved.

9. Requests for future agenda items.

The Committee requested the following for future agenda items:

- Approved Budget for Special Events
- Active Adult Activity Overview with Library and Parks

10. Adjourn.

The meeting was adjourned at 7:37 p.m. on November 4, 2026.

These minutes were approved on December 2, 2026.

APPROVED

_____
Soprina Reeves, Chair

ATTESTED

_____
Stephen Tanner, Director of Community Engagement & Experiences

DRAFT

TOWN OF PROSPER

TOWN OF PROSPER
COMMUNICATIONS REPORT

OCTOBER 2026







TOWN OF PROSPER

COMMUNICATIONS REPORT
OCTOBER 2026

SNAPSHOT

338	578	47,751	934,727
POSTS	NEW FOLLOWERS	ENGAGEMENTS	IMPRESSIONS
318 PREVIOUS COMPARISON PERIOD	751 PREVIOUS COMPARISON PERIOD	51,315 PREVIOUS COMPARISON PERIOD	893,713 PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

VIEW OCTOBER 2026 COMBINED SOCIAL ACCOUNTS REPORT

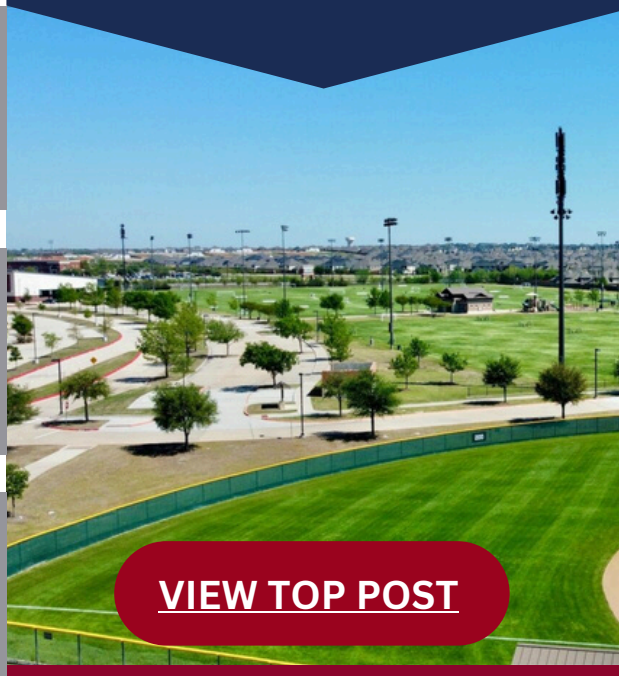
Impressions: The number of times content was displayed to someone's feed.
Engagements: The number of times someone interacted with the content (likes, shares, comments, link clicks, etc.)
Reach: The number of people who see the content.

TOWN OF PROSPER FACEBOOK

26,463
FOLLOWERS

60
NEW FACEBOOK FOLLOWERS

55	→	41
POSTS		PREVIOUS COMPARISON PERIOD
8,475	→	16,863
ENGAGEMENTS		PREVIOUS COMPARISON PERIOD
183,581	→	196,157
IMPRESSIONS		PREVIOUS COMPARISON PERIOD



PROSPER POLICE FACEBOOK

26,892
FOLLOWERS

29
POSTS

21
PREVIOUS COMPARISON PERIOD

25,748
ENGAGEMENTS

18,552
PREVIOUS COMPARISON PERIOD

336,094
IMPRESSIONS

241,290
PREVIOUS COMPARISON PERIOD

129
NEW FACEBOOK FOLLOWERS



VIEW TOP POST

PROSPER FIRE RESCUE FACEBOOK

13,201
FOLLOWERS

27
POSTS

22
PREVIOUS COMPARISON PERIOD

7,723
ENGAGEMENTS

8,168
PREVIOUS COMPARISON PERIOD

155,961
IMPRESSIONS

121,082
PREVIOUS COMPARISON PERIOD

48
NEW FACEBOOK FOLLOWERS



VIEW TOP POST

PROSPER PARKS AND RECREATION FACEBOOK

10,728
FOLLOWERS

TOWN OF PROSPER
PARKS & RECREATION

41
NEW FACEBOOK FOLLOWERS

15 POSTS	→	**30** PREVIOUS COMPARISON PERIOD
1,056 ENGAGEMENTS	→	**1,464** PREVIOUS COMPARISON PERIOD
28,733 IMPRESSIONS	→	**47,080** PREVIOUS COMPARISON PERIOD



PROSPER COMMUNITY LIBRARY FACEBOOK

6,461
FOLLOWERS

PROSPER
Community Library

66
NEW FACEBOOK FOLLOWERS

61 POSTS	→	**75** PREVIOUS COMPARISON PERIOD
1,778 ENGAGEMENTS	→	**2,890** PREVIOUS COMPARISON PERIOD
75,450 IMPRESSIONS	→	**135,132** PREVIOUS COMPARISON PERIOD





X

TOWN OF PROSPER
5,373
FOLLOWERS
5,380 Comparison Period

13	116	5,294
TWEETS	ENGAGEMENTS	IMPRESSIONS

PROSPER POLICE
7,471
FOLLOWERS
7,490 Comparison Period

0	5	658
TWEETS	ENGAGEMENTS	IMPRESSIONS

PROSPER FIRE RESCUE
2,536
FOLLOWERS
2,532 Comparison Period

4	10	755
TWEETS	ENGAGEMENTS	IMPRESSIONS

INSTAGRAM

TOWN OF PROSPER	11,479 FOLLOWERS	57 POSTS	119,017 IMPRESSIONS	2,456 ENGAGEMENTS
PROSPER Community Library	3,005 FOLLOWERS	66 POSTS	29,184 IMPRESSIONS	365 ENGAGEMENTS
POLICE PROSPER	2,471 FOLLOWERS	7 POSTS	56,241 IMPRESSIONS	1,357 ENGAGEMENTS

TOWN OF PROSPER
PROSPER FIRE EMERGENCY ULTRASOUND
6,087 PEOPLE REACHED
100 LIKES



PROSPER POLICE
WALK HOW YOU DRIVE
34,854 PEOPLE REACHED
805LIKES
93 SHARES



COMMUNITY LIBRARY
FIRE SAFETY DAY & STROLLING MAGIC SHOW
581 PEOPLE REACHED
8 LIKES



LINKEDIN

3,768	0	891	40	25
FOLLOWERS	POSTS	IMPRESSIONS	ENGAGEMENTS	POST CLICKS

NEXTDOOR

19,160	10,309	654	4
MEMBERS	CLAIMED HOUSEHOLDS	IMPRESSIONS	POSTS



TOWN OF PROSPER VIDEOS

MAYOR'S MINUTE

3
NEW VIDEOS

VIEWS 8,767

MAYOR'S MINUTE - 10/11/26
MAYOR'S MINUTE - 10/13/26
MAYOR'S MINUTE - 10/27/26

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
5,701
CONTACTS

61.4% AVERAGE OPEN RATE
3.0% AVERAGE CLICK RATE
5 NEWSLETTERS SENT

EMPLOYEE EDITION
444
CONTACTS

56% AVERAGE OPEN RATE
5% AVERAGE CLICK RATE
1 NEWSLETTERS SENT

HOA MONTHLY NEWSLETTER
135
CONTACTS

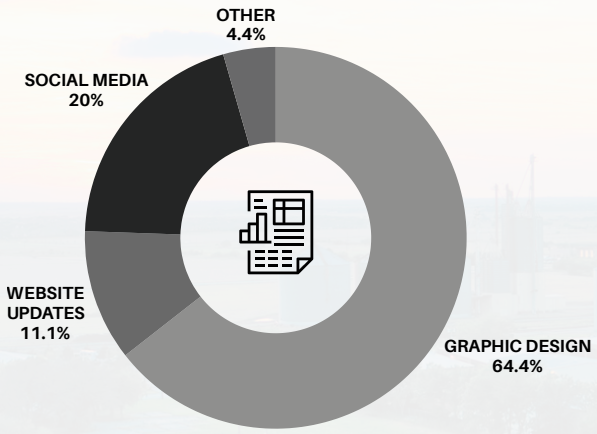
60 AVERAGE OPEN RATE
3% AVERAGE CLICK RATE
1 NEWSLETTERS SENT

THE LANDSCAPE
1,620
CONTACTS

63.7% AVERAGE OPEN RATE
3.5% AVERAGE CLICK RATE
1 NEWSLETTERS SENT



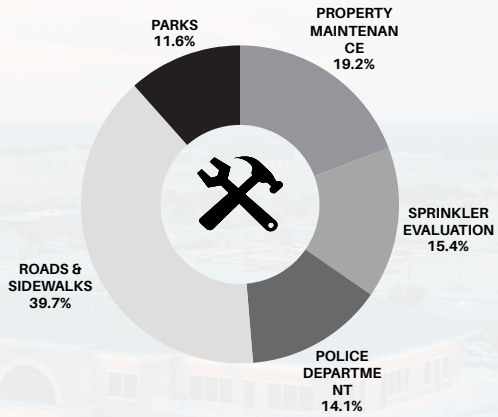
COMMUNICATION HELP TICKETS



46 COMMUNICATION HELP TICKETS WERE SUBMITTED

MYPROSPER MOBILE APP

SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

PRESS RELEASES

Give Back at Celebrate Prosper's Hometown Harvest Fair - 10/12/26

Town of Prosper Advances Plans for The Marco Development

MEDIA COVERAGE

5 MEDIA INQUIRIES

93
TOTAL REQUESTS

87
CLOSED REQUESTS

6
OPEN REQUESTS

63
NEW APP DOWNLOADS

8,770
TOTAL APP DOWNLOADS



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT **8**

- CEC Meeting
- Mayor's Youth Advisory Council
- Celebrate Prosper
- Prosper on the Plaza: Fanfest
- National Night Out
- Coffee with a Cop (2)
- Mayor's Luncheon

5

COMMUNITY ROOM MEETINGS

October

- Highland Meadows HOA
- Debate Club
- Messy Buns Parenting Collective
- Prosper Historical Society
- Early Voting



USER BREAKDOWN

101,019
PAGE VIEWS
COMPARISON PERIOD 107,895

53.71%
OF USERS ACCESS OUR WEBSITE USING A DESKTOP
COMPARISON PERIOD 61.98%

45.62%
OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE
COMPARISON PERIOD 40.98%

MOST VISITED PAGES

- Town of Prosper – A Place Where Everyone Matters
- Field Status
- Utility Customer Service
- Library
- Celebrate Prosper

