PROSPER A Place Where Everyone Matters

AGENDA

Community Engagement Committee (CEC)

Prosper Town Hall, Executive Conference Room 250 W. First Street, Prosper, Texas Wednesday, January 8, 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 November 6, 2024, and December 4, 2024, Community Engagement Committee (CEC) meeting.
- 3. Comments from the Public.
- 4. Election for Chair and Vice Chair.
- 5. Brainstorming Ideas for Life in Prosper:
 - a. Activities for Active Seniors
 - b. Incorporating "A Place Where Everyone Matters"
- 6. Discussion on Town Events:
 - a. Recent Events
 - Prosper Christmas Festival
 - b. Upcoming Events
 - CEC/Parks Board Special Meeting
 - Prosper Fishing Derby

- 7. Discuss and receive updates regarding:
 - a. Community Engagement Activities
 - b. MYAC Class of 2025 Updates
- 8. Discuss and consider "Now You Know Prosper" Top 3.
- 9. Discuss and consider "CEC Top 3" & Save the Date items.
- 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, January 3, 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, December 4, 2024

1. Call to Order / Roll Call.

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

Committee Members Present:

Kristin Meier, Vice Chair Darlene Morton Kari Willis Annie Bunger Jai Muthu Gretchen Darby Kimberly Smith

Committee Members Absent:

Brent Kirby, Chair Soprina Reeves Andy Franco

Councilmembers Present:

Jeff Hodges Marcus Ray

Staff Members Present:

Todd Rice, Communications Director
Myrisa Petty, Community Engagement Coordinator

2. Consider and act upon the minutes of the November 6, 2024, Community Engagement Committee (CEC) meeting.

The approval of November minutes was pushed to the January meeting in Mr. Kirby's absence.

3. Comments from the Public.

There were no comments from the public.

4. Election for CEC Chair and Vice Chair

Ms. Willis made a motion to keep the assignments the same. Ms. Darby seconded the motion. The committee unanimously voted to keep the chair assignments the same.

5. Brainstorming Ideas for Life in Prosper. (BK)

a) New Resident Passport & Website Revitalization

Mr. Rice poses the question to the committee for what a revitalized new resident website and passport would look like. The committee agrees for a digital push over physical events. Ms. Willis suggests a subcommittee to dive deeper into what this web page can look like. Mr. Rice suggests a welcome video from the Community Engagement Committee would be a nice touch. Ms. Darby suggested a more prominent "New to Prosper" button on the app and website homepage. She also suggested a QR code to this new resident website on the new resident mailers sent out monthly. Ms. Darby has also suggested a new resident checklist

for utilities and other needs for a new resident. Ms. Bunger suggested an "Early Access Pass" to town events for new residents to bolster engagement and attendance. Ms. Cate mentions a digital flipbook. Mr. Muthu and Ms. Smith both suggested the passport feature local businesses and partnering with the Prosper EDC and Prosper Chamber of Commerce for this. Ms. Bunger mentions a promotional opportunity that she experienced that only involved posting to social media with a specific hashtag and business tagged. Ms. Willis states to always do something for kids to make families feel more welcome. Councilmember Ray informs the committee that the downtown area is officially considered an entertainment district. Councilmember Ray also brings up a resident who is asking for activities for active senior citizens to participate in that aren't only during the day. Ms. Meier suggest identifying organizations that are already doing things for seniors and finding a way for the town to partner with them. Ms. Bunger suggests a "Senior to Senior" program where senior citizens and seniors in PISD could partner up for mentorship. Ms. Morton mentions that as a senior, she just wants events to be inclusive rather than just geared at seniors.

6. Discussion on Town Events

a. Recent Events

Veterans Day Honor Run

The event had record registrations and attendance. Councilmember Ray mentions enjoying the event and liking how the booths were set up, the festivity and that the speakers were on ground level. He suggested potentially relocating the finish line to not be by the cars to encourage attendees to stay after the run. Councilmember Hodges suggests local vendors at the end corral to incentivize participants to stay after the run as well. Mr. Rice suggests a flyer for a Downtown After Party.

b. Upcoming Events

Prosper Christmas Festival

The event will be held December 7 at Prosper Town Hall. Festivities include Santa's Workshop, Kids Christmas Shoppe, Horse-drawn Carriage Rides, Kid Zone, Santa's Selfie Station, Community Stage performances, cookie decorating and twinkling exhibits packed with gifts and goodies for sale. Community Engagement Committee members were strongly encouraged to volunteer.

c. 2025 Event Calendar Discussion Update

Ms. Meier gave a rundown of the Community Engagement Committee's recommendations for the 2025 Event Calendar to Town Council on November 26th. The 9/11 event was taken and is being explored for a potential new time. Mr. Rice did mention that the more niche events were being cut all together. Those events included Movie Night, Coffee & Chrome and Paws on Broadway. Ms. Morton suggests reaching out to the pre existing car show to suggest they host the show at Town Hall so it could also be a draw for downtown. Parks has posed keeping Celebrate Prosper in October but adding an additional event in April. Parks was in favor for a more culturally diverse event. Councilmember Ray mentions that it is a desire to have more events in the downtown area as it continues to develop. Ms. Smith suggested a visual calendar. Ms. Meier mentions how football will affect the upcoming fall season in 2025. It was suggested for a joint meeting with the Parks Board.

7. Discuss receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared that in response to public feedback, Town Council voted in November to change the frequency of pick up from monthly to weekly. The education campaign for this

change will begin after the holidays. The committee was also able to view the quarterly video for the Prosper Works series to highlight town employees, give background into what they do and bolster recruitment for future employees. This quarters video centered on Luis Galvez who is a Streets Supervisor.

b. MYAC Class of 2025 Updates

Ms. Petty gave an update about the 2025 MYAC class including a synopsis of their most recent class day where MYAC has decided they want subcommittees, will work on a mission statement for the program and continue with their newly formed Instagram page. The upcoming December class will take them to Prosper's Central Fire Station where they will get a tour and meet guest speaker Ted Benavides of University of Texas at Dallas.

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

Mr. Rice gave an update on the upcoming "Now You Know Prosper" projects which included the planning for New to Prosper, FOG Messaging and Saturday Bulk Drop Off videos.

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

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

- Prosper Christmas Festival
- Bulk Trash Pick Up Educational Campaign
- Encouraging Resident Update Subscriptions

10. Requests for future agenda items.

- Incorporating "A Place Where Everyone Matters" more prominently
- Brainstorming for activities for active seniors

11. Adjourn.

The meeting was adjourned at 7:40 p.m. on December 4, 2024.

These minutes were approved on January 8, 2025.

APPROVED		
Brent Kirby, Chair		
ATTESTED		
Todd Rice, Comm	unications D	Director





TOWN OF PROSPER

Communications Report **November 2024**

SNAPSHOT

380 POSTS

NEW FOLLOWE
777
PREVIOUS COMPARISON PERIOD

530NEW FOLLOWERS

46,790
ENGAGEMENTS
52,262
PREVIOUS COMPARISON PERIOD

693,466

IMPRESSIONS 870,155

COMBINED ACCOUNTS

VIEW NOVEMBER 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



22,122 FOLLOWERS



GAINED **168 NEW**FACEBOOK FOLLOWERS

55 POSTS



52

PREVIOUS COMPARISON PERIOD

11,621



28,407

ENGAGEMENTS

PREVIOUS COMPARISON PERIOD

244,660

IMPRESSIONS



467,914

PREVIOUS COMPARISON PERIOD





PROSPER POLICE FACEBOOK





GAINED 196 NEW FACEBOOK FOLLOWERS

POSTS



PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



13,849

PREVIOUS COMPARISON PERIOD

242,350 176,542



IMPRESSIONS PREVIOUS COMPARISON PERIOD

PROSPER FIRE RESCUE FACEBOOK





GAINED 24 NEW **FACEBOOK FOLLOWERS**

VIEW TOP POST

POSTS



19

PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



PREVIOUS COMPARISON PERIOD

37<u>,082</u> **IMPRESSIONS**



39.844

PREVIOUS COMPARISON PERIOD

VIEW TOP POST



PROSPER PARKS & RECREATION FACEBOOK



8,343 FOLLOWERS



GAINED 23 NEW FACEBOOK FOLLOWERS



PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



PREVIOUS COMPARISON PERIOD

34,469 **IMPRESSIONS**



28,597

PREVIOUS COMPARISON PERIOD

PROSPER COMMUNITY LIBRARY FACEBOOK



5,289 FOLLOWERS



GAINED 16 NEW FACEBOOK FOLLOWERS

VIEW TOP POST



PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



621

PREVIOUS COMPARISON PERIOD

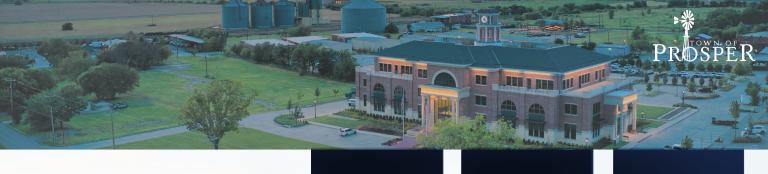
15,099 IMPRESSIONS



21,629

PREVIOUS COMPARISON PERIOD





X

TOWN OF PROSPER

VIEW TOP POST

5,099

FOLLOWERS 5.136 Comparison Period

PROSPER POLICE

7,117

FOLLOWERS 7,142 Comparison Period

PROSPER FIRE RESCUE

VIEW TOP POST

2,398

FOLLOWERS 2,424 Comparison Period 33

TWEETS

17 **TWEETS**

3 **TWEETS**

206 **ENGAGEMENTS**

328 **ENGAGEMENTS**

35 **ENGAGEMENTS**

6,396 **IMPRESSIONS**

8,024 **IMPRESSIONS**

1,006 **IMPRESSIONS**

INSTAGRAM

PRÖS̈́PË́R

8,778OLLOWERS

82,700

1,876 ENGAGEMENTS

PROSPER

2,041 FOLLOWERS

POSTS

8.585 IMPRESSIONS ENGAGEMENTS

TOWN OF PROSPER

PROSPER CHRISTMAS FESTIVAL 9.5 PEOPLE REACHED **193** LIKES **126 SHARES 14** COMMENTS



COMMUNITY LIBRARY

THANKSGIVING SCAVENGER HUNT **16 PEOPLE REACHED** 14 LIKES 1 COMMENTS



LINKEDIN



2,751



13 POSTS



13,478



2,591



1,811

ENGAGEMENTS POST CLICKS

NEXTDOOR



16,787

MEMBERS



9,385



6108



CLAIMED HOUSEHOLDS

IMPRESSIONS



TOWN OF PROSPER VIDEOS



9

Progress in Prosper: Raymond Community Park and Lakewood Park
Prosper Veterans Day Honor Run
Prosper Works: Street Supervisor Luis Galvez
Lakewood Park Ribbon Cutting Ceremony
Prosper Christmas Festival is on December 7!
Legacy Drive and Gee Road are NOW OPEN!

Be a Good Turkey This Year Prosper!

<u>Veterans Day</u>

The Prosper Christmas Tree is Up!

MAYOR'S MINUTE



2 NEW VIDEOS

ENGAGEMENTS 118
VIEWS 3,316

MAYOR'S MINUTE - 11/12/2024 MAYOR'S MINUTE - 11/26/2024

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

4,689

4,660 Comparison Period

EMPLOYEE EDITION

429

CONTACTS

HOA MONTHLY NEWSLETTER

148

CONTACTS

THE LANDSCAPE

1,745

CONTACTS

66% AVERAGE OPEN RATE

60%
AVERAGE
OPEN RATE

85%AVERAGE
OPEN RATE

71%AVERAGE
OPEN RATE

2%AVERAGE
CLICK RATE

3% AVERAGE CLICK RATE

5% AVERAGE CLICK RATE

5% AVERAGE CLICK RATE **4** NEWSLETTERS SENT

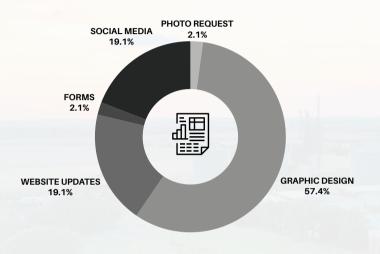
NEWSLETTERS SENT

`**I** NEWSLETTERS SENT

NEWSLETTERS
SENT



COMMUNICATION HELP TICKETS



56 COMMUNICATION HELP TICKETS WERE SUBMITTED

CHATBOT TOP TOPICS

TOPIC

NUMBER OF MENTIONS

•	Trash	24
•	Christmas Festival	18
•	Court Appearances	13
•	Staff Directory	8
•	Police	7

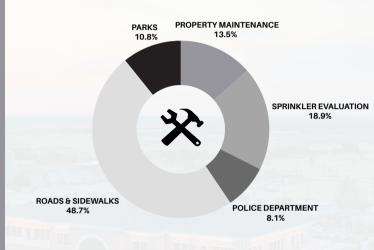
These are the top monthly topics that website viewers request information on. These questions are assessed and updated weekly to help viewers find information with ease.



73.7% Resolution Rate

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

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

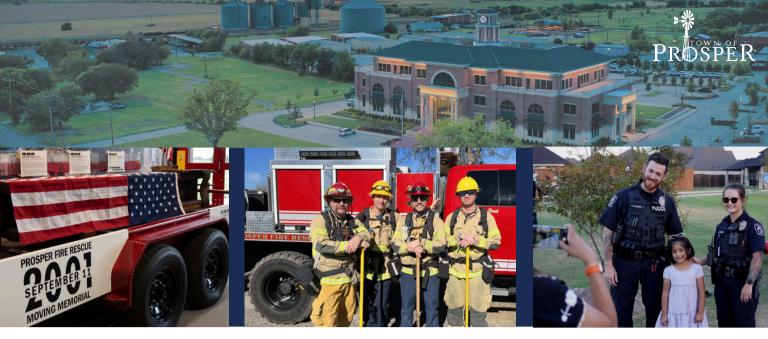
43
TOTAL REQUESTS

41CLOSED REQUESTS

2OPEN REQUESTS

41NEW APP DOWNLOADS

7,582TOTAL APP DOWNLOADS



PRESS RELEASES

Town of Prosper to Celebrate Grand Opening of Lakewood Park

MEDIA COVERAGE



1.16K MEDIA MENTIONS

CAMPARISON 1.56K

TOP COVERAGE

Prosper Media Coverage for October 26 - November 1, 2024.

Prosper Media Coverage for November 2 - November 8, 2024.

Prosper Media Coverage for November 9 - November 15, 2024.

Prosper Media Coverage for November 16 - November 22, 2024.

Prosper Media Coverage for November 23 - November 27, 2024.



COMMUNITY ENGAGEMENT ROAD

COMMUNITY ENGAGEMENT

7

- Arbor Day Event November 1
- Downtown Advisory Committee Meeting November 4
- Community Engagement Committee November 6
- Veterans Day Honor Run November 9
- HOA Presidents Meeting November 14
- Partners in Faith Meeting November 15
- MYAC Meeting November 20

8

COMMUNITY ROOM MEETINGS

- Blocked for Election Nov. 1 Nov. 13
- Greenspoint Prosper HOA
- Girl Scout SU187 Leaders Mtg.
- Prosper ISD P2P Services
- North Dallas RC Club
- Highland Meadows HOA
- Water Presentation Cub Scout Pack 289
- Divine Women of God Sister Circle



USER BREAKDOWN

101,485

PAGE VIEWS COMPARISON PERIOD 108,570

38.0%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPARISON PERIOD 40.0%

62.0%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE COMPARISON PERIOD 60.0%

MOST VISITED PAGES

- Town of Prosper A Place Where Everyone Matters
- November 2024 General Election
- Trash & Recycling Town of Prosper
- Join Prosper PD
- Live Railroad Camera Feeds
- Prosper Police Department
- Building Inspections
- Library Card Membership





Search

