



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, May 1, 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 April 3, 2024, Community Engagement Committee (CEC) meeting.
3. Comments from the Public.
4. Brainstorming Ideas for Life in Prosper (BK)
 - a. Partner with HOAs for localized events
 - b. Discuss boards & commission applications as a video series
5. Feedback on Special Events (BK)
 - a. New Resident Mixer
 - b. Spring Cleanup
 - c. Paws on Broadway

6. Discuss and receive any updates regarding:
 - a. Social Media Graphics
 - b. Town Events (TR)
 - c. Community Engagement Activities (TR)
7. Discuss and consider "Now You Know Prosper" Top 3. (BK)
8. Discuss and consider "Top 3" & Save the Date (BK)
9. Request 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, April 26, 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, April 3, 2024

1. Call to Order / Roll Call.

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

Committee Members Present:

Brent Kirby, Chair
Kristin Meier, Vice Chair
Andy Franco
Kari Willis (arrived at 6:27 p.m.)
Chris Wardlaw
Jai Muthu

Committee Members Absent:

Kimberly Smith
Gretchen Darby
Stacy Cate

Councilmembers Present:

Amy Bartley

Staff Members Present:

Robyn Battle, Executive Director
Devon Jett, Community Engagement Coordinator

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

Andy Franco made a motion and Chris Wardlaw seconded the motion to approve the minutes of the March 6, 2024 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

Cameron Reeves was in attendance to observe.

4. Brainstorming Ideas for Life in Prosper (BK)

a. Notifications & App Discussion

This item was not discussed.

b. Take the Engagement to the People/Interactive Map

The Community Engagement Committee brainstormed ideas for the upcoming 2024 election, focusing on making it a friendly and neighborly event. Suggestions were to maintain the small-town feel of Prosper while emphasizing the overarching message of unity, regardless of political affiliations. It was proposed that the primary message encourages residents to participate in the voting process, promoting a sense of community. Recognizing the increasing diversity within Prosper over the past five years, the committee emphasized the importance of celebrating this diversity when it comes to voting.

A second suggestion was to collaborate with local businesses to organize a voting happy hour in downtown Prosper on election day, aiming to make voting a more engaging experience. Additionally, the committee discussed the possibility of shifting the focus away from political views and toward fostering connections between neighbors. This could involve integrating voting with existing downtown events or offering incentives like free snow cones for those who present their voting stickers. It was noted that Prosper residents residing in Denton County are unable to vote at Prosper Town Hall, which is situated in Collin County. This logistical challenge will need to be addressed should the committee decide to hold an event or offer an incentive that coincides with voting.

c. Road Show/Town Hall

During the meeting, the Committee discussed the concept of a Road Show/Town Hall event, which entails Town Council and CEC members hosting mini Town Hall type events in specific neighborhoods. The aim is to bring engagement directly to residents rather than relying solely on large town events to draw residents in. Various ideas were explored on how to encourage participation in these neighborhood events, including:

- Kona Ice or food trucks present to create a casual atmosphere conducive to residents getting their questions answered.
- Provide informative materials outlining key town services aimed at improving residents' lives.
- Organize mini mixers, similar to the new resident mixer, in different zones across Prosper, collaborating with HOAs to host block parties tailored to the interests of each area.
- Partner with neighborhoods already holding established events to facilitate participation.

As an agenda item for the next meeting, the Committee plans to further discuss the logistics of partnering with neighborhoods, determining the incentives for attendance, and defining the target audience.

5. Feedback on Special Events (BK)

a. P-Town Throwdown Pickleball Tournament
No CEC members were in attendance.

6. Discuss and receive any updates regarding:

a. Social Media Graphics
This item was not discussed.

b. Town Events (RB)
Robyn Battle provided an overview of upcoming town events:

- New Resident Mixer on April 5: Robyn invited members of the CEC to attend.
- Spring Cleanup on April 6
- Totality Rocks viewing party on April 8
- Paws on Broadway on April 27

c. Community Engagement Activities (RB)
Robyn Battle provided updates on recent and upcoming community engagement activities:

- Downtown Logo Competition
 - Mayor's Youth Advisory Council
Partnership with Prosper Ladies Association, volunteering at the Prosper Fire Rescue banquet and the Prosper Police Department Banquet.
 - Partners in Faith: Compiling a resource guide and organizing the National Day of Prayer event on May 2.
 - Citizens Academy: Currently in its 6th week.
 - Mayor's Teen Government Academy:
An upcoming summer program initiated by Mayor Bristol aimed at teaching the role of local government and exploring careers in public service for students.
7. **MYAC Subcommittee Updates and CEC Volunteers for April 24 meeting. (RB)**
CEC volunteers for the April 24 MYAC meeting are Brent Kirby and Andy Franco.
8. **Discuss and consider "Now You Know Prosper" Top 3. (BK)**
1. CEC to share the sprinkler evaluation video
2. Vacation close patrol form
3. Paint disposal/HHW voucher
9. **Discuss and consider "Top 3" & Save the Date (BK)**
1. Paws on Broadway-4/27
2. Boyer Park Eclipse Party-4/8
3. Mayor's Fitness Challenge
10. **Request for future agenda items.**
1. Discuss boards & commission applications as a video series and how to cover each committee.
2. Partner with HOA for localized events.
11. **Adjourn.**
Kristin Meier made the motion and Jai Muthu seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:18 p.m. on Wednesday, April 3, 2024.

These minutes were approved on May 1, 2024.

APPROVED

Brent Kirby, Chair

ATTESTED

Devon Jett, Community Engagement Coordinator



TOWN OF PROSPER

Communications Report March 2024


SNAPSHOT

384 POSTS **1,033** NEW FOLLOWERS **21,623** ENGAGEMENTS **581,546** IMPRESSIONS

COMBINED ACCOUNTS
[VIEW MARCH 2024 COMBINED 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

 **20,000**
FOLLOWERS



**GAINED 248 NEW
FACEBOOK FOLLOWERS**

66 POSTS  **52**
PREVIOUS COMPARISON PERIOD

7,101 ENGAGEMENTS  **8,757**
PREVIOUS COMPARISON PERIOD

250,930 IMPRESSIONS  **168,087**
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK

 **20,081**
FOLLOWERS



**GAINED 271 NEW
FACEBOOK FOLLOWERS**

14

POSTS



16

PREVIOUS COMPARISON PERIOD

5,524

ENGAGEMENTS



4,736

PREVIOUS COMPARISON PERIOD

112,144

IMPRESSIONS



81,780

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK

 **10,995**
FOLLOWERS



**GAINED 137 NEW
FACEBOOK FOLLOWERS**

27

POSTS



10

PREVIOUS COMPARISON PERIOD

4,001

ENGAGEMENTS



1,783

PREVIOUS COMPARISON PERIOD

67,419

IMPRESSIONS



22,948

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER PARKS & RECREATION FACEBOOK

 **8,074**
FOLLOWERS



GAINED **146 NEW**
FACEBOOK FOLLOWERS

42
POSTS



65
PREVIOUS COMPARISON PERIOD

1,222
ENGAGEMENTS



2,132
PREVIOUS COMPARISON PERIOD

43,879
IMPRESSIONS



50,492
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK

 **5,054**
FOLLOWERS



GAINED **42 NEW**
FACEBOOK FOLLOWERS

41
POSTS



41
PREVIOUS COMPARISON PERIOD

1,197
ENGAGEMENTS



650
PREVIOUS COMPARISON PERIOD

45,215
IMPRESSIONS



26,405
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

TOWN OF PROSPER

[VIEW TOP POST](#)

4,955

FOLLOWERS
4,929 Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

6,788

FOLLOWERS
6,741 Comparison Period

PROSPER FIRE RESCUE

[VIEW TOP POST](#)

2,270

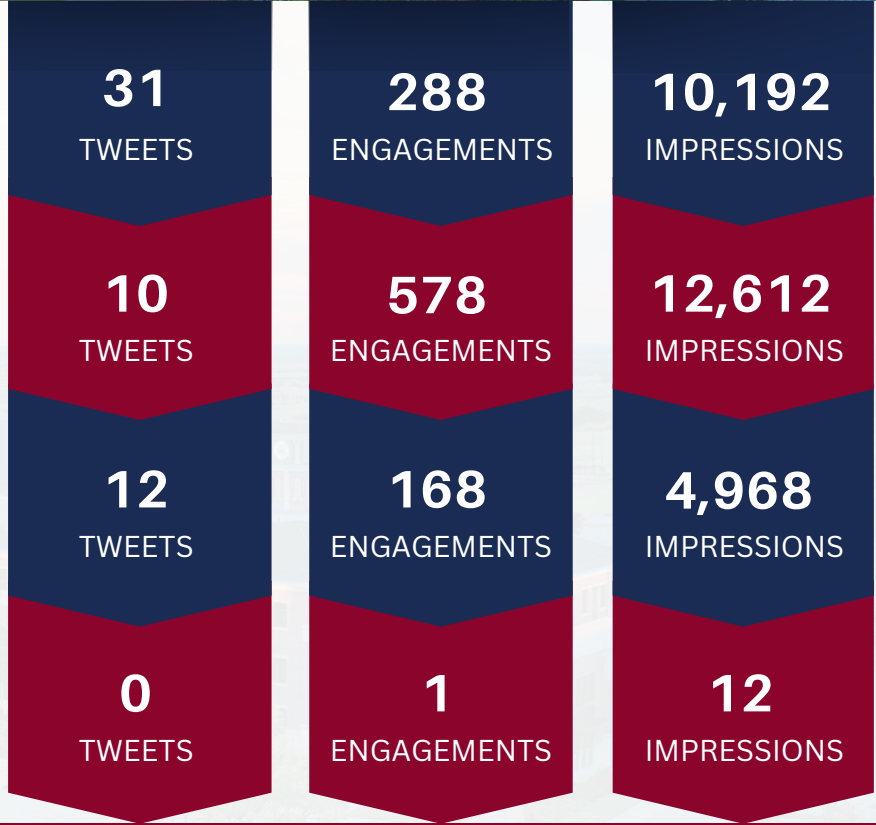
FOLLOWERS
2,248 Comparison Period

COMMUNITY LIBRARY

NO TWEETS THIS MONTH

77

FOLLOWERS
75 Comparison Period



INSTAGRAM



TOWN OF PROSPER

TOTALITY ROCKS VIEWING PARTY

9.2k PEOPLE REACHED
126 LIKES
3 COMMENTS



COMMUNITY LIBRARY

EGG HUNT CANCELED DUE TO WEATHER

20 PEOPLE REACHED
19 LIKES
0 COMMENTS



LINKEDIN



NEXTDOR





TOWN OF PROSPER VIDEOS



6

- [Daylight Savings Time Begins](#)
- [North Collin County Neighborhood Conference](#)
- [Now You Know Prosper: myProsper app](#)
- [This Totality Rocks! Viewing Party!](#)
- [The Journey of 1,000 Miles!](#)
- [North Collin County Neighborhood Conference Save the Date!](#)

MAYOR'S MINUTE



2

NEW VIDEOS

ENGAGEMENTS	25
IMPRESSIONS	1,103
VIEWS	532

[MAYOR'S MINUTE - 3/12/2024](#)

[MAYOR'S MINUTE - 3/26/2024](#)

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

4,302

CONTACTS

EMPLOYEE EDITION

399

CONTACTS

HOA MONTHLY NEWSLETTER

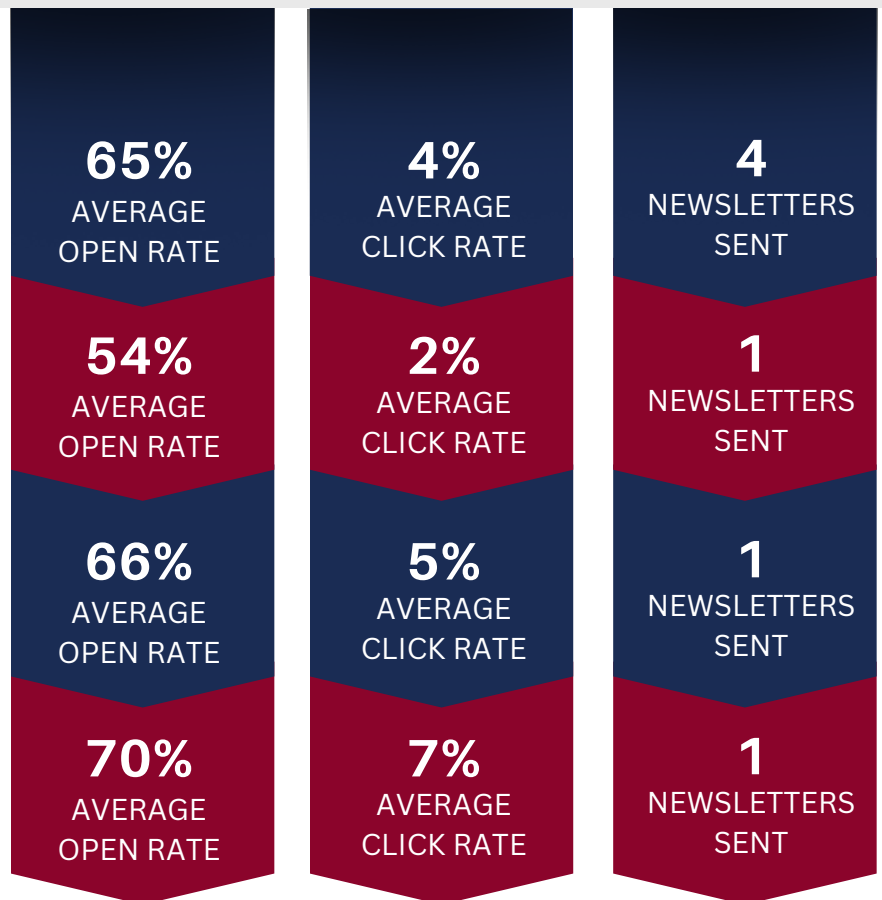
146

CONTACTS

THE LANDSCAPE

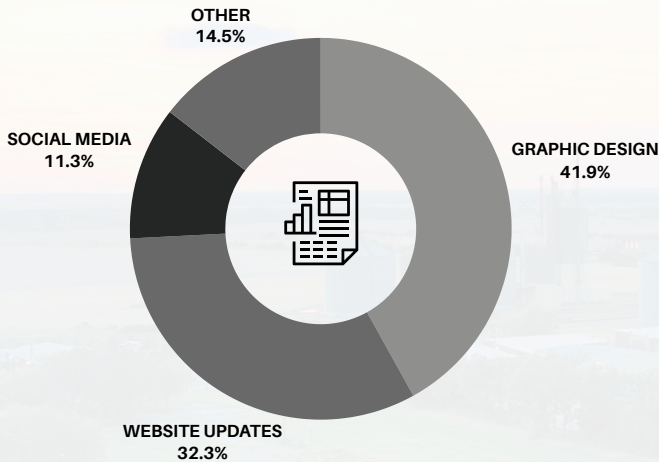
1,705

CONTACTS



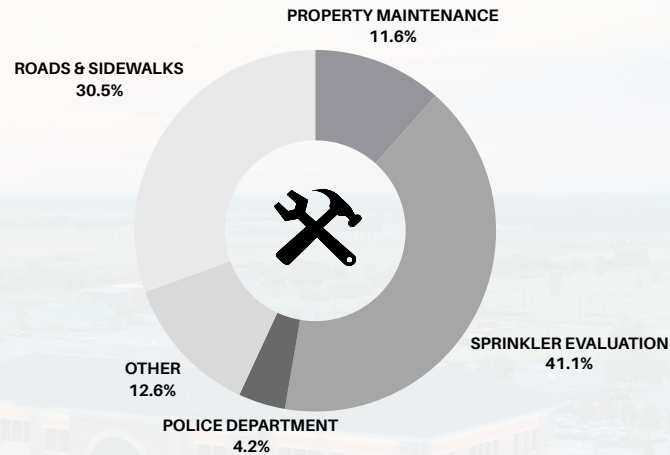


COMMUNICATION HELP TICKETS



62 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR MARCH 2024

MYPROSPER MOBILE APP SERVICE REQUESTS




SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC NUMBER OF MENTIONS

- | | |
|------------|----|
| BULK TRASH | 21 |
| PERMITS | 12 |
| CONTRACTOR | 10 |
| LIBRARY | 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.

 **80% Resolution Rate**

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

95
TOTAL REQUESTS

68
CLOSED REQUESTS

27
OPEN REQUESTS

130
NEW APP DOWNLOADS

5598
TOTAL APP DOWNLOADS



PRESS RELEASES

1 [Prosper Police Department Launches C.A.T.C.H. Program to Enhance Community Safety](#)

MEDIA COVERAGE 

1.29K

MEDIA MENTIONS

CAMPARISON
1.61K

TOP COVERAGE

[Prosper Media Coverage for February 24 - March 1, 2024.](#)

[Prosper Media Coverage from March 2-8, 2024.](#)

[Prosper Media Coverage March 9-15, 2024.](#)

[Prosper Media Coverage for March 16-22, 2024.](#)

[Prosper Media Coverage for March 23 - March 28, 2024.](#)



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT **8**

- Community Engagement Committee (CEC) Meeting - March 6
- Citizens Academy, Session 4 - March 7
- Downtown Advisory Committee - March 18
- Mayor's Coffee Fire Station #2 - March 20
- Citizens Academy, Session 5 - March 21
- P-Town Throwdown - March 23
- Mayor's Youth Advisory Council - March 27
- Citizens Academy, Session 6 - March 29

9

COMMUNITY ROOM MEETINGS

- Blocked for Election March, 1 - March 6
- Girl Scouts SU187 Leaders Mtg.
- Prosper Historical Society
- Greenspoint Prosper HOA
- Rushing Middle School PTO
- Whitley Place HOA
- Enclave at Lakes of Prosper HOA
- Preston Lakes HOA
- Compass BC Ladies Group



USER BREAKDOWN

105,848

PAGE VIEWS
COMPARISON PERIOD 104,715

56.9%

OF USERS ACCESS OUR WEBSITE
USING A DESKTOP
COMPARISON PERIOD 63.6%

43.1%

OF USERS ACCESS OUR WEBSITE
USING A MOBILE DEVICE
COMPARISON PERIOD 36.7%

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Field Conditions](#)
- [Town of Prosper - Search](#)
- [Trash & Recycling – Town of Prosper](#)
- [Library](#)
- [Recreation Programs](#)
- [Building Inspections](#)
- [Employment](#)
- [Utility Billing - Trash and Recycling](#)



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