



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Monday, May 15, 2023
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.

If you are attending in person, 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 come to the podium, and 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 Town Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the Town Council or while attending the Town Council 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 Town Council during that session of the Town Council. 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 5, 2023, Community Engagement Committee (CEC) meeting.
3. Brainstorming Ideas for Life in Prosper (CS)
4. Discuss Proposal for Mayor's Youth Advisory Council (RB)
5. Comments from the Public.
6. Discussion & Brainstorming about CEC Marketing & Communications (CS)
 - a. Teen Focus Group
7. Feedback on Special Events (CS)
 - a. New Resident Mixer
 - b. Prosper Exchange Event

8. Review Work Plan/Activity Schedule (CS)
9. Subcommittee Updates:
 - a. Downtown Advisory Subcommittee (CW)
 - b. Survey Subcommittee (CW)
 - c. Prosper Passport Subcommittee (BK)
10. Discuss and receive any updates regarding:
 - a. Community Map (BK)
 - b. Social Media Graphics (KW)
11. Discuss and consider CEC "Top 3" (CS)
12. Request for future agenda items.
13. 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, May 12, 2023, 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.

<p>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.</p>



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conferenc Room
250 W. First Street, Prosper, Texas
Wednesday, April 05, 2023

1. Call to Order / Roll Call.

This meeting was called to order at 6:01 p.m.

Committee Members Present:

Christine Strobush, Chair
Brent Kirby, Vice Chair
Trovette Tottress
Chris Wardlaw
Kristin Meier
Kari Willis

Committee Members Absent:

Josh Carson
Grant Mendeljian
Britt Beene
Gretchen Darby
John Hamilton

Councilmembers Present:

Jeff Hodges
Marcus Ray
Amy Bartley

Staff Members Present:

Devon Jett, Community Engagement Specialist
Chuck Ewings, Executive Director of Development and Infrastructure Services

Staff Members Absent

Robyn Battle, Executive Director of Community Services

2. Consider and act upon the minutes of the March 1, 2023, Community Engagement Committee (CEC) meeting.

Kari Willis made a motion and Chris Wardlaw seconded the motion to approve the minutes from March 1, 2023. The motion was approved unanimously.

3. Discussion of Downtown Committee (CE)

Chuck Ewings, Executive Director of Development and Infrastructure Services was in attendance and asked for feedback on the formation of a Downtown Advisory Committee. The Committee would ideally consist of seven members with three of those being people with a vested interest in the downtown community. Councilmember Amy Bartley stated that because Town Council would like to act sooner rather than later on implementing a budget, their recommendation was to form a Subcommittee of the Community Engagement Committee. The Subcommittee can consist of 5 or fewer people and can begin meeting right away. There are minor projects that could begin quicker with a

Subcommittee rather than waiting on a formal committee to be formed. Kristin Meier made a motion and Trovette Tottress seconded the motion to form a Downtown Advisory Subcommittee. The motion was approved unanimously. CEC members who will form the Subcommittee include Gretchen Darby, Kari Willis, Trovette Tottress, Chris Wardlaw, and Kristin Meier. They plan to meet before the next CEC Meeting in May. Councilmember Amy Bartley stated that a councilmember could be in attendance at the first subcommittee meeting to help get ideas started. The Downtown Advisory Subcommittee will also need to nominate someone to lead the subcommittee.

4. Comments from the Public.

Chandler Dosa was in attendance and asked for clarification on the subcommittee that was formed. It was explained that the Downtown Advisory Committee would be a Subcommittee of the CEC.

5. New Resident Mixer

The Committee reviewed the final details of the New Resident Mixer happening on April 6, 2023. The Committee reviewed the Survey and Devon Jett confirmed IT would be supplying the iPads with the survey loaded. There will also be a QR code residents can scan if they prefer to take the survey on their phones. They also discussed the flow of traffic and that they would educate residents on the passport and direct them to different departments. All CEC members attending the meeting confirmed they would be at the New Resident Mixer.

6. Teen Focus Group

The Committee agreed to hold off on the Teen Focus Group discussion until the May meeting when more CEC members would be in attendance.

7. Feedback on Special Events (CS)

a. Spring Cleanup

Councilmember Marcus Ray was in attendance and stated that the event was well-attended and organized. When asked what, if anything, needed to be done differently, he stated the only thing he received feedback on was Cornerstone possibly having two trucks to accommodate all the items brought in and possibly the Paper Shredding truck to be facing the opposite way.

b. Discover Downtown: Moonlight Movie

Discover Downtown: Moonlight Movie was canceled due to high winds.

8. Review Work Plan/Activity Schedule (CS)

The Committee reviewed the work plan, adding in the Cinco de Mayo celebration being held downtown on May 6 as well as the July 1 Pride in the Sky Event. Councilmember Amy Bartley stated that the Comprehensive Plan should be ready for the CEC to review by June or July. Prosper Exchange will also be having its quarterly event on April 13. The Prosper Exchange is a quarterly event where residents and business members of the Prosper community come together to learn about critical issues. The April meeting will focus on state and local taxation. The CEC plans to help promote the event on social media. Christine Strobush will also add the P-Town Pickleball Throwdown on June 3 and Coffee and Chrome on July 22 to the work plan.

9. Subcommittee Updates:

a. Survey Subcommittee (CW)

Chris Wardlaw stated that the Survey is ready to be piloted at the New Resident Mixer and Robyn Battle will send him all data collected after the event. Devon will test the surveys on the iPads and charge the iPads for the New Resident Mixer.

b. Prosper Passport Subcommittee (BK)

CEC members received a hard copy of the newly printed Prosper Passport to be handed out at the New Resident Mixer. The Committee confirmed they would like to keep the Prosper Passport Subcommittee as a standing item on the agenda.

10. Discuss and receive any updates regarding:

a. Community Map (BK/RB)

Brent Kirby reiterated that the Community Map has been created, and the CEC's next steps will be finding the best ways to use it. The Committee plans to discuss this further in future meetings and also address how it may line up with the CEC's social media campaign.

b. Social Media Graphics (KW)

Kari Willis presented the revamped social media graphics, including those that can be used on Instagram stories. The Committee agreed the best plan would be to post their own photos in conjunction with the Town also posting information on the CEC. After discussing, the Committee agreed they would like to wait until after the May 6 election to launch the social media campaign. The plan is to launch mid-week to gain the most engagement. Devon will send Kari Willis the white Town of Prosper Community Engagement Committee logo as well as photos of new member John Hamilton so those can be placed in the graphics.

11. Discuss and consider CEC "Top 3". (CS)

1. Voting information for Collin & Denton County
2. Cinco de Mayo Celebration on May 6
3. Prosper Exchange Event on April 13

12. Request for future agenda items.

1. Brainstorming Ideas for Life in Prosper
2. Teen focus group for future events

13. Adjourn.

The meeting was adjourned at 7:05 p.m. on Wednesday, April 5, 2023.

These minutes were approved on May 3, 2023.

APPROVED

Christine Strobush, Chair

ATTESTED

Devon Jett, Community Engagement Specialist

DRAFT

Prosper CEC Workplan –draft for 5/3 review

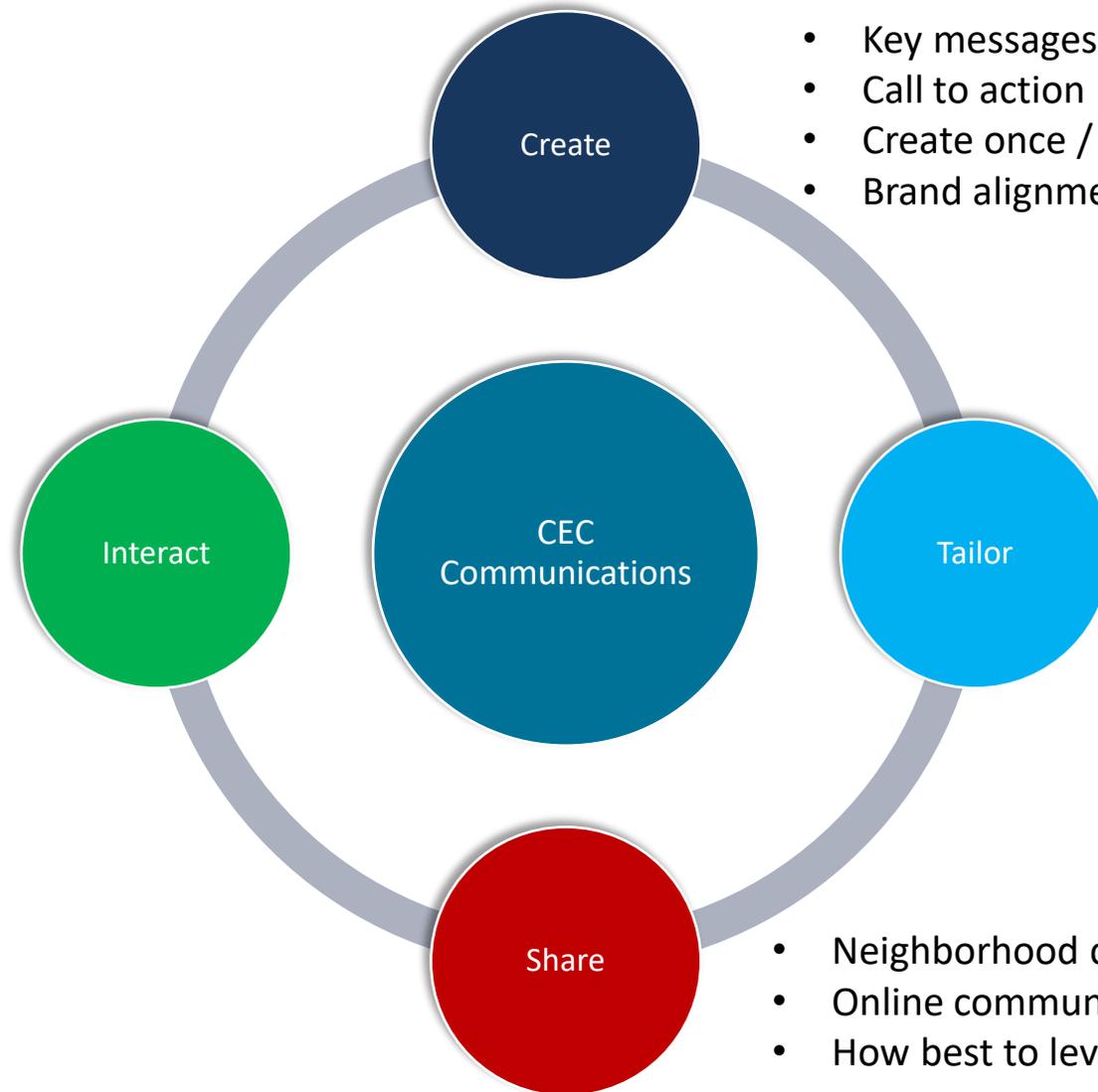


CEC Activity Type	Spring Mar, Apr, May	Summer Jun, Jul, Aug	Fall Sep, Oct, Nov	Winter Dec, Jan, Feb
Events to join / Activities to support	<ul style="list-style-type: none"> ✓ 3/1- Coffee with a Cop ✓ 3/1- Kick-off Mayor’s Fitness Challenge ✓ 4/12 –Balcony Reception: Developers ✓ 4/13 – Prosper Exchange • 5/6 – Discover Downtown: Cinco de Mayo celebration • 5/11- HOA Presidents meeting • Ribbon cutting for central fire station 	<ul style="list-style-type: none"> • 6/3 – Pickleball tournament • 7/1 - July 4th celebration • 7/22 – Chrome & Coffee • 8/10 - HOA Presidents meeting • 8/11 – Discover Downtown: Moonlight Movie 	<ul style="list-style-type: none"> • 9/9 – Paws on Broadway • 9/11 - Remembrance ceremony • 9/28 – Balcony Reception • 10/19 – Balcony Reception • 11/9 - HOA Presidents meeting • Celebrate Prosper BBQ & Blues • 5K and fun run • Light the Night contest kick-off 	<ul style="list-style-type: none"> • Christmas festival • HOA Presidents meeting • Prosper Fishing Derby
Special Projects / Events to host	<ul style="list-style-type: none"> ✓ 3/1 - New website launch ✓ 4/6 - New Resident Mixer <ul style="list-style-type: none"> ➤ Prosper Passport for New Residents ➤ Event Survey Launch 	<ul style="list-style-type: none"> • CEC Members Event • Feedback on Comprehensive plan (June or July) 	<ul style="list-style-type: none"> • New Resident Mixer 	
Ongoing activities	<ul style="list-style-type: none"> • Communication Plan – Monitor Progress & Execution 	<ul style="list-style-type: none"> • Communication Plan – Monitor Progress & Execution 	<ul style="list-style-type: none"> • Communication Plan 	

CEC Special Projects –draft for 5/3 review

Project	CEC Subcommittee	Program Start	Program Launch	Comments
Prosper Passport	Brent Kirby (lead), James Creedon, Josh Carson, Kristin Meier, Britt Beene, Maona Ngwira	Sep 2022	4/6 – Launch (New Resident Mixer)	<ul style="list-style-type: none"> Launch program starting with 4/6 New Resident Mixer
Prosper Event Survey	Chris Wardlaw (lead), Grant Mendeljian, Shy Tottress, Kari Willis	Sep 2022	4/6 – Full Launch (New Resident Mixer)	<ul style="list-style-type: none"> Full launch with 4/6 New Resident Mixer
Improve CEC Marketing & Communications	TBD	TBD	TBD	<ul style="list-style-type: none"> Opportunity for consistent template(s) for social media communication and Community Map, how to best engage and mobilize the Prosper Influencers (PI) Opportunity to leverage Teen Focus Group in order to better engage with the teen community
Downtown Advisory		April 2023		
Mobile App Enhancements	TBD	TBD	TBD	<ul style="list-style-type: none"> Prosper Passport requirements Prosper Event Survey requirements Calendar of Events Others

- Listen to stakeholders
- Understand individual feedback and common themes
- Engage and help Prosper to be a Town where everyone matters
- How best to leverage focus groups (e.g. Teen Focus Group)?



- Key messages
- Call to action
- Create once / leverage widely
- Brand alignment

- Personalize if needed
- Customize if needed
- Other thoughts?

- Neighborhood communities - Community Map
- Online communities & groups
- How best to leverage Prosper Influencers (e.g. CEC L2)?



TOWN OF PROSPER

Communications Report March 2023

SNAPSHOT

COMBINED ACCOUNTS

[VIEW MARCH 2023 COMBINED ACCOUNTS REPORT](#)

165

POSTS

338

NEW FOLLOWERS

26,058

ENGAGEMENTS

457,264

IMPRESSIONS

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



17,914

FOLLOWERS



GAINED 105 NEW
FACEBOOK FOLLOWERS
IN MARCH 2023

60

POSTS



43

FEB. COMPARISON PERIOD

7,939

ENGAGEMENTS



68,871

FEB. COMPARISON PERIOD

177,533

IMPRESSIONS



1,702,648

FEB. COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK

 **17,930**
FOLLOWERS



**GAINED 85 NEW
FACEBOOK FOLLOWERS
IN MARCH 2023**

14
POSTS



15

FEB. COMPARISON PERIOD

6,040
ENGAGEMENTS



25,377

FEB. COMPARISON PERIOD

102,920
IMPRESSIONS



161,011

FEB. COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK

 **10,141**
FOLLOWERS



**GAINED 60 NEW
FACEBOOK FOLLOWERS
IN MARCH 2023**

22
POSTS



17

FEB. COMPARISON PERIOD

7,549
ENGAGEMENTS



3,445

FEB. COMPARISON PERIOD



[VIEW TOP POST](#)

90,811
IMPRESSIONS



64,016

FEB. COMPARISON PERIOD

PROSPER PARKS & RECREATION FACEBOOK

 **7,047**
FOLLOWERS



**GAINED 143 NEW
FACEBOOK FOLLOWERS
IN MARCH 2023**

36
POSTS



40
FEB. COMPARISON PERIOD

2,096
ENGAGEMENTS

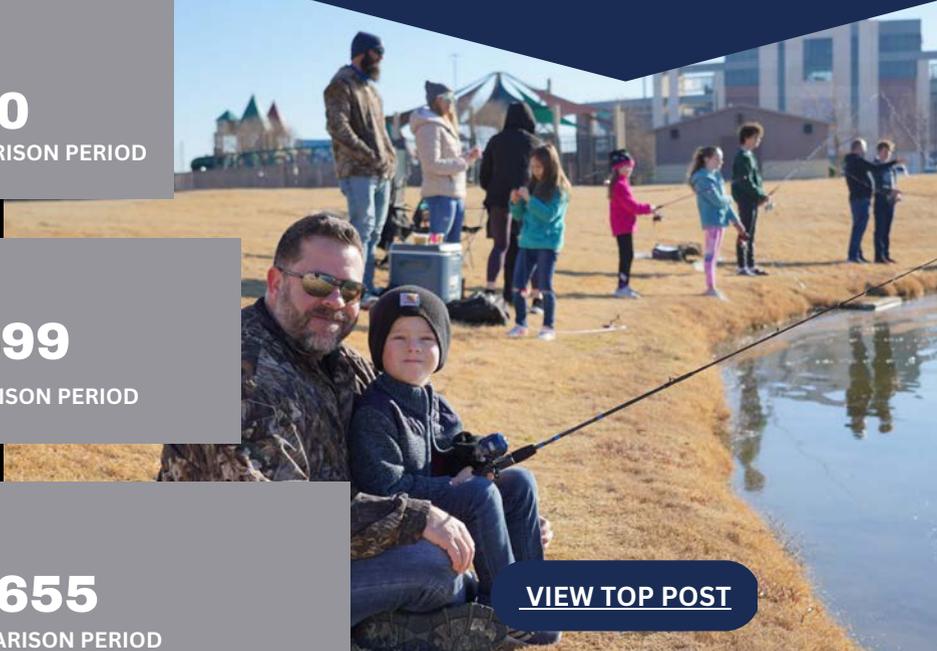


3,499
FEB. COMPARISON PERIOD

53,928
IMPRESSIONS



49,655
FEB. COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK

 **4,682**
FOLLOWERS



**GAINED 68 NEW
FACEBOOK FOLLOWERS
IN MARCH 2023**

27
POSTS



39
FEB. COMPARISON PERIOD

2,434
ENGAGEMENTS



2,495
FEB. COMPARISON PERIOD



[VIEW TOP POST](#)

32,072
IMPRESSIONS



36,198
FEB. COMPARISON PERIOD



TWITTER

TOWN OF PROSPER

[VIEW TOP POST](#)

4,620

FOLLOWERS

4,625 FEB Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

6,159

FOLLOWERS

6,116 FEB Comparison Period

PROSPER FIRE RECSUE

[VIEW TOP POST](#)

2,075

FOLLOWERS

2,074 FEB Comparison Period

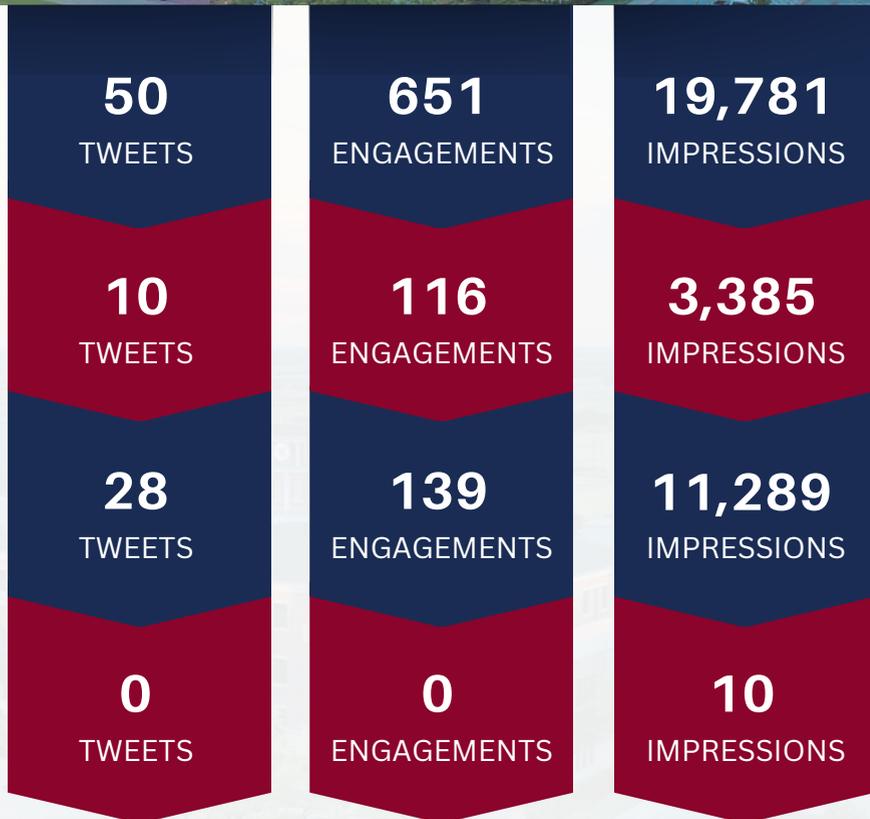
COMMUNITY LIBRARY

[VIEW TOP POST](#)

64

FOLLOWERS

4,480 FEB Comparison Period



INSTAGRAM



6,293
FOLLOWERS

39
POSTS

33,634
IMPRESSIONS

684
ENGAGEMENTS



1,413
FOLLOWERS

27
POSTS

6,358
IMPRESSIONS

118
ENGAGEMENTS

TOWN OF PROSPER

CHILDREN'S HEALTH PROSPER
RIBBON CUTTING

3,823 PEOPLE REACHED

262 LIKES

2 COMMENTS



COMMUNITY LIBRARY

EASTER BUNNY DRIVE

690 PEOPLE REACHED

18 LIKES

1 COMMENTS



LINKEDIN

1,568
FOLLOWERS

10
POSTS

4,235
IMPRESSIONS

451
ENGAGEMENTS

312
POST CLICKS

NEXTDOR

14,092
MEMBERS

8,008
CLAIMED HOUSEHOLDS

157
CLICKS

14
POSTS



TOWN OF PROSPER YOUTUBE



362

SUBSCRIBERS



2

NEW VIDEOS



40,768

TOTAL VIDEO VIEWS

MFC CHALLENGE 2023

145 YOUTUBE VIEWS

4300 FACEBOOK VIEWS

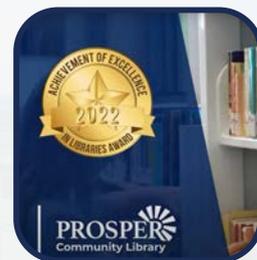


2022 ACHIEVEMENT OF

LIBRARY EXCELLENCE AWARD

84 YOUTUBE VIEWS

2762 FACEBOOK VIEWS



E-NEWS



PRINT AND DIGITAL PUBLICATIONS 2

PARKS ACTIVITY CALENDAR | LIBRARY CALENDAR



RESIDENT UPDATE

3,847

CONTACTS

EMPLOYEE EDITION

435

CONTACTS

HOA MONTHLY NEWSLETTER

127

CONTACTS

THE LANDSCAPE

1,150

CONTACTS

ACTIVE ADULTS (PARD)

691

CONTACTS

65%

AVERAGE
OPEN RATE

4%

AVERAGE
CLICK RATE

5

NEWSLETTERS
SENT

53%

AVERAGE
OPEN RATE

2%

AVERAGE
CLICK RATE

1

NEWSLETTERS
SENT

68%

AVERAGE
OPEN RATE

10%

AVERAGE
CLICK RATE

1

NEWSLETTERS
SENT

68%

AVERAGE
OPEN RATE

11%

AVERAGE
CLICK RATE

1

NEWSLETTERS
SENT

71%

AVERAGE
OPEN RATE

7%

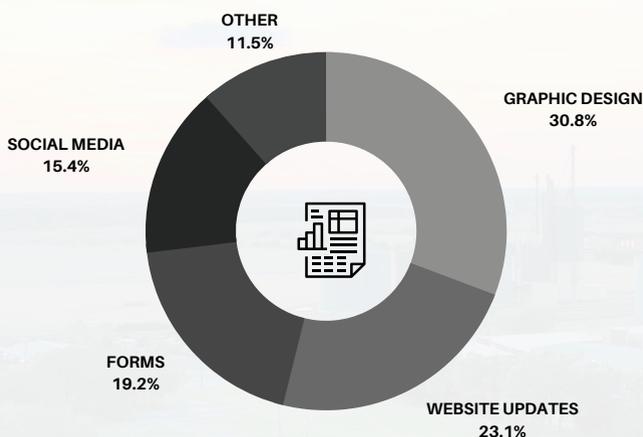
AVERAGE
CLICK RATE

1

NEWSLETTERS
SENT

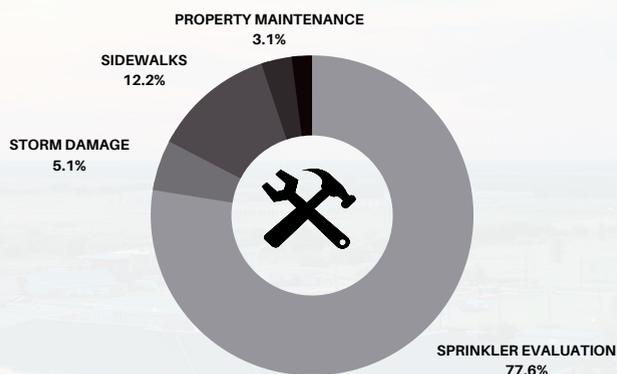


COMMUNICATION HELP TICKETS



35 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR MARCH 2023

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

EMAILS



19



EMAILS



Communications staff receives and responds to emails from community members via **social@prospertx.gov**. This email contact is available through our social media channels and the contact page on **www.prospertx.gov**.

100
TOTAL REQUESTS

82
CLOSED REQUESTS

18
OPEN REQUESTS

9
NEW APP DOWNLOADS

3,532
TOTAL APP DOWNLOADS



MEDIA COVERAGE



2,890

MEDIA MENTIONS
FEB. COMPARISON 1,650



PRESS RELEASES

4

- [Prosper Community Library Recognized for Excellence in Library Services and Programming](#)
- [Lit Communities Working to Assess Broadband Needs for Prosper](#)
- [Prosper Residents are Invited to Participate in the Mayor's Fitness Challenge](#)
- [POSTPONED - Discover Downtown Moonlight Movie Series Returns!](#)

TOP COVERAGE

[Where's the 'Independent Investigation' on Prosper ISD's Sex Abuse Scandal and Cover-up?](#)

TEXAS SCORECARD

[Prosper solidifies health hub status with Children's Health center grand opening](#)

DALLAS MORNING NEWS

[Prosper relaunches Coffee with a Cop program after COVID](#)

STAR LOCAL MEDIA

[Worker Killed When Truck-Mounted Crane Overturns at School Construction Site](#)

NBC-5

[What Happened To Makayla Noble?](#)

GADGETGRAPEVINE

[Prosper man who shot neighbor's pit bull will not face charges](#)

FOX-4

[Crane collapse in Celina kills 1 person](#)

CBS-11

[One killed in crane collapse at under-construction North Texas elementary school](#)

WFAA-8

[Celina Crane Collapse](#)

NBC-5

[One dead, one injured after crane incident at Prosper ISD elementary school in Celina](#)

STAR LOCAL MEDIA

[Person killed in Celina crane accident](#)

FOX-4

[Children's Health's Prosper Specialty Center Is Now Open](#)

D-MAGAZINE

[Ribbon is officially cut as Prosper welcomes new Children's Health Specialty Center campus](#)

STAR LOCAL MEDIA

[Prosper ISD Board of Trustees approves \\$36 million maximum price for elementary school](#)

STAR LOCAL MEDIA

[Prosper Town Council approves rezone request for land which will include Costco](#)

STAR LOCAL MEDIA

[Dallas North Tollway extension opens over U.S. 380](#)

DALLAS MORNING NEWS

[These five Prosper ISD students have been named National Merit Finalists](#)

STAR LOCAL MEDIA

[Prosper residents invited to participate in Mayor's Fitness Challenge](#)

STAR LOCAL MEDIA

[Prosper's Discover Downtown series kicks off March 31 with Moonlight Movie event](#)

STAR LOCAL MEDIA

[Lovepacs opens new pantry location in Prosper](#)

STAR LOCAL MEDIA

[Prosper residents, you have a new LOCAL news publication in town](#)

STAR LOCAL MEDIA

[Prosper residents asked to take internet connectivity survey](#)

STAR LOCAL MEDIA

[Are you a new resident of Prosper? If so, the town has the perfect event for you on April 6](#)

STAR LOCAL MEDIA

[Prosper Town Council continues investigation on water drainage at Hays Park](#)

STAR LOCAL MEDIA



COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT OPPORTUNITIES **11**

- Special Purpose District Committee Meeting - March 1
- Texas Health Resources Fitness Center Grand Opening - March 6
- Citizens Academy - March 16
- State of the Community at PLA - March 20
- Denton County Days - March 21-22
- Citizens Academy - March 23
- Prosper Spring Cleanup - March 25
- Collin County Days - March 28-29
- Citizens Academy - March 30
- Community Library Blood Drive - March 30
- Prosper Citizens Academy - March 30

8

COMMUNITY ROOM MEETINGS

- Preston Lakes HOA
- PBSA Board Meeting
- Downtown Business Alliance
- Prosper Historical Society
- Rushing General PTO Meeting
- Boy Scout Board of Review
- North Dallas RC Club
- Gentle Creek Estates Meeting
- Lakes of Prosper North HOA



FEB. 2023 DATA

WEBSITE PERFORMANCE



MARCH WEBSITE DATA IS NOT AVAILABLE - CIVIC PLUS IS WORKING ON RETRIEVING DATA

USER BREAKDOWN

78.3%

OF NEW USERS

21.7%

RETURNING USERS

28%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP

72%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE

MOST VISITED PAGES

- [Town of Prosper - A Place Where Everyone Matters](#)
- [Trash & Recycling - Town of Prosper](#)
- [Library - Town of Prosper](#)
- [News and Media](#)
- [Live Railroad Camera Feeds - Town of Prosper](#)
- [Pay My Utility Bill - Town of Prosper](#)
- [What to do if you receive a citation or have been charged with a violation - Town of Prosper](#)
- [Human Resources - Town of Prosper](#)
- [Building Inspections - Town of Prosper](#)
- [Police Department - Town of Prosper](#)



44,623

USERS

JAN. COMPARISON PERIOD **44,623**

1M 40S

AVG. SESSION DURATION

JAN. COMPARISON PERIOD **1M 54S**

56.02%

BOUNCE RATE

JAN. COMPARISON PERIOD **53.54%**

79,467

PAGEVIEWS

JAN. COMPARISON PERIOD **92,049**