

### **AGENDA**

Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, December 4, 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 November 6, 2024, Community Engagement Committee (CEC) meeting.
- 3. Comments from the Public.
- 4. Election for CEC Chair and Vice Chair
- 5. Brainstorming Ideas for Life in Prosper:
  - a. New Resident Passport & Website Revitalization
- 6. Discussion on Town Events (BK)
  - a. Recent Events
    - Veterans Day Honor Run
  - b. Upcoming Events
    - Christmas Festival
  - c. 2025 Event Calendar Discussion Update (KM)
- 7. Discuss and receive updates regarding:

- a. Community Engagement Activities (MP)
- b. MYAC Class of 2025 Updates (MP)
- 8. Discuss and consider "Now You Know Prosper" Top 3. (BK)
- 9. Discuss and consider "CEC Top 3" & Save the Date items. (BK)
- 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 Wednesday, November 27, 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, November 6, 2024

### 1. Call to Order / Roll Call.

The meeting was called to order at 6:07 p.m.

### **Committee Members Present:**

Brent Kirby, Chair Andy Franco Darlene Morton Soprina Reeves Annie Bunger Gretchen Darby Kimberly Smith

### **Committee Members Absent:**

Kristin Meier Jai Muthu Stacy Cate Kari Willis

### **Councilmembers Present:**

Jeff Hodges Amy Bartley

### **Staff Members Present:**

Todd Rice, Communications Director
Myrisa Petty, Community Engagement Coordinator

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

Andy Franco made a motion and Gretchen Darby seconded the motion to approve the October 2, 2024 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. (BK)

### a) CEC Hand Off Discussion

Mr. Kirby discussed how ideas and recommendations can be handed off. It is suggested to have a coworking meeting with the CEC to give their recommendations directly to the boards and voting whether to adopt or not. Mr. Kirby said it would depend on the recommendation itself for what the hand off would be. If the item is still somewhat live then Mr. Kirby suggests keeping it on the CEC agenda such as the 2025 Calendar and passport revitalization.

### b) Historical Downtown Prosper Event Brainstorm

This item was not discussed.

### 5. Discussion on Town Events

### a. Recent Events

### Celebrate Prosper

The event had great feedback from the committee with mentions of lots of people in attendance and Ms. Reeves mentioning it having a hometown feel and feeling connected to the town. Mr. Franco did note that while there were many people in attendance that a lot of them were from Light Farms. Council Member Hodges suggests no longer having the event at Frontier since there is an influx from the north. When it came to the addition of the New Resident Mixer into Celebrate Prosper, Ms. Petty mentions some of the department employees commenting that they had very few people visit their tables. Ms. Petty, Mr. Franco, and Ms. Bunger who handled the CEC table all noted an awkwardness in asking people if they were new residents and having to decline the giveaway if they weren't. Ms. Bunger mentions a need for a flyer with a QR code to the MyProsper app to be included in future giveaways. Council Member Bartley suggests forgoing departments being present at all for new resident events and potentially bringing in a VIP tent to invite new residents to. Mr. Kirby suggested a new resident box being mailed to the new residents instead of cards or in person events. Council Member Bartley did mention cost of mailing but also suggested working with EDC and the Prosper Chamber of Commerce for items or offerings. The previous new resident passport was brought up and it was suggested to rework the passport into more of a coupon book. Mr. Rice suggested making the existing New Resident Website more robust and utilizing the committee for a video welcoming residents. Mr. Kirby suggested going away from events all together, focusing on the website and revitalizing the passport with an incentive. Mr. Rice also mentions that utility billing inserts can be an option for those who still open their paper bills.

### b. Upcoming Events

#### Veterans Day Honor Run

The event will be held on November 9 at Frontier Park. The run has been expanded to include three distances. Ms. Petty notes that this years registration has exceeded previous years and special offers were made for town staff and PISD staff.

### Lakewood Park Ribbon Cutting

This event will be held on November 19 at the new Lakewood Park to celebrate the opening. The new park features hike and bike trail, a playground for all ages, natural areas, basketball and pickleball courts and a cricket pitch.

### 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.

### c. Logistics for a Serve Prosper Event

Mr. Rice let the committee know that he is working on a proposal for a volunteer program. Town of Prosper staff is meeting with other municipalities this month to gather the resources and advice to set up the program. Council Member Bartley mentions creating a hub for volunteer opportunities for the town.

### d. 2025 Event Calendar Discussion Update

Ms. Petty let the committee know that their feedback has been submitted to the Parks department who will take the feedback to the Parks Board. Council Member Bartley

suggested a coworking session for both the Community Engagement Committee and the Parks Board to discuss a hand off. Council Member Bartley also suggested some additional adjustments to the 2025 Event Calendar including changing Freedom Fest to Celebrate Prosper and holding it downtown or potentially a rebrand of Freedom Fest all together without Coffey Anderson. It was proposed to still have a community picnic with a new name and moving it to Raymond Park when it is opened. Ms. Smith mentions wanting to open the entertainment to the community and have different acts throughout the event with a posted schedule. Ms. Bunger also pointed out wanting to see more cultures showcased at these events.

### 6. Discuss receive updates regarding:

### a. Community Engagement Activities

Ms. Petty gave the committee an update on upcoming meetings for the HOA Presidents and the Partners in Faith. A brief overview of the goals for the meetings and the attendees invited was also given. Ms. Petty summarized the balcony receptions held during the month of October and noted dwindling attendance and the intention of spreading the receptions out to help boost attendance. The catering for the receptions this year was done by the Prosper High School and Walnut Grove High School culinary departments where those who were able to attend a reception noted how impressed they were with the student's efforts. The committee liked the idea of having the schools involved in town events.

### 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 elected their officers and upcoming agenda items including a goals and objectives exercise, discussion of a "MYAC Minute" and social media. Ms. Petty also notes that MYAC has been invited to a youth focus group for the Prosper Library Master Plan this month.

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

Mr. Rice gave an update on the upcoming "Now You Know Prosper" projects.

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

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

- Veterans Day Honor Run
- Lakewood Park Ribbon Cutting
- Prosper Christmas Festival

### 9. Requests for future agenda items.

- Setting up a coworking session for CEC and Parks Board
- New Resident Website Revitalization
- Update on Volunteer Hub efforts for Serve Prosper
- The committee agreed to move the January 2025 meeting date to the 8<sup>th</sup> of January in observance of New Years Day.

### 10. Adjourn.

The meeting was adjourned at 7:20 p.m. on November 6, 2024.

These minutes were approved on December 4, 2024.

### **APPROVED**

Brent Kirby, Chair

**ATTESTED** 

Todd Rice, Communications Director







## **TOWN OF PROSPER**

**Communications Report** October 2024

### **SNAPSHOT**

412

777

52,262

870,155

**IMPRESSIONS** 1,084,430

POSTS

NEW FOLLOWERS ENGAGEMENTS

114,382

COMBINED ACCOUNTS

#### **VIEW OCTOBER 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



21,615 **FOLLOWERS** 



**GAINED 102 NEW FACEBOOK FOLLOWERS** 



56

PREVIOUS COMPARISON PERIOD

28,407

**ENGAGEMENTS** 



PREVIOUS COMPARISON PERIOD

467,914



361,416

**IMPRESSIONS** 

PREVIOUS COMPARISON PERIOD





### PROSPER POLICE FACEBOOK





### **GAINED 99 NEW FACEBOOK FOLLOWERS**



46

PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



81,442

PREVIOUS COMPARISON PERIOD

176,542



463,148

**IMPRESSIONS** 

PREVIOUS COMPARISON PERIOD

### PROSPER FIRE RESCUE FACEBOOK





### GAINED 27 NEW **FACEBOOK FOLLOWERS**

**VIEW TOP POST** 

POSTS



19

PREVIOUS COMPARISON PERIOD

**ENGAGEMENTS** 



PREVIOUS COMPARISON PERIOD

39.844 **IMPRESSIONS** 



PREVIOUS COMPARISON PERIOD

**VIEW TOP POST** 



### PROSPER PARKS & RECREATION FACEBOOK



8,323 FOLLOWERS



# GAINED 30 NEW FACEBOOK FOLLOWERS

**47**POSTS



49
PREVIOUS COMPARISON PERIOD

**1,160** ENGAGEMENTS



1,199

PREVIOUS COMPARISON PERIOD

28,597
IMPRESSIONS



35,565

PREVIOUS COMPARISON PERIOD

### PROSPER COMMUNITY LIBRARY FACEBOOK



**5,275** FOLLOWERS



# GAINED **11 NEW**FACEBOOK FOLLOWERS

**VIEW TOP POST** 

35 POSTS



34

PREVIOUS COMPARISON PERIOD

**621** ENGAGEMENTS



548

PREVIOUS COMPARISON PERIOD

**21,629**IMPRESSIONS



19,127

PREVIOUS COMPARISON PERIOD





X

TOWN OF PROSPER

VIEW TOP POST

5,136

**FOLLOWERS** 5.128 Comparison Period

PROSPER POLICE

7,142

FOLLOWERS 7,121 Comparison Period

PROSPER FIRE RESCUE

VIEW TOP POST

2,424

FOLLOWERS 2.418 Comparison Period 23

**TWEETS** 

19

**TWEETS** 

3 **TWEETS** 

61 **ENGAGEMENTS** 

206 **ENGAGEMENTS** 

**ENGAGEMENTS** 

1,861

**IMPRESSIONS** 

5,249

**IMPRESSIONS** 

427 **IMPRESSIONS** 

**INSTAGRAM** 



8,681

100,506

2,070 ENGAGEMENTS



2,021 FOLLOWERS

**POSTS** 

11,769 IMPRÉSSIONS ENGAGEMENTS

TOWN OF PROSPER

LOCK TAKE HIDE 17.9 PEOPLE REACHED **311** LIKES 65 SHARES 13 COMMENTS



COMMUNITY LIBRARY HALLOWEEN PUPPET BOOKMARKS! **26 PEOPLE REACHED** 25LIKES 1 COMMENTS



LINKEDIN



**2,710** 



15 POSTS



15,808



2,591



2,130 POST CLICKS

**IMPRESSIONS ENGAGEMENTS** 

**NEXTDOOR** 



16,715 **MEMBERS** 

9,358



3559



POSTS

**CLAIMED HOUSEHOLDS** 

**IMPRESSIONS** 



### TOWN OF PROSPER VIDEOS



7

Celebrate Prosper 2024
Now You Know Prosper: CPR Class
Join us at Celebrate Prosper!
Closures at the intersections of Gee

Closures at the intersections of Gee Road and Legacy Drive near US 380
Teel Parkway from US 380 to First Street is now Complete!
Join Mayor Bristol at the Prosper Veterans Day Honor Run!
LOCK, TAKE, HIDE

### MAYOR'S MINUTE



**2** NEW VIDEOS

ENGAGEMENTS 33 IMPRESSIONS 1,728 VIEWS 1,763

MAYOR'S MINUTE - 10/8/2024 MAYOR'S MINUTE - 10/22/2024

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** 

4,660

**4,605** Comparison Period

**EMPLOYEE EDITION** 

**424** 

CONTACTS

**HOA MONTHLY NEWSLETTER** 

175

CONTACTS

THE LANDSCAPE

1,755

CONTACTS

67%
AVERAGE
OPEN RATE

**57%**AVERAGE
OPEN RATE

**59%**AVERAGE
OPEN RATE

**74%**AVERAGE
OPEN RATE

6% AVERAGE CLICK RATE

2% AVERAGE CLICK RATE

3% AVERAGE CLICK RATE

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

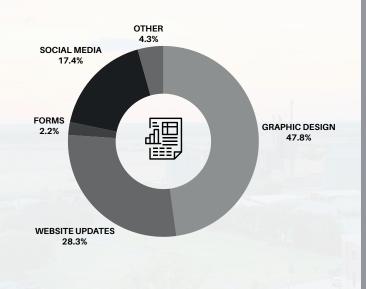
NEWSLETTERS SENT

NEWSLETTERS
SENT

NEWSLETTERS
SENT



### COMMUNICATION HELP TICKETS



47 COMMUNICATION HELP TICKETS WERE SUBMITTED

**NUMBER OF MENTIONS** 

### **CHATBOT TOP TOPICS**

•	Trash	42
•	Voting	29
•	Bulk Trash	26
•	Tickets	19
•	Water	15

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.

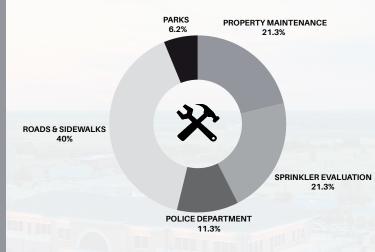
## ıĠ)

**TOPIC** 

### **78.6% Resolution Rate**

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

## MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

**97** TOTAL REQUESTS

**88**CLOSED REQUESTS

**4**OPEN REQUESTS

115
NEW APP DOWNLOADS

7,537
TOTAL APP DOWNLOADS



### PRESS RELEASES

Celebrate Prosper at Frontier Park October 5 with Live Music, Family Fun and Community Spirit\ **Prosper Veterans Day Honor Run to Celebrate Military Service November 9** 

MEDIA COVERAGE



**1.56K** MEDIA MENTIONS

**CAMPARISON** 1.18K

TOP COVERAGE

Prosper Media Coverage for September 28 - October 4, 2024

**Prosper Media Coverage for October 5 - October 11, 2024** 

Prosper Media Coverage for October 12 - 18, 2024

Prosper Media Coverage for October 19 - October 25, 2024

Prosper Media Coverage for October 26 - November 1, 2024



## COMMUNITY ENGAGEMENT R

### COMMUNITY ENGAGEMENT 10

- National Night Out October 1
- CEC Meeting October 2
- Balcony Reception PISD & Elected Officials October 3
- Celebrate Prosper October 5
- DTAC Meeting October 7
- · Rockhill Homecoming Parade October 9
- Balcony Reception HOA's October 17
- MYAC Meeting October 23
- Board & Commission Orientation October 29
- Balcony Reception Chamber & Non-Profits October 30

### **COMMUNITY ROOM MEETINGS**

- Folsom Elementary PTO
- Rock Creek Women's Bible Study

- Gifted Minds Prosper
- North Dallas RC Club
- Blocked for Election Oct. 17 Oct. 31



### **USER BREAKDOWN**

PAGE VIEWS MPARISON PERIOD 108,570

40.0%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPARISON PERIOD 37.19%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE COMPARISON PERIOD 62.38%

### **MOST VISITED PAGES**

- Town of Prosper A Place Where Everyone Matters
- November 2024 General Election
- Live Railroad Camera Feeds
- <u>Employment</u>
- Library
- Celebrate Prosper
- **Building Inspections**
- Pay My Utility Bill
- <u>Trash & Recycling Town of Prosper</u>



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