#### **AGENDA**



Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, September 3, 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 August 6, 2025, Community Engagement Committee (CEC) meeting.
- 3. Comments from the Public.
- 4. Brainstorming Ideas for Life in Prosper:
  - a. #The75078 Campaign Update
  - b. Committee Members Onboarding
- 5. Discussion on Town Events:
  - Upcoming Events
    - a. Prosper on Tap: Craft Beer Kickoff
    - b. 9/11 Ceremony & Blood Drive
    - c. Joint Parks and Recreation Board and Community Engagement Committee Meeting
    - d. Celebrate Prosper

- 6. Discuss and receive updates regarding:
  - a. Community Engagement Activities
  - b. Mayor's Youth Advisory Council Updates
- 7. Discuss and consider "CEC Top 3" & Save the Date items.
- 8. Requests 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 by 5:00 p.m., on Wednesday, August 27, 2025, and remained so posted at least three 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 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**

**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) 569-1073 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, August 6, 2025

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

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

#### **Committee Members Present:**

Kristin Meier, Chair Andy Franco Annie Bunger Darlene Morton Gretchen Darby Kari Willis Stacy Cate

#### **Committee Members Absent:**

Sean Boardman Soprina Reeves, Vice Chair Kimberly Smith Jai Muthu

#### **Staff Members Present:**

Myrisa Petty, Community Engagement Coordinator Todd Rice, Communications Director

## 2. Consider and act upon the minutes of the July 2, 2025 Community Engagement Committee (CEC) meeting.

Darlene Morton made a motion to approve and Andy Franco seconded. The minutes were unanimously approved.

#### 3. Comments from the Public.

There were no comments from the public.

#### 4. Brainstorming Ideas for Life in Prosper.

#### a. #The75078 Campaign

Ms. Petty showed the updated designs for the campaign that the Communications department created based on feedback from CEC the previous month. Ms. Meier called for a vote and the design was unanimously decided.

#### b. Joint Parks and Recreation Board Meeting Recap

The joint meeting did not take place on the original date due to CEC not reaching quorum. Ms. Petty suggested August 20 or August 27 for a reschedule date. The committee decided that August 27 would be the better date for CEC and will propose this date to the Parks and Recreation Board to finalize.

#### c. Committee Members Terms & Roll Off

The CEC discussed which members would not be returning for the next term and how to onboard the new members since there would be multiple. Ms. Willis suggested setting up a meeting with the new members to better discuss what CEC is and what their goals are. Ms. Cate suggested making the meetings digital for those who cannot come in person.

#### 5. Discussion on Town Events

#### a. Recent Events.

- Prosper on Tap: Bourbon, Beer & Bubbly
- The second Prosper on Tap event took place on July 19<sup>th</sup> in Downtown Prosper. This daytime event was the perfect way to explore the charming shops of Downtown Prosper while enjoying bourbon, craft beer, wine, and bubbly. Mr. Rice shared that over 400 tickets were sold to the event. Ms. Morton commented on how busy downtown was and feedback from business owners being positive.

#### 6. Discuss and receive updates regarding:

#### a. Community Engagement Activities

Ms. Petty gave overviews of upcoming meetings for HOAs in Prosper and the rescheduled Partners in Faith Meeting. Mr. Rice shared a push for registrations for National Night Out. Lastly, Ms. Petty showed videos from Prosper Fire Rescue giving some motivation and staying hydrated this summer.

#### b. Mayor's Youth Advisory Council Updates

Ms. Petty shared that applications were open for MYAC. The selecting committee for the MYAC Class of 2026 was decided to be: Kristin Meier, Kimberly Smith, Stacy Cate, Annie Bunger and Gretchen Darby.

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

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

- E-Bike Safety
- #The75078
- MYAC Applications

#### 8. Requests for future agenda items.

The Committee requested the following for future agenda items

- Committee Members Transitions
- Joint Parks Meeting Recap
- #The75078 Launch

### 9. Adjourn.

The meeting was adjourned at 6:50 p.m. on August 6, 2025.

These minutes were approved on September 2, 2025.

#### **APPROVED**

Kristin Meier, Chair

#### **ATTESTED**

Todd Rice, Communications Director





## **TOWN OF PROSPER**

**Communications Report July 2025** 

## **SNAPSHOT**

425

1,171 NEW FOLLOWERS

63,592 **ENGAGEMENTS** 58,479

760,758

**IMPRESSIONS** 941,286

COMBINED ACCOUNTS

#### **VIEW JULY 2025 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



24,563 **FOLLOWERS** 



## **GAINED 175 NEW FACEBOOK FOLLOWERS**

**POSTS** 

55

PREVIOUS COMPARISON PERIOD

10,989 **ENGAGEMENTS** 



PREVIOUS COMPARISON PERIOD

154,47

**IMPRESSIONS** 



PREVIOUS COMPARISON PERIOD





## PROSPER POLICE FACEBOOK



23,837 FOLLOWERS



## GAINED 215 NEW **FACEBOOK FOLLOWERS**



PREVIOUS COMPARISON PERIOD

**16,7<u>99</u> ENGAGEMENTS** 



36,214

PREVIOUS COMPARISON PERIOD

223,064

**IMPRESSIONS** 



PROSPER FIRE RESCUE FACEBOOK

401,291

PREVIOUS COMPARISON PERIOD



**12,236** FOLLOWERS



## GAINED 249 NEW **FACEBOOK FOLLOWERS**

**VIEW TOP POST** 

POSTS



PREVIOUS COMPARISON PERIOD

**ENGAGEMENTS** 



PREVIOUS COMPARISON PERIOD

**IMPRESSIONS** 



PREVIOUS COMPARISON PERIOD

**VIEW TOP POST** 



## PROSPER PARKS & RECREATION FACEBOOK





# GAINED **76 NEW FACEBOOK FOLLOWERS**

**47** POSTS



50
PREVIOUS COMPARISON PERIOD

**1,710** ENGAGEMENTS



1,880

PREVIOUS COMPARISON PERIOD

54,765

**IMPRESSIONS** 



54,488

PREVIOUS COMPARISON PERIOD

#### PROSPER COMMUNITY LIBRARY FACEBOOK



**5,505** FOLLOWERS



# GAINED 27 NEW FACEBOOK FOLLOWERS

**VIEW TOP POST** 

35
POSTS



41

PREVIOUS COMPARISON PERIOD

1,464
ENGAGEMENTS



1,303

PREVIOUS COMPARISON PERIOD

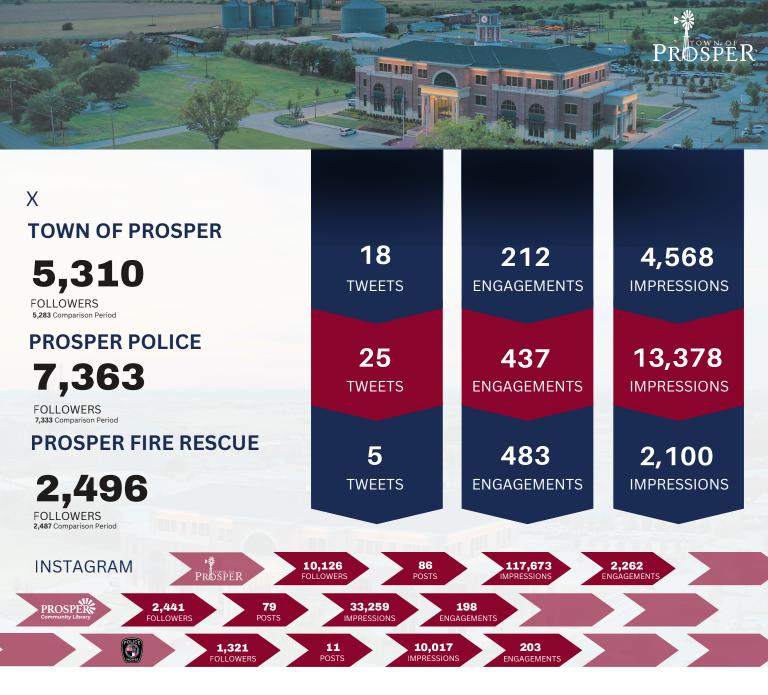
**24,083**IMPRESSIONS



31,511

PREVIOUS COMPARISON PERIOD





#### TOWN OF PROSPER

PRIDE IN THE SKY 8.3k Views **312** LIKES **55** SHARES 11 COMMENTS



PROSPER POLICE

LOCK, TAKE, HIDE 4.3k Views 48 LIKES

27 Shares



**COMMUNITY LIBRARY** 

GARBA (INDIAN FOLK DANCE)

**36** LIKES 4Shares



## LINKEDIN



3,323

20 POSTS



11,278

**IMPRESSIONS** 

**1,203** 



946

**ENGAGEMENTS POST CLICKS** 

## **NEXTDOOR**



**17,770** )

**MEMBERS** 

9,807



1,521



**POSTS** 

**IMPRESSIONS CLAIMED HOUSEHOLDS** 



#### TOWN OF PROSPER VIDEOS



**13** 

Pride in the Sky 2025!

LOCK. TAKE. HIDE. from Prosper PD
2025 Prosper Community Library 4th of July Parade!
PSA! Have a Great Day, Prosper!
Thoroughfare Update: US 380 at Legacy Drive - 7/10/2025
Frontier Park: 1551 W. Frontier Pkwy
Lakewood Park: 621 S. Coit Rd.
Raymond Community Park Phase One Update 7/24/2025
Tiny Mic Talk: Summer Fun at the Library!
New Traffic Signals Near HEB
Doe Branch Park Public Input Survey
Prosper Works: Code Compliance Officer, Tom Eubanks
Prosper THRIVES

#### MAYOR'S MINUTE



**2** NEW VIDEOS

**VIEWS** 2,326 **MAYOR'S MINUTE - 7/22/2025** 

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 **5,224** 

**5,177** Comparison Period

**491** 

CONTACTS

HOA MONTHLY NEWSLETTER

196

CONTACTS

67% AVERAGE OPEN RATE

**54%**AVERAGE
OPEN RATE

61% AVERAGE OPEN RATE **3%** AVERAGE CLICK RATE

AVERAGE CLICK RATE

2%

8%
AVERAGE
CLICK RATE

4
NEWSLETTERS
SENT

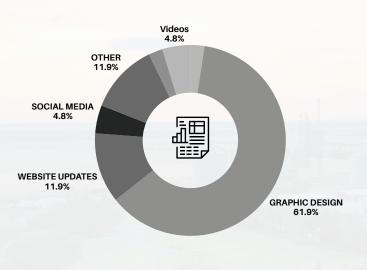
1
NEWSLETTERS
SENT

1
NEWSLETTERS

**SENT** 



#### COMMUNICATION HELP TICKETS



35 COMMUNICATION HELP TICKETS WERE SUBMITTED

**NUMBER OF MENTIONS** 

### **CHATBOT TOP TOPICS**

**TOPIC** 

•	Trash	21
•	Road Projects	13
•	Adaptive programs	6
•	Coit Road Project	5
•	Contractor Registration	6

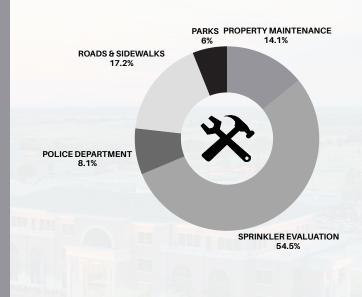
These are the top monthly topics that website viewers request information on. These questions are assessed and updated weekly to help viewers find information with ease.



### 87.41% Resolution Rate

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

# MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

**107**TOTAL REQUESTS

**86**CLOSED REQUESTS

**21** OPEN REQUESTS

**82**NEW APP DOWNLOADS

**8,355**TOTAL APP DOWNLOADS



MEDIA COVERAGE

941 MEDIA MENTIONS

**CAMPARISON 877** 

**TOP COVERAGE** 

Prosper Media Coverage for June 28 - July 3, 2025

<u>Prosper Media Coverage for July 4 - July 11, 2025.</u>

Prosper Media Coverage for July 12 - July 18, 2025.

Media Coverage of July 19 - July 25, 2025.

July 26, 2025 - August 1, 2025



## COMMUNITY ENGAGEMENT

#### **COMMUNITY ENGAGEMENT**

3

- Pride in the Sky July 1
- Community Engagement Committee Meeting July 2
- DTAC Meeting July 7

# COMMUNITY ROOM MEETINGS

- Preston Lakes HOA
- Trails of Prosper
- Lakes of LaCima HOA BOARD
- Highland Meadows HOA
- PBSA Coaches Meeting



### **USER BREAKDOWN**

104,702

PAGE VIEWS COMPARISON PERIOD 100,181

**62.5**%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPARISON PERIOD 58.4%

36.5%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE COMPARISON PERIOD 42.3%

#### **MOST VISITED PAGES**

- <u>Town of Prosper A Place Where Everyone Matters</u>
- 2025 Prosper's Pride in the Sky Independence Day
- Library Card Membership
- <u>Trash & Recycling Town of Prosper</u>
- <u>Employment</u>





