

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 March 5, 2025, and April 2, 2025 Community Engagement Committee (CEC) meeting.
- 3. Comments from the Public.
- 4. Summer Reading (GL)
- 5. Prosper on Tap: Sip & Stroll Series (DB)
- 6. Brainstorming Ideas for Life in Prosper:

a. Special Events Survey (DB)

- 7. Discussion on Town Events:
  - Recent Events
    - a. Downtown Block Party
    - b. National Day of Prayer
  - Upcoming Events
    - a. National Peace Officer Memorial Ceremony
    - b. Memorial Day Ceremony

- 8. Discuss and receive updates regarding:
  - a. Community Engagement Activities
  - b. MYAC Class of 2025 Updates
- 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, May 2, 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, April 2, 2025

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

The meeting was called to order at 6:02 p.m.

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

Soprina Reeves, Vice Chair Andy Franco Kari Willis Darlene Morton Kimberly Smith Annie Bunger Sean Boardman

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

Kristin Meier, Chair Stacy Cate Jai Muthu Gretchen Darby

#### **Councilmembers Present:**

Jeff Hodges Marcus Ray

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

Wilson Haynes, Sr. Communications Specialist Myrisa Petty, Community Engagement Coordinator

## 2. Consider and act upon the minutes of the March 5, 2025, Community Engagement Committee (CEC) meeting.

The approval for the March 2025 minutes was pushed to the May meeting due to Kristin's absence.

#### 3. Comments from the Public.

There were no comments from the public.

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

#### a. New Resident Mailer Final

Ms. Petty presented the final draft for the new resident mailer showing the edits the committee had suggested previously. The group unanimously agreed that the mailer was approved to send to printing.

#### b. "A Place Where Everyone Matters" Campaign

Ms. Petty asks the committee for suggestions and ideas for the Communications department to begin the campaign to better represent the slogan for the Town of Prosper, "A Place Where Everyone Matters." Ms. Willis asks if there is a way to reintroduce the #ProsperProud into this campaign. She suggests getting the public involved and getting everyone from active adults to young kids to participate in a showing of their pride living in Prosper on social media utilizing the hashtag. As a way to incentivize residents to participate in the #ProsperProud mini campaign it is suggested on picking a winning post each month to win a "special prize" which can include some swag items from the town. Ms. Bunger suggests theming months for the hashtag such as May being for graduates and mothers. Ms. Willis suggests getting the MYAC involved since a good number of them will be graduating high school in May and can get their peers involved. Ms. Petty suggests adding to the CEC agenda for the CEC to help select the winner each month and the committee agreed. Ms. Willis suggests to the committee for everyone to take their own #ProsperProud photo for the town to use to begin the mini campaign.

Ms. Reeves suggests visiting one of the Town's parks over a weekend to get footage of, and talking to those who are out practicing sports, walking or just enjoying nature. Ms. Bunger and Mr. Haynes both suggest showcasing the Prosper Super Stars when able as well.

Ms. Petty detailed the outline of a small video series to utilize within the campaign with a rotating theme of "A Place Where Every \_\_\_\_ Matters" with the theme revolving from business, child, student, resident, etc. Council Member Ray mentions doing a business that isn't in Downtown Prosper since there is already a heavy focus in that area. Ms. Morton mentions a canvas painting done by a local artist, Janae McDonald, at the Prosper Chamber of Commerce and suggests the artist and story behind the painting would be a great subject for one of the videos.

#### 5. Discussion on Town Events

#### a. Recent Events.

#### • Mayor's Coffee

Mr. Franco attended the event and commented that it was very well attended, and he noticed that it was very full of the active adult population of Prosper. He comments that he enjoyed the program overall.

#### P-Town Throwdown

Council Member Ray attended the event and comments on the good turn out he saw. He mentions that he would estimate about 80% were Prosper residents that were competing. Council Member Ray noted that the Star Trail neighborhood was hosting their own pickleball tournament on the same day and same time so to potentially keep an eye on those types of events when planning for the future. He requests on hyping up the event a bit more to get more residents involved so trophies aren't taken home by mainly nonresidents. Mr. Haynes suggests an idea of a Prosper PD versus Prosper Fire Rescue tournament to help with the promotion for next year. Ms. Willis suggests having trophies for fun aspects of the tournament such as themed outfits for teams or even decorated paddles.

#### b. Upcoming Events

#### Downtown Block Party

The Downtown Block Party will take place on April 5<sup>th</sup> in partnership with Unkle Bekah's Inappropriate Trucker Hats. With live music from various bands, vendors, food trucks and more it is an opportunity for residents to enjoy some family fun for free with RSVP through Eventbrite.

#### • National Day of Prayer

Residents from the community will come together at Town Hall on Thursday, May 1<sup>st</sup> starting at 11:30 a.m. to unite in fellowship, prayer and worship. Led by Prosper's pastors and leaders, the National Day of Prayer is open to all who wish to lift up the community in unity and hope.

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

#### a. Community Engagement Activities

Ms. Petty shared videos created by the Communications Department in the last month. One of the videos was over the Mayor's Fitness Challenge and the ongoing challenge between Prosper and Little Elm. Council Member Ray comments on how he wishes more residents knew about the challenge and participated. Ms. Reeves mentions that a comparison graphic or video of some kind could help remind residents to track their steps and make it feel more competitive. Other videos shared with the committee included a video to promote P-Town Throwdown before the event and a video starring Gary Landeck in the library. The committee comments on how they enjoy the humor and lighthearted videos posted by the town and to continue doing them. Lastly, Ms. Petty gave an outline for the upcoming Partners in Faith meeting to include more information about the National Day of Prayer, CPR Classes that Prosper Fire Rescue puts on and getting to hear from Lovepacs.

#### b. MYAC Class of 2025 Updates

Ms. Petty gave an update on the Mayor's Youth Advisory Council's most recent meeting that included the Ice Cream Social with Little Elm and Frisco. She shared that her counterparts from those municipalities had commented on the professionalism of the Prosper students and that of the three councils, Prosper had the highest number attend the social. Additionally, Ms. Petty reminded the committee that the final meeting for the MYAC will take place on April 23<sup>rd</sup> at the 407 Rec Center. Ms. Petty mentioned that a large portion of the meeting will actually staff asking the student's feedback as they continue to grow the program. It is requested that those who were on the selecting committee also attend to hear feedback about the application process.

#### 7. Discuss and consider "Now You Know Prosper."

Mr. Haynes posed the question to the committee of what they would like to see as the upcoming "Now You Know Prosper" videos. Ms. Smith suggested partnering with Prosper Independent School District for more road safety videos as well as road safety in general. Council Member Ray poses the question of more ways to reach residents, mainly parents, regarding e-bikes and the damage that has been done to parks as well as golf carts. It was suggested to create a video with a more serious tone, potentially with the Mayor speaking to talk about the damages and dangers. Ms. Reeves requests a video over how to submit requests through the MyProsper app.

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

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

- Downtown Block Party
- National Day of Prayer
- #ProsperProud

#### 9. Requests for future agenda items.

The Committee requested the following for future agenda items

- Follow up on the #ProsperProud graphics to share
- Gary Landeck, Prosper Community Library Director, to talk a bit about Summer Reading to the committee
- Opportunity for the CEC to hold meetings outside of Town Hall similar to MYAC

#### 10. Adjourn.

The meeting was adjourned at 7:30 p.m. on April 2, 2025.

These minutes were approved on May 7, 2025.

#### APPROVED

Kristin Meier, Chair

#### ATTESTED

Todd Rice, Communications Director



# 

TOWN OF PROSPER Communications Report

# March 2025

# **SNAPSHOT**

488 POSTS 378 PREVIOUS COMPARISON PERIOD **1,152** NEW FOLLOWERS 874 PREVIOUS COMPARISON PERIOD

**56,454** ENGAGEMENTS 54,707 PREVIOUS COMPARISON PERIOD **1,004,735** IMPRESSIONS 978,094

COMBINED ACCOUNTS

VIEW MARCH 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





#### GAINED 285 NEW FACEBOOK FOLLOWERS

64 POSTS

324.593

IMPRESSIONS







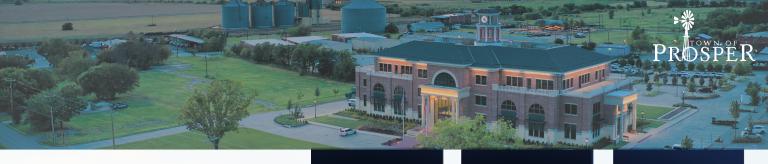
PREVIOUS COMPARISON PERIOD

VIEW TOP POST





PREVIOUS COMPARISON PERIOD





CLAIMED HOUSEHOLDS

IMPRESSIONS

POSTS

MEMBERS



#### TOWN OF PROSPER VIDEOS

9



Prosper Superstars Downtown Block Party: April 5, 2025 Windsong Community Park Public Input Survey Resident Resources Page Prosper Works: Director of Engineering Services Hulon T. Webb Jr., P.E. P-Town Throwdown Journey of 1000 Miles! Gee & Acacia Traffic Signal Project Written by a Gen Z Staff Member

#### MAYOR'S MINUTE



NEW VIDEOS

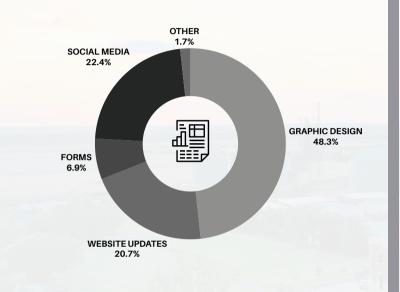
MAYOR'S MINUTE - 3/11/2025 MAYOR'S MINUTE - 3/25/2025

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 CALENDA	AR I LIBRARY CALENDAR
RESIDENT UPDATE <b>5,107</b>	<b>65%</b> AVERAGE OPEN RATE	<b>3%</b> AVERAGE CLICK RATE	<b>4</b> NEWSLETTERS SENT
CONTACTS 5,059 Comparison Period EMPLOYEE EDITION 457	<b>59%</b> AVERAGE OPEN RATE	<b>9%</b> AVERAGE CLICK RATE	<b>1</b> NEWSLETTERS SENT
CONTACTS HOA MONTHLY NEWSLETTER <b>194</b>	<b>59%</b> AVERAGE OPEN RATE	<b>4%</b> AVERAGE CLICK RATE	<b>1</b> NEWSLETTERS SENT
CONTACTS			



#### COMMUNICATION HELP TICKETS



57 COMMUNICATION HELP TICKETS WERE SUBMITTED

#### CHATBOT TOP TOPICS

TOPIC

#### NUMBER OF MENTIONS

9

٠	Trash	25

- Road Projects 13
- Railroad Cameras 8
- Field Status

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.

84.62% Resolution Rate

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

#### MYPROSPER MOBILE APP SERVICE REQUESTS



SPRINKLER EVALUATION 69.9%

#### SERVICE REQUESTS & APP DOWNLOADS

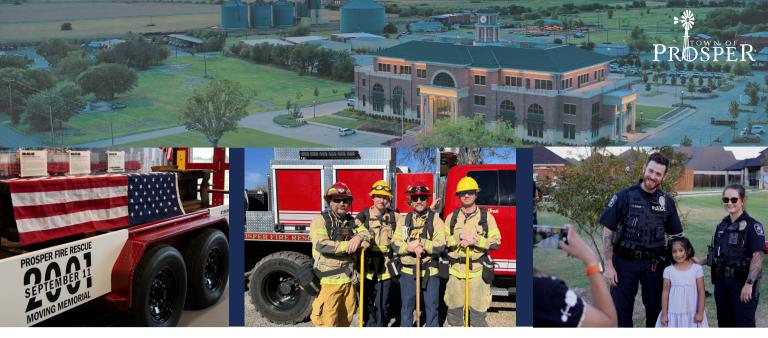
**129** TOTAL REQUESTS

92 CLOSED REQUESTS

**37** OPEN REQUESTS

**111** NEW APP DOWNLOADS

**8,017** TOTAL APP DOWNLOADS



#### PRESS RELEASES

Get Ready for the Downtown Block Party in Downtown Prosper on April 5



566 MEDIA MENTIONS

CAMPARISON 1.22K

**TOP COVERAGE** 

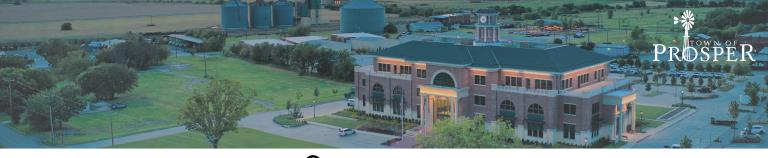
Prosper Media Coverage for March 1 - March 7, 2025

Prosper Media Coverage for March 8 - March 14, 2025

Prosper Media Coverage for March 15 - March 21, 2025

Prosper Media Coverage for March 22 - March 28, 2025

Prosper Media Coverage for March 29 - April 4, 2025



### COMMUNITY ENGAGEMENT

#### COMMUNITY ENGAGEMENT



- Downtown Advisory Committee Meeting March 3
- Community Engagement Committee Meeting March 5
- Citizens Academy March 6
- Mayor's Coffee March 12
- Citizens Academy March 13
- Costco Ribbon Cutting Ceremony March 14
- Mayor's Youth Advisory Council March 26
- Citizens Academy March 27

# COMMUNITY ROOM MEETINGS

- Windsong Ranch SEWA Group
- Prosper Historical Societ
- North Dallas RC Club
- Greenspoint Prosper HOA
- HOA of Steeplechase Lake Estates
- Prosper ISD P2P Services
- Windmill Hill Association



#### **USER BREAKDOWN**

**107,705** 

PAGE VIEWS COMPARISON PERIOD 93,429

# 45.0%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPARISON PERIOD 40.1%

55.0%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE COMPARISON PERIOD 57.7%

#### **MOST VISITED PAGES**

- Town of Prosper A Place Where Everyone Matters
- Field Status
- Library Card Membership
- <u>Employment</u>
- <u>Recreation Programs</u>
- Live Railroad Camera Feeds
- Trash & Recycling Town of Prosper
- Building Inspections



# PROSPER