PROSPER A Place Where Everyone Matters

AGENDA

Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas

Wednesday, June 4, 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 May 7, 2025 Community Engagement Committee (CEC) meeting.
- 3. Comments from the Public.
- 4. Brainstorming Ideas for Life in Prosper:
 - a. MYAC Socials and Applications
 - b. #ProsperProud Campaign
 - c. Back to School Supply Drive
- 5. Discussion on Town Events:
 - Recent Events
 - a. National Peace Officer Memorial Ceremony
 - b. Memorial Day Ceremony
 - Upcoming Events
 - a. Pride in the Sky
- 6. Discuss and receive updates regarding:

- a. Community Engagement Activities
- 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 Friday, May 30, 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, May 7, 2025

1. Call to Order / Roll Call.

The meeting was called to order at 6:00 p.m.

Committee Members Present:

Kristin Meier, Chair Soprina Reeves, Vice Chair Andy Franco Gretchen Darby Darlene Morton Kimberly Smith Annie Bunger Sean Boardman

Committee Members Absent:

Kari Willis Stacy Cate Jai Muthu

Councilmembers Present:

Marcus Ray

Staff Members Present:

Myrisa Petty, Community Engagement Coordinator Todd Rice, Communications Director Dan Baker, Parks & Recreation Director Laura Collins, Youth Services Librarian

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

Gretchen Darby made a motion to approve and Soprina Reeves seconded. The minutes were unanimously approved.

3. Comments from the Public.

There were no comments from the public.

4. Summer Reading

Ms. Collins shared an overview of the Summer Reading Program the Prosper Community Library is promoting. The theme for summer 2025 is a Cultural Cruise where each week focuses on a different country or region. Councilmember Ray suggests getting the Prosper ISD students more involved in programs at the library as well as local businesses.

5. Prosper on Tap: Sip & Stroll Series

Mr. Baker gives an overview of the Sip & Stroll series coming to downtown Prosper. The themes range from a tailgate theme to craft beer and bubbly. The first sip and stroll is selling well with hopes of more sales closer to the date. Ms. Reeves comments that most people will

wait until the last minute to grab tickets. Council Member Ray mentions that this event is right in line with the strategic vision of developing the downtown area as a destination.

6. Brainstorming Ideas for Life in Prosper.

a. Special Events Survey

Mr. Baker shares the special events survey with the committee. The survey is open from May 1st through the 31st and is open for Prosper residents to give feedback on events they have been to and events they would like to see here in Prosper. Ms. Morton gave good feedback for the questions within the survey being open ended as well as multiple choice. Councilmember Ray suggests promotion of the survey through the MyProsper mobile app push notifications.

7. Discussion on Town Events

a. Recent Events.

Downtown Block Party

The Downtown Block Party will take place on April 5th 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. The committee comments on the cold, wet weather that hit on event day that impacted attendance. The set up and music itself did get good feedback.

National Day of Prayer

Residents from the community will come together at Town Hall on Thursday, May 1st 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. Councilmember Ray praises the tents and chairs that were brought in for the event in the event of rain.

b. Upcoming Events

National Peace Officer Memorial Ceremony

The National Peace Officer Memorial Ceremony will take place on Thursday, May 15th at the Prosper Police Station to honor officers who have given their lives in the line of duty.

Memorial Day Ceremony

Residents from the community will come together at Frontier Park on Monday, May 26th starting at 10:00 a.m. for a ceremony to honor those who have fallen. Following the ceremony, a groundbreaking for the Veteran's Memorial will take place with Prosper's Rotary Club.

8. Discuss and receive updates regarding:

a. Community Engagement Activities

Ms. Petty shared videos created by the Communications Department in the last month which included a texting while driving video with Prosper Police and a severe weather video with Prosper Fire Rescue. The committee comments on how they enjoy the humor and lighthearted videos posted by the town and to continue doing them. Ms. Petty gave an outline for the upcoming HOA meeting as well as the official launch of the Mayor's Teen Government Academy for the summer.

b. MYAC Class of 2025 Updates

Ms. Petty gave a brief update of the final MYAC class day. The session was built entirely on giving feedback to the Town in order to help staff continue to build the program. Discussion of applications and other items are requested for the June meeting.

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

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

- Sip & Stroll: Blooms and Bubbly
- Special Events Survey
- Memorial Ceremonies

10. Requests for future agenda items.

The Committee requested the following for future agenda items

- Follow up on the #ProsperProud
- MYAC Applications and Socials
- Back to School Supply Drive

11. Adjourn.

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

These minutes were approved on June 4, 2025.

| APPROVED | |
|---------------------------------|------|
| Kristin Meier, Chair | |
| ATTESTED | |
| Todd Rice Communications Direct | ctor |





TOWN OF PROSPER

Communications Report April 2025

SNAPSHOT

361

POSTS

2,361

NEW FOLLOWERS 1,152

49,064

ENGAGEMENTS 56,454 PREVIOUS COMPARISON PERIOD

1,001,552

IMPRESSIONS 1,004,735

COMBINED ACCOUNTS

VIEW APRIL 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



23,857 **FOLLOWERS**



GAINED 84 NEW FACEBOOK FOLLOWERS



PREVIOUS COMPARISON PERIOD

29,681 **ENGAGEMENTS**



13.005

PREVIOUS COMPARISON PERIOD

536,911



IMPRESSIONS PREVIOUS COMPARISON PERIOD





PROSPER POLICE FACEBOOK



23,178 FOLLOWERS



GAINED 81 NEW FACEBOOK FOLLOWERS

PREVIOUS COMPARISON PERIOD



31,954

PREVIOUS COMPARISON PERIOD

169,142



369,823

IMPRESSIONS

PREVIOUS COMPARISON PERIOD

PROSPER FIRE RESCUE FACEBOOK



11,785 FOLLOWERS



GAINED 27 NEW **FACEBOOK FOLLOWERS**

VIEW TOP POST



PREVIOUS COMPARISON PERIOD

ENGAGEMENTS



3.566

PREVIOUS COMPARISON PERIOD

IMPRESSIONS



74,813

PREVIOUS COMPARISON PERIOD



PROSPER PARKS & RECREATION FACEBOOK





GAINED **39 NEW**FACEBOOK FOLLOWERS

41POSTS



56
PREVIOUS COMPARISON PERIOD

1,502 ENGAGEMENTS



1,659

PREVIOUS COMPARISON PERIOD

35,337

IMPRESSIONS



43,706

PREVIOUS COMPARISON PERIOD

PROSPER COMMUNITY LIBRARY FACEBOOK



5,399 FOLLOWERS



GAINED 46 NEW FACEBOOK FOLLOWERS

VIEW TOP POST

47 POSTS



43
PREVIOUS COMPARISON PERIOD

896
ENGAGEMENTS



426

PREVIOUS COMPARISON PERIOD

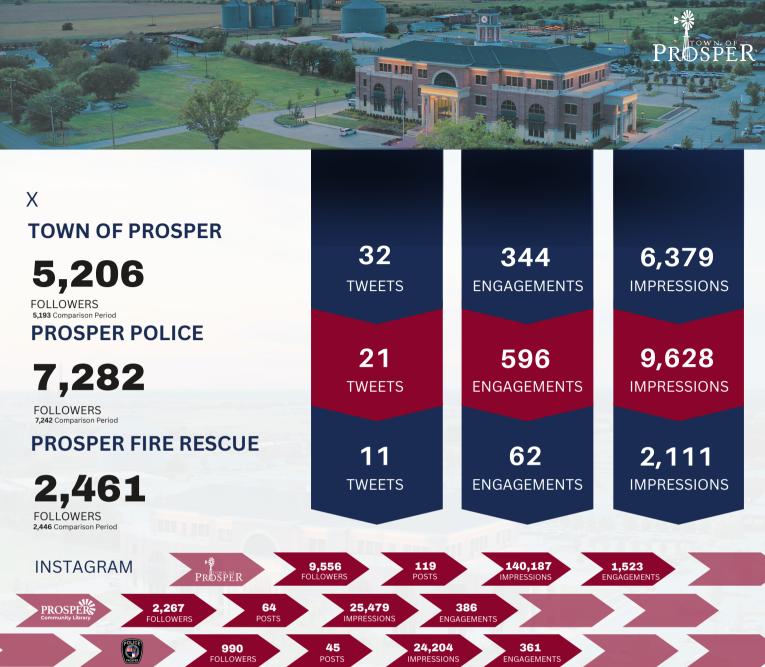
28,929
IMPRESSIONS



17,314

PREVIOUS COMPARISON PERIOD







TOWN OF PROSPER

LIVE LONG AND PROSPER 8k PEOPLE REACHED **209** LIKES 44 SHARES 22 COMMENTS



PROSPER POLICE PROSPER DOWNTOWN BLOCK PARTY **56** PEOPLE REACHED 51 LIKES 2 COMMENTS



COMMUNITY LIBRARY

NEW STEM KITS! 1,900 PEOPLE REACHED 34 LIKES 1 COMMENTS



LINKEDIN



3,109

19 POSTS

10,744

1,053



811

ENGAGEMENTS POST CLICKS

NEXTDOOR



17,379 **MEMBERS**

9,648



1,878



10 POSTS

CLAIMED HOUSEHOLDS IMPRESSIONS



TOWN OF PROSPER VIDEOS



7

Update: First Street from DNT to Stuber Elementary - 4/3/2025
Prosper Builds a Pickleball-Friendly Future
Happy National Library Week!
Taco' Bout Tornado Watch vs Warning
UPDATE: Fishtrap Road and Denton Way Intersection 4/17/2025
UPDATE: Raymond Community Park Phase 1 - 4/24/2025
TRAFFIC ADVISORY: 4/30/2025 - Coit Road Between Chalk Hill and Greenspoint

MAYOR'S MINUTE



1 NEW VIDEOS

VIEWS 2600 **MAYOR'S MINUTE - 4/22/2025**

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 **5,131**

CONTACTS **5,107** Comparison Period

EMPLOYEE EDITION

466

CONTACTS

HOA MONTHLY NEWSLETTER

170

CONTACTS

64%AVERAGE
OPEN RATE

62%AVERAGE
OPEN RATE

87%AVERAGE
OPEN RATE

3% AVERAGE CLICK RATE

4%
AVERAGE
CLICK RATE

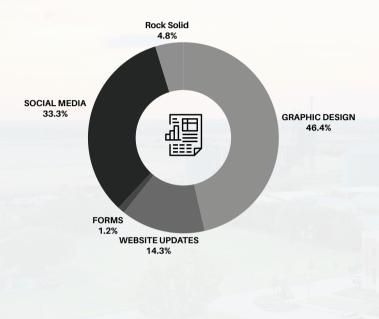
2% AVERAGE CLICK RATE **4** NEWSLETTERS SENT

NEWSLETTERS
SENT

■ NEWSLETTERS SENT



COMMUNICATION HELP TICKETS



84 COMMUNICATION HELP TICKETS WERE SUBMITTED

NUMBER OF MENTIONS

CHATBOT TOP TOPICS

TOPIC

| • Trash | 25 |
|--------------------------------------|----|
| Road Projects | 13 |
| Railroad Cameras | 8 |
| Field Status | 9 |

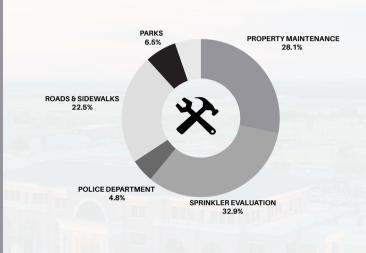
These are the top monthly topics that website viewers request information on. These questions are assessed and updated weekly to help viewers find information with ease.



84.62% Resolution Rate

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

MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

122 TOTAL REQUESTS

105
CLOSED REQUESTS

17
OPEN REQUESTS

86NEW APP DOWNLOADS

8,103TOTAL APP DOWNLOADS



MEDIA COVERAGE

713

MEDIA MENTIONS

CAMPARISON **539**

TOP COVERAGE

Prosper Media Coverage for April 1 - April 4, 2025

<u>Prosper Media Coverage for April 5 - April 11, 2025</u>

Prosper media coverage for April 12 - April 17, 2025

Prosper Media Coverage for April 19 - April 25, 2025

Prosper Media Coverage for April 26 - May 2, 2025



COMMUNITY ENGAGEMENT A

COMMUNITY ENGAGEMENT 1 1

- · Collin County Days April 1
- Community Engagement Committee Meeting April 2
- Citizens Academy April 3
- Collin County Days April 3
- Prosper Block Party April 5
- Citizens Academy April 10
- Partners in Faith Aprill 11
- Citizens Academy April 17
- Mayor's Youth Advisory Council April 23
- Citizens Academy April 24
- Balcony Reception Developers April 30 (CANCELED)

COMMUNITY ROOM MEETINGS

- Women of Valor and Grace
- Highland Meadows HOA
- Compass Bible Church
- Lakes of LaCima HOA
- North Dallas RC Club
- Gentle Creek HOA



USER BREAKDOWN

PAGE VIEWS
COMPARISON PERIOD 107,705

0.5%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPARISON PERIOD 45%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE COMPARISON PERIOD 55%

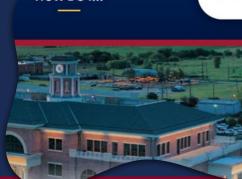
MOST VISITED PAGES

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











MYAC Student Application

Student Information

- *Name (First & Last)
- *Current Grade
- *Current School
- *Birthdate
- *Address
- *City, State, Zip
- *Phone Number
- *Email Address (Please <u>do not use</u> your school-issued email address. Please use an active email address that you will have access to as all communication regarding MYAC will be sent here.)

Parent/Legal Guardian Information

- *Parent/Guardian (1) Name:
- *Address
- *City, State, Zip
- *Phone Number
- *Email Address

Parent/Guardian (2) Name:

Address

City, State, Zip

Phone Number

Email Address

Emergency Contact information

- *Name
- *Relation to Student
- *Phone Number

*Video Upload

Please upload your 2-3 minute video which includes the elements outlined in the MYAC Video Application Guidelines (PDF). List the file types accepted and the maximum size.



Educator/Employer Recommendation Form for Prosper Mayor's YAC

Educator/Employer Full Name:

Email Address: Phone Number:

Please briefly describe how you know the candidate and for how long?

| Areas of Evaluation | Below | Average | Good | Excellent | Extraordinary |
|--|---------|---------|-----------------|-----------|---------------|
| Score only one box per category. | Average | | (Above average) | (Top 10%) | (Top 1%) |
| Leadership Demonstrated ability to influence, inspire and motivate people to achieve a common goal. | 1 | 2 | 3 | 4 | 5 |
| Communication Demonstrated ability to effectively communicate (verbal, nonverbal, written etc.) | 1 | 2 | 3 | 4 | 5 |
| Ideation Demonstrated ability to generate ideas that have the potential to provide meaningful change. | 1 | 2 | 3 | 4 | 5 |
| Collaboration Demonstrated ability to work together with others to achieve a goal. | 1 | 2 | 3 | 4 | 5 |
| Ownership Demonstrated ability to go above and beyond to solve problems or implement improvements. | 1 | 2 | 3 | 4 | 5 |
| Quality of Results Demonstrated ability to deliver outcomes of excellence. | 1 | 2 | 3 | 4 | 5 |

Summary Evaluation

In 2 or 3 sentences, please describe the Candidate's observed strengths and development areas.

By electronically submitting this recommendation, you understand the information provided is confidential and the exclusive property of the Prosper Mayor's Youth Advisory Council. The Mayor's YAC selection committee may only use this information in making YAC member selections.

Please email the completed form to myac@prospertx.gov

MYAC Selection Criteria MYAC Subcommittee-Stacy Cate, Kristin Meier

The following factors guided the subcommittee selection of candidates for the MYAC:

- Completion of all prompts-Introduction, Why Prosper, Motivation for Joining, Closing Remarks
- Assembly of thoughtful ideas, including an understanding of the town's existing offerings
- Creativity displayed in the video submission
- Adherence to "Dress for Success" understanding they will be a part of an advisory council

In cases where a tiebreaker was necessary, the following was considered:

- Diversity in representation among high schools (noting limited representation from Rock Hill due to ISD boundary lines)
- Balance of male vs. female representation
- Seniors' applications, with acknowledgment that only two seniors applied, and one was selected. This was factored into the deliberation.

Note: Educator/employer recommendation forms were reviewed; however, they were not ultimately utilized in the candidate selection process.



MAYOR'S YOUTH ADVISORY COUNCIL

VIDEO INSTRUCTIONS

Create a short video (2-3 minutes max) and include answers to the following prompts: Introduction, Why Prosper, Motivation, Closing Remarks. Be creative with your presentation and express your individual strengths and personality. When your video is ready to submit, fill out the application form at prospertx.gov/myac and upload your video.



INTRODUCTION

Include the following:

Name Grade School How many years have you lived in Prosper?

WHY PROSPER

What do you like about living in Prosper? What do you see as an opportunity to improve your community? Why do you think this would make a difference for the residents of Prosper?

MOTIVATION

What skills to you possess that make you an ideal candidate for the Mayor's Youth Advisory Council? What do you hope to gain by being a part of this initiative?

CLOSING REMARKS

Summarize why you are interested in being a part of this initiative and what you hope to gain after participating in this program.

IMPORTANT DATES



- Deadline to apply: November 17, 2023
- Spring Program: Jan 2024 May 2024