# PROSPER A Place Where Everyone Matters

### **AGENDA**

**Community Engagement Committee (CEC)** 

Prosper Town Hall, Executive Conference Room 250 W. First Street, Prosper, Texas Wednesday, February 5, 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 January 8, 2025, Community Engagement Committee (CEC) meeting.
- 3. Comments from the Public.
- 4. Brainstorming Ideas for Life in Prosper:
  - a. New Resident Website Walkthrough
  - b. New Resident Mailer Draft
  - c. Welcome Video Filming
- 5. CEC/Parks Board Special Meeting Recap and consider and act upon the minutes of the January 29, 2025, Community Engagement Committee (CEC) and Parks and Recreation Board Joint Meeting.
- 6. Discussion on Town Events:
  - a. Upcoming Events
    - Prosper Fishing Derby
    - Mayor's Coffee

- 7. Discuss and receive updates regarding:
  - a. Community Engagement Activities
  - b. MYAC Class of 2025 Updates
- 8. Discuss and consider "Now You Know Prosper."
- Discuss and consider "CEC Top 3" & Save the Date items. 9.
- 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, January 31, 2025, and remained so posted at least 72 hours before said meeting was convened.

| Michelle Lewis Sirianni Town Secretary | Date Notice Removed |
|--|---------------------|

iviichelle Lewis Sirianni, Town Secretary

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, January 8, 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 Darlene Morton Jai Muthu Kimberly Smith Andy Franco Stacy Cate

### **Committee Members Absent:**

Kari Willis Gretchen Darby Annie Bunger

### **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 November 6, 2024 and December 4, 2024, Community Engagement Committee (CEC) meeting.

Stacy Cate made a motion and Kimberly Smith seconded the motion to approve the November 6, 2024 and December 4, 2024 CEC minutes. The motion was approved unanimously.

### 3. Comments from the Public.

There were no comments from the public.

### 4. Election for CEC Chair and Vice Chair

Stacy Cate nominated Kristin Meier for Chair. Kimberly Smith nominated Soprina Reeves for the position of Vice Chair. The nominations were approved unanimously.

### 5. Brainstorming Ideas for Life in Prosper. (BK)

### a. Activities for Active Seniors

The Committee was asked for suggestions for activities or events for the town's active senior community. MS. Cate suggested a partnership with ProsperISD that existed previously where high school students could sign up for a mentor program with adults in the community. She notes that they struggle to find enough mentors each year. The partnerships of student to adult are made based on what the student is interested in. Council Member Bartley suggested an educational program where active seniors can teach younger citizens book

and street smarts. Council Member Hodges and Ms. Morton both agree that it would be a mutually beneficial program. Ms. Reeves mentions a need for a senior community in Prosper. It is suggested to attend an existing event for active seniors to gauge what they would be interested in. The committee suggests looking into what other municipalities such as Mckinney are doing for their senior programs. Ms. Reeves also suggests an "Aging" Fair where information about transitions such as Alzheimer's and signing up for Medicare. Council Member Bartley suggests a survey or focus group for active seniors using the contact information for those who have attended past events with the parks department. Mr. Muthu suggest being very specific with marketing when it comes to the different demographics and seeing if promotional materials can be displayed on TVs in older communities and their newsletters.

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

Ms. Smith strongly suggests utilizing the town slogan more into the marketing for the town. She mentions it feels like an afterthought. Ms. Petty asks the committee for feedback in rewriting the new resident letters that are sent out each month. Edits suggested included changing the QR code on the letter from the CEC homepage to the New Resident Website as well as utilizing the back of the letter for department contact information.

### 6. Discussion on Town Events

### a. Recent Events

### Prosper Christmas Festival

• The event was held December 7 at Prosper Town Hall. Festivities included Santa's Workshop, Kids Christmas Shoppe, Kid Zone, Santa's Selfie Station, Community Stage performances, cookie decorating and twinkling exhibits packed with gifts and goodies for sale. The event continued on despite the rain which gave way for small attendance. Council Member Bartley asks the committee if they thought it would be too hard to ask for residents to come back if it rains out again for the Christmas tree lighting and drone show. The committee felt it would be a good idea to try and gauge the public's interest in the result of inclement weather.

### b. Upcoming Events

### CEC/Parks Board Special Meeting

A special meeting between the Community Engagement Committee and the Parks and Recreation Board on Wednesday, January 29<sup>th</sup>. This meeting will entail Community Engagement Committee's suggestions for future Town Events for the Parks and Recreation Board consideration.

### Prosper Fishing Derby

The Prosper Fishing Derby will take place on Saturday, February 22<sup>nd</sup> at Frontier Park. This favorite annual event brings families together by the pond as young anglers compete for prizes for Most Fish Caught. Judges will be on hand to track catches, and winners in age categories up to 14 will be recognized at the event's end. The Derby is free and no registration is required.

### 7. Discuss receive updates regarding:

### a. Community Engagement Activities

Ms. Petty shared a preview video for the Annual Update showcasing the growth of Prosper. Ms. Petty also mentioned that Citizens Academy registration has opened and was already almost full. She shared the calendar for the 2025 Citizens Academy. Ms. Petty also gave a

brief overview of the upcoming rescheduled Partners in Faith meeting which will include a condensed annual update from Mayor Bristol.

### 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 the Mayor's Youth Advisory Council was given a tour of Central Fire Station and had a guest speaker from the University of Texas at Dallas. The Youth Council did vote on subcommittees and have created a public relations and a community engagement/volunteer subcommittee. Their future dates and locations were shared with the CEC to show they will be touring the police department, attend a networking event with other towns and view parks facilities before graduation.

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

Mr. Rice gave an update on the upcoming "Now You Know Prosper" projects which included the planning for New to Prosper, Saturday Bulk Drop Off, and a Meet the Leadership of Prosper videos.

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

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

- Bulk Trash Pick Up Educational Campaign
- Prosper Fishing Derby
- State of the Community

### 10. Requests for future agenda items.

The Committee did not have requests for agenda items.

### 11. Adjourn.

| The meeting | was ad   | iournad.                 | at 6.50 | nm on      | January S | 2 2025   |
|-------------|----------|--------------------------|---------|------------|-----------|----------|
|             | ı was au | ioui ii <del>c</del> u i | ลเ บ.วด | D.III. UII | January ( | J. ZUZJ. |

These minutes were approved on February 5, 2025.

| APPROVED                      |       |
|-------------------------------|-------|
| Kristin Meier, Chair          |       |
| ATTESTED                      |       |
| Todd Rice Communications Dire | ector |



### **MINUTES**

# Parks and Recreation Board and Community Engagement Committee Joint Work Session

Prosper Town Hall, Council Chambers 250 W. First Street, Prosper, Texas

### Call to Order / Roll Call.

The meeting was called to order at 5:38 p.m.

### Parks & Recreation Board Members Present:

Daniel Knox, Chair Bob Benson, Vice Chair Kari Castro Kyle LaFerney

### Parks & Recreation Board Members Absent:

John Metcalf Valerie Little Kim Shamsy

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

Kristin Meier, Chair Soprina Reeves, Vice Chair Kimberly Smith Kari Willis Andy Franco Sean Boardman

### **Committee Members Absent:**

Stacy Cate
Jai Muthu
Darlene Morton
Gretchen Darby
Annie Bunger

### **Councilmembers Present:**

**Amy Bartley** 

### **Staff Members Present:**

Todd Rice, Communications Director Myrisa Petty, Community Engagement Coordinator Robyn Battle, Executive Director Dan Baker, Parks and Recreation Director

### 3. Discussion Regarding Town Events.

Ms. Meier shared the role of the Community Engagement Committee. They consider themselves a think tank for the Town by providing feedback from residents and brainstorming ways for the town to better engage with residents. Council Member Bartley mentioned that the CEC had met in September and October in 2024 to talk about the special events calendar and suggestions for 2025. Mr. LaFerney gave a brief overview of the special events and the audiences they were targeting. Ms. Castro gave insight into the behind the scenes workings of event planning. Mr. Baker mentioned how a goal of his and the Parks Board is to be able to finalize and present the special events calendar to follow the fiscal year rather than the traditional calendar year. Because of this, the decisions for the next year's events tend to be decided the summer before for budgeting purposes. Ms. Willis

commented on how 2024 felt very fall heavy with events and that residents, in particular parents, got burned out. Mr. Knox pointed out that the upcoming Downtown Block Party in the spring and the lack of Freedom Fest should allow for two large music based event spaced out throughout the year rather than one right after the other. Ms. Smith asked about a cultural aspect being added to a special event to show off the diversity of Prosper. Mr. Benson shared that it is planned to be integrated into Celebrate Prosper with the thought of being similar to the community stage at the Christmas Festival. Mr. Baker asked the CEC to suggest talent if they know them and to share contact information if they can so it is easier for staff to book diverse acts. It was mentioned that sharing the contact information allows for saved time and better productivity. Ms. Willis asked if there are plans for more events in downtown to which Mr. Baker answered that they are in talks with a third-party vendor to start having various sip and shop and night markets downtown in 2025. Ms. Reeves inquires about the Active Adult Fair and mentioned that the CEC had brought up that exact type of event as something to be available for active adult residents in Prosper. Mr. Baker gave a brief background on the Active Adult Fair and how it was very well attended in 2024. Both the CEC and the Parks board commented that they enjoyed talking face to face to better understand the reasoning for suggestions and decisions behind the events. The conversation was productive and yielded several ideas to improve communication, including sharing notes from each CEC meeting with the Parks & Recreation Staff, and developing a process for the CEC to initiate new ideas with the PARB. Ms. Battle suggested having a face to face work session biannually to continue the conversation with CEC and Parks regarding resident feedback. Both committees agreed and suggested meetings for February and September to become the schedule each year.

### 4. Adjourn.

The meeting was adjourned at 6:58 p.m. on January 29, 2025.

These minutes were approved on February 5, 2025.

# Daniel Knox, Chair, Parks and Recreation Board APPROVED Kristin Meier, Chair, Community Engagement Committee ATTESTED Robyn Battle, Executive Director





# **TOWN OF PROSPER**

NEW FOLLOWERS ENGAGEMENTS

Communications Report **December 2024** 

## **SNAPSHOT**

406

603

530
PREVIOUS COMPARISON PERIOD

46,556

46,790

708,026

IMPRESSIONS
693,466

COMBINED ACCOUNTS

### VIEW DECEMBER 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



**22,278** FOLLOWERS



# GAINED **157 NEW**FACEBOOK FOLLOWERS

**51** POSTS

55

PREVIOUS COMPARISON PERIOD

8,837
ENGAGEMENTS



11,621

PREVIOUS COMPARISON PERIOD

153,048

**IMPRESSIONS** 



244.660

PREVIOUS COMPARISON PERIOD





### PROSPER POLICE FACEBOOK





### **GAINED 43 NEW FACEBOOK FOLLOWERS**



PREVIOUS COMPARISON PERIOD

22,669 ENGAGEMENTS



25,439

PREVIOUS COMPARISON PERIOD

267,574



242,350

**IMPRESSIONS** 

PREVIOUS COMPARISON PERIOD

### PROSPER FIRE RESCUE FACEBOOK





### GAINED 29 NEW **FACEBOOK FOLLOWERS**

**VIEW TOP POST** 

16 POSTS



PREVIOUS COMPARISON PERIOD

**ENGAGEMENTS** 



2,991

PREVIOUS COMPARISON PERIOD

<u>44,930</u> **IMPRESSIONS** 



PREVIOUS COMPARISON PERIOD

**VIEW TOP POST** 



### PROSPER PARKS & RECREATION FACEBOOK





# GAINED **51 NEW FACEBOOK FOLLOWERS**

**51** POSTS



**42**PREVIOUS COMPARISON PERIOD

6,169 ENGAGEMENTS



1,891

PREVIOUS COMPARISON PERIOD

59,908
IMPRESSIONS



34,469

PREVIOUS COMPARISON PERIOD

### PROSPER COMMUNITY LIBRARY FACEBOOK



**5,300** FOLLOWERS



# GAINED **11 NEW**FACEBOOK FOLLOWERS

**VIEW TOP POST** 

**31** POSTS



**27** 

PREVIOUS COMPARISON PERIOD

**715** ENGAGEMENTS



323

PREVIOUS COMPARISON PERIOD

**18,544** IMPRESSIONS



15,099

PREVIOUS COMPARISON PERIOD







HOLIDAY LIGHT SHOW 7.2k PEOPLE REACHED 485 LIKES 124 SHARES **20** COMMENTS



PROSPER POLICE HOLIDAY SHOPPING SAFETY TIPS

3.8k PEOPLE REACHED 87 LIKES 17 SHARES



**COMMUNITY LIBRARY** 

HAPPY HOLIDAYS **31** PEOPLE REACHED **23** LIKES **3** COMMENTS



### LINKEDIN



2,801

11 POSTS

10,829

**1,403** 

**ENGAGEMENTS** 



947

**POST CLICKS** 

### **NEXTDOOR**



16,968

**MEMBERS** 



9,479



**IMPRESSIONS** 

5,288



16 POSTS

**CLAIMED HOUSEHOLDS IMPRESSIONS** 



### TOWN OF PROSPER VIDEOS



9

Drone Safety Program
Prosper Christmas Festival 2024
Prosper Police Officers Join Shop With a Cop
Holiday Shopping Safety Tips from Prosper PD
Who Wrapped it Best?
Prosper PD and Fire Rescue Holiday Light Show
Roadway Update: Windsong Parkway at US 380
Update: On First Street from DNT to Stuber Elementary
2024 Season Comes to an End

### MAYOR'S MINUTE



**1**NEW VIDEOS

ENGAGEMENTS 20 VIEWS 3,050

### MAYOR'S MINUTE - 12/10/2024

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** 

4,754

**4,689** Comparison Period

**EMPLOYEE EDITION** 

429

CONTACTS

**HOA MONTHLY NEWSLETTER** 

187

CONTACTS

THE LANDSCAPE

1,745

CONTACTS

**69%**AVERAGE
OPEN RATE

63%
AVERAGE
OPEN RATE

**61%**AVERAGE
OPEN RATE

73% AVERAGE OPEN RATE 4%
AVERAGE
CLICK RATE

4%
AVERAGE
CLICK RATE

3% AVERAGE CLICK RATE

6% AVERAGE CLICK RATE **4** NEWSLETTERS SENT

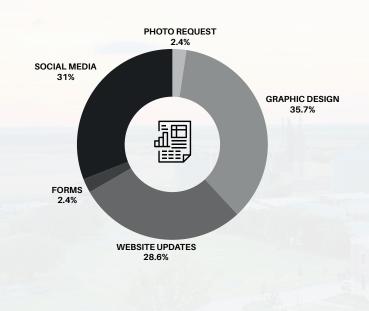
I NEWSLETTERS SENT

NEWSLETTERS
SENT

NEWSLETTERS
SENT



### COMMUNICATION HELP TICKETS



**45** COMMUNICATION HELP TICKETS WERE SUBMITTED

**NUMBER OF MENTIONS** 

### **CHATBOT TOP TOPICS**

### 011/11201 101 10110

| • | Trash              | 46 |
|---|--------------------|----|
| • | Library            | 18 |
| • | Christmas Festival | 16 |
| • | Court Date         | 13 |
| • | Lakewood Park      | 7  |

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.

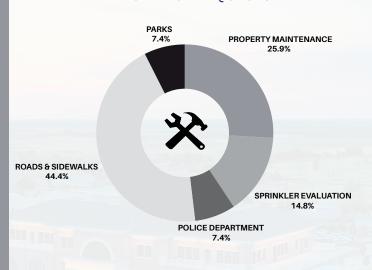


**TOPIC** 

### 80.06% Resolution Rate

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

# MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

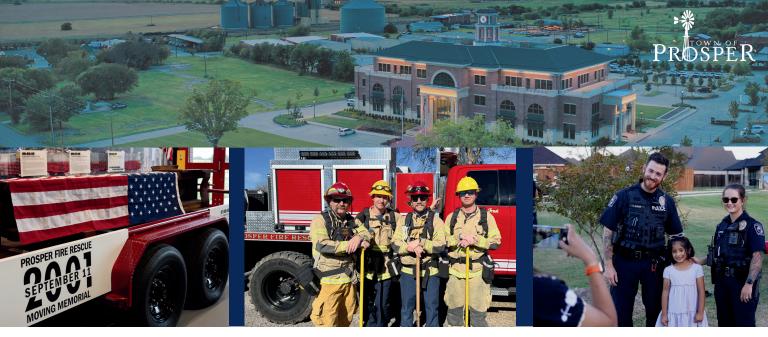
**30** TOTAL REQUESTS

29
CLOSED REQUESTS

**1**OPEN REQUESTS

**61**NEW APP DOWNLOADS

**7,655**TOTAL APP DOWNLOADS



PRESS RELEASES

MEDIA COVERAGE



667 MEDIA MENTIONS

**CAMPARISON** 1.16K

TOP COVERAGE

Prosper media coverage for November 30 - December 6, 2024.

Prosper media coverage for December 7 - December 13, 2024.

Prosper Media Coverage for December 14 - December 20, 2024.

Prosper media coverage for December 21 - December 27, 2024.

Prosper media coverage for December 28, 2024 - January 3, 2025.



# COMMUNITY ENGAGEMENT R

### **COMMUNITY ENGAGEMENT**

7

- Sensory Santa Photos- December 2
- Downtown Advisory Committee Meeting December 2
- Community Engagement Committee December 4
- Prosper Christmas Festival December 7
- MYAC Meeting December 11
- Board and Commission Reception December 12
- Red Kettle Challenge December 14

# 2 COMMUNITY ROOM MEETINGS

- Blocked for Christmas Festival Dec. 2 Dec. 9
- Prosper Historical Society



### **USER BREAKDOWN**

86,031

PAGE VIEWS COMPARISON PERIOD 101,485

**37.6**%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPARISON PERIOD 38.0%

**62.4**%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE COMPARISON PERIOD 62.0%

### **MOST VISITED PAGES**

- Town of Prosper A Place Where Everyone Matters
- Prosper Christmas Festival
- Trash & Recycling Town of Prosper
- Live Railroad Camera Feeds
- Library Card Membership
- Join Prosper PD
- Prosper Police Department
- Prosper Police Department
- Building Inspections



HOW DO I...

Search



