



**AGENDA**  
**Community Engagement Committee (CEC)**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Wednesday, October 2, 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 September 4, 2024, Community Engagement Committee (CEC) meeting.**
3. **Comments from the Public.**
4. **Brainstorming Ideas for Life in Prosper:**
  - a. **Class of 2025 MYAC Class Update (MP)**
  - b. **MyProsper App Messaging System Content Calendar (MP)**
  - c. **CEC Hand Off Discussion**
5. **Update on the Downtown Historical Marker Project (TR)**
6. **Discussion on Town Events (BK)**
  - a. **Upcoming Events**
    - **Celebrate Prosper**
    - **Veterans Day Honor Run**

- Christmas Festival
  - b. Discussion on a Serve Prosper event. (AB)
  - c. 2025 Event Calendar Discussion
7. Discuss and receive updates regarding:
    - a. Community Engagement Activities (TR)
  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 Friday, September 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, September 4, 2024

**1. Call to Order / Roll Call.**

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

**Committee Members Present:**

Brent Kirby, Chair  
Kristin Meier, Vice-Chair  
Kimberly Smith  
Andy Franco  
Jai Muthu  
Stacy Cate  
Gretchen Darby  
Chris Wardlaw

**Committee Members Absent:**

Kari Willis

**Councilmembers Present:**

Jeff Hodges  
Marcus Ray  
Amy Bartley

**Staff Members Present:**

Todd Rice, Director of Communications  
Myrisa Petty, Community Engagement Coordinator

**2. Consider and act upon the minutes of the July 10, 2024, Community Engagement Committee (CEC) meeting.**

Kristin Meier made a motion and Andy Franco seconded the motion to approve the July 10, 2024 and August 7, 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) Update 2024 – 2025 MYAC Application Status**

Mrs. Petty updated on the number of applicants with just two more days for submission. Ms. Smith, Ms. Meier and Ms. Cate all volunteered to be the selecting committee for the upcoming MYAC class. Mr. Rice informed the committee of the upcoming partnership with the City of Little Elm for a potential meet and greet event for both of the youth council programs. The event is planned to be in the Spring. Ms. Cate mentions that MYAC bylaws as a concern for attendance for the program. The committee discussed their involvement in this year's class to see what part they would play. Ms. Darby suggested letting the youth council own it and the committee just be available for

questions. Mr. Franco and Ms. Smith both mentioned that the committee took on more of a mentorship role in the inaugural class.

## **b) Update on MyProsper App Messaging System**

Ms. Petty gave an update on the new messaging system within the MyProsper app which includes push notification, email and text notification. The committee was part of a test message to see what the new messaging system looks like. The Town has already begun promoting the messaging system utilizing social media. Mr. Wardlaw suggested having a cadence with the system so it is often enough to be useful but not so often to inconvenience residents. The committee agreed that at least one notification a month being sent around dinner time is the best time. The committee will help the town in pushing for opt ins for the messaging system.

## **5. Discussion of Downtown Historical Marker Project. (TR)**

Mr. Rice has met with the Prosper Historical Society to collect the correct information for locations for markers. The committee was shown some examples of potential plaques. Mr. Ray and Ms. Bartley suggested utilizing the Downtown logo rather than the town's logo since it is susceptible to a rebrand in the future. Mr. Rice mentioned the town seal as a potential option as well. On the plaque, it was suggested to include the point of interest, established date, and a brief history. The committee leaned more towards the bronze for the coloring of the plaque to stay traditional. Mr. Wardlaw will take suggestions and present to the Downtown Committee.

## **6. Discuss and feedback on Town Events (BK)**

### **a. Upcoming Events**

- **9/11 Ceremony & Blood Drive**  
The event will be held on September 11<sup>th</sup> at the Central Fire Station. A presentation will be held in honor of those fallen, a mobile memorial and blood drive. Mr. Ray suggests a change in the time for the event to boost attendance.
- **Celebrate Prosper**  
The event will be held on October 5 at Frontier Park. Following the CEC's recommendations at the June 2024 meeting, Town staff presented the ideas to the Town Council, who concurred with the recommendations, including the addition of a New Resident component to Celebrate Prosper and possibly adding vendors, a "battle-of-the bands," an art show, and possible barbecue cookoff as future enhancements to the event. Mr. Ray has suggested a slight change to the orange used in Celebrate Prosper branding so it isn't as similar to neighboring towns. Ms. Smith proposed opening acts from around town and potentially cultural performances for future music centric 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. Mr. Ray has suggested getting Prosper ISD JROTC and track teams involved in this years event.

### **b. Discussion on a Serve Prosper event (TR)**

The event would be a collaborative effort to get residents from the town together to do projects. These projects can range from cleanup efforts to assisting an elderly resident

with tasks. Ms. Bartley suggests a suitable date for the Serve Prosper Event would be after Spring Break but before May of 2025. To select projects for the day, it was suggested to reach out to Town Code Enforcement for handiwork for residents who no longer have the ability to do it themselves. It was also mentioned to reach out to the local non profits for tasks. Ms. Bartley asks the committee to help with the organization and logistics for the day with tangible ideas. Mr. Ray said that meal after the service day would be good for all the volunteers to come together.

**7. Discuss receive updates regarding:**

**a. Community Engagement Activities**

Mr. Rice spoke about North Texas Giving Month and how the Town is pushing to donate directly to Prosper non-profits. The Town is running the annual Peanut Butter drive for North Texas Food Bank. Mr. Ray suggests more of a pivot to promoting Prosper nonprofits over North Texas Food Bank. Mr. Rice also spoke about the plan to have the students selected for MYAC volunteer for the Kid's Shop at the Christmas Festival.

**b. Viewing Videos Produced by Communications Staff**

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

This item was not discussed.

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

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

- Mayor's Youth Advisory Council
- National Night Out
- Celebrate Prosper

**10. Requests for future agenda items.**

- Identifying the hand off process for future CEC Projects
- 2025 Event Discussion
- Mayor's Fitness Challenge Update
- Logistics for Serve Prosper

**11. Adjourn.**

The meeting was adjourned at 7:44 p.m. on September 4, 2024.

These minutes were approved on October 2, 2024.

**APPROVED**

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Brent Kirby, Chair

**ATTESTED**

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Todd Rice, Communications Director

DRAFT



# TOWN OF PROSPER

## Communications Report August 2024

### SNAPSHOT

<b>380</b>	<b>699</b>	<b>46,457</b>	<b>811,110</b>
POSTS	NEW FOLLOWERS	ENGAGEMENTS	IMPRESSIONS
345	600	23,718	610,122
PREVIOUS COMPARISON PERIOD	PREVIOUS COMPARISON PERIOD	PREVIOUS COMPARISON PERIOD	PREVIOUS COMPARISON PERIOD

COMBINED ACCOUNTS

[VIEW AUGUST 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

**21,225**  
FOLLOWERS



**GAINED 80 NEW  
FACEBOOK FOLLOWERS**

**58**

POSTS



**36**

PREVIOUS COMPARISON PERIOD

**15,911**

ENGAGEMENTS



**11,946**

PREVIOUS COMPARISON PERIOD

**409,008**

IMPRESSIONS



**242,843**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER POLICE FACEBOOK

 **21,010**  
FOLLOWERS



GAINED **124 NEW**  
FACEBOOK FOLLOWERS

**24**  
POSTS



**18**  
PREVIOUS COMPARISON PERIOD

**18,729**  
ENGAGEMENTS



**5,145**  
PREVIOUS COMPARISON PERIOD

**191,484**



**122,066**

IMPRESSIONS

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER FIRE RESCUE FACEBOOK

 **11,335**  
FOLLOWERS



GAINED **26 NEW**  
FACEBOOK FOLLOWERS

**17**  
POSTS



**20**  
PREVIOUS COMPARISON PERIOD

**5,247**  
ENGAGEMENTS



**3,494**  
PREVIOUS COMPARISON PERIOD

**41,402**  
IMPRESSIONS



**51,999**  
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)





## PROSPER PARKS & RECREATION FACEBOOK



**8,246**  
FOLLOWERS



**GAINED 36 NEW  
FACEBOOK FOLLOWERS**

**53**

POSTS



**63**

PREVIOUS COMPARISON PERIOD

**1,454**

ENGAGEMENTS



**808**

PREVIOUS COMPARISON PERIOD

**37,822**

IMPRESSIONS



**40,540**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

## PROSPER COMMUNITY LIBRARY FACEBOOK



**5,251**  
FOLLOWERS



**GAINED 22 NEW  
FACEBOOK FOLLOWERS**

**26**

POSTS



**34**

PREVIOUS COMPARISON PERIOD

**851**

ENGAGEMENTS



**1,656**

PREVIOUS COMPARISON PERIOD

**22,090**

IMPRESSIONS

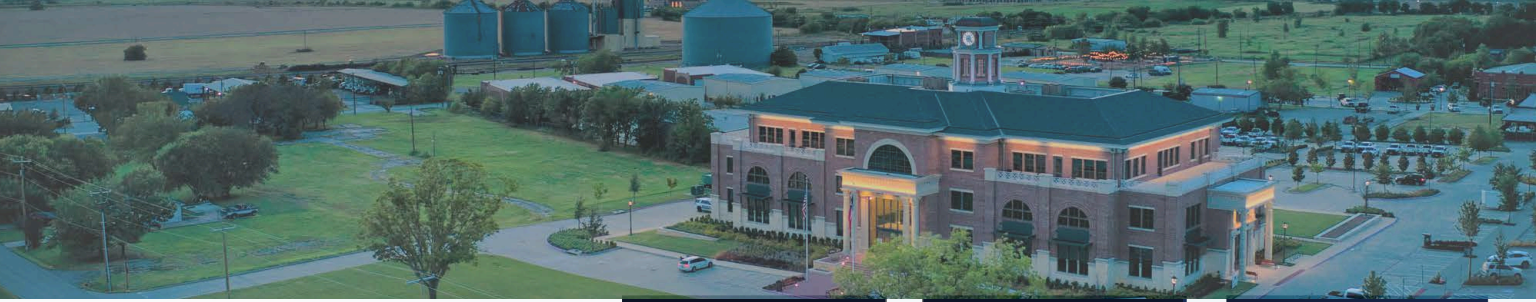


**27,637**

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

## TOWN OF PROSPER

[VIEW TOP POST](#)

**5,094**

FOLLOWERS  
5,060 Comparison Period

## PROSPER POLICE

[VIEW TOP POST](#)

**7,006**

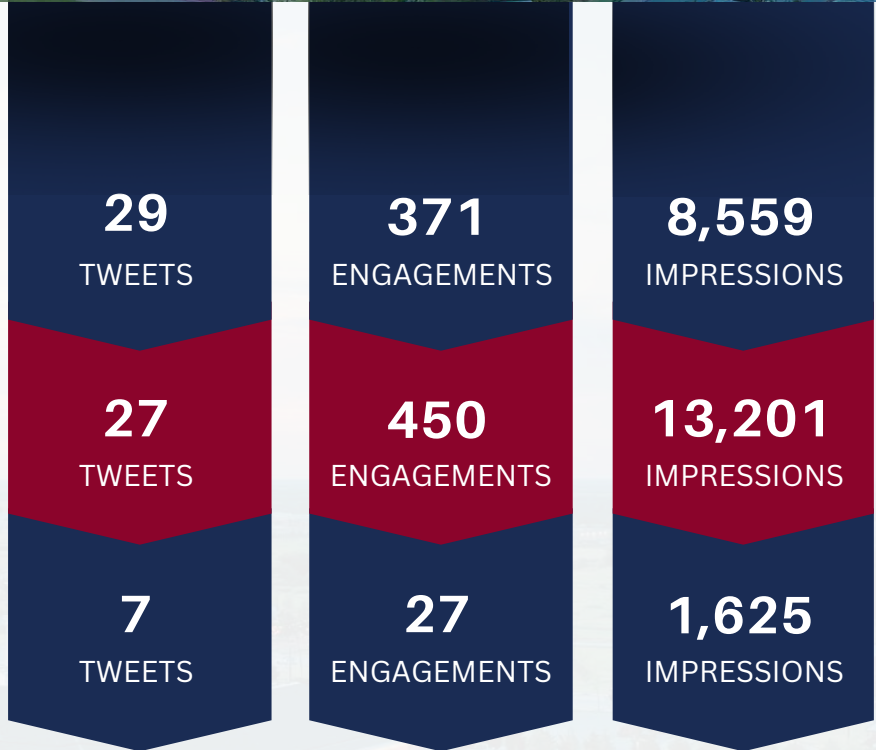
FOLLOWERS  
6,962 Comparison Period

## PROSPER FIRE RESCUE

[VIEW TOP POST](#)

**2,393**

FOLLOWERS  
2,383 Comparison Period



## INSTAGRAM



## TOWN OF PROSPER

OLYMPIC-THEMED MEMES  
7.5k PEOPLE REACHED  
389 LIKES  
148 SHARES  
16 COMMENTS



## COMMUNITY LIBRARY

AUGUST PROGRAMS  
12 PEOPLE REACHED  
8 LIKES  
1 COMMENTS



## LINKEDIN



## NEXTDOR





## TOWN OF PROSPER VIDEOS



**6**

- [Downtown Prosper Preserving the Past Through Paint](#)
- [Prosper Back to School Safety Olympics](#)
- [Freedom Fest Tickets Are Now Available](#)
- [Town Hall Selfie Day!](#)
- [Town of Prosper staff want you to stay hydrated this weekend!](#)
- [Do you know about the Resident Update?](#)

## MAYOR'S MINUTE



**2**

NEW VIDEOS

**ENGAGEMENTS** 57  
**IMPRESSIONS** 2,338  
**VIEWS** 2,300

[MAYOR'S MINUTE - 8/13/2024](#)

[MAYOR'S MINUTE - 8/27/2024](#)

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

**4,571**

CONTACTS  
 4,481 Comparison Period

### EMPLOYEE EDITION

**422**

CONTACTS

### HOA MONTHLY NEWSLETTER

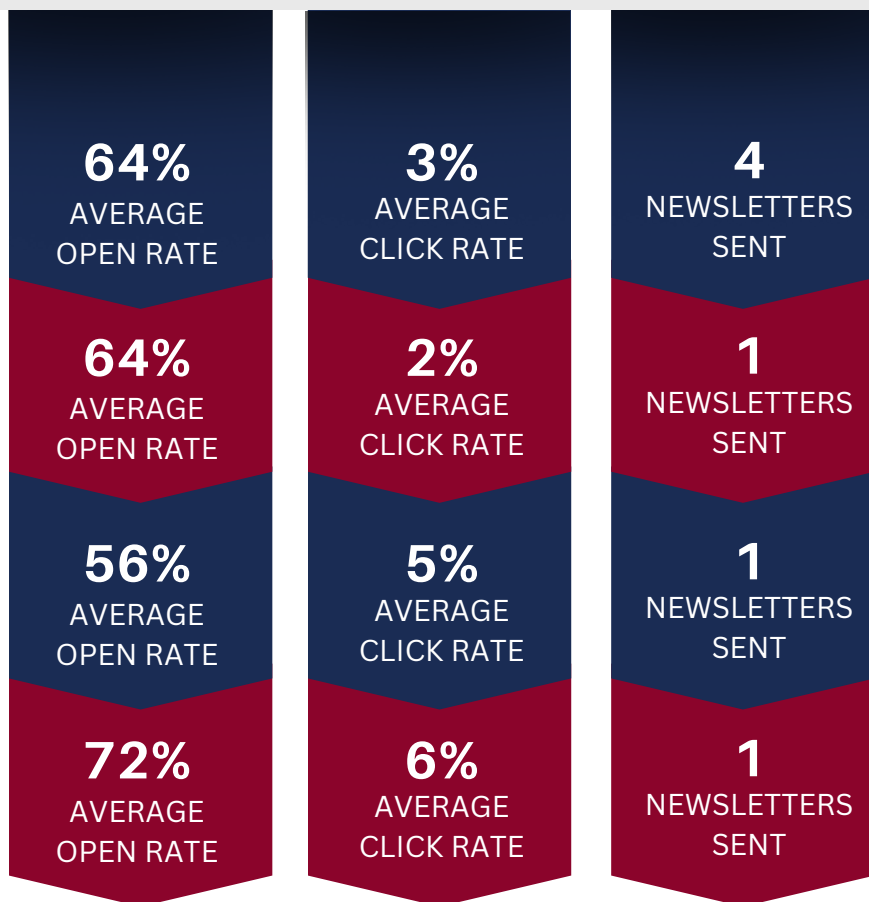
**175**

CONTACTS

### THE LANDSCAPE

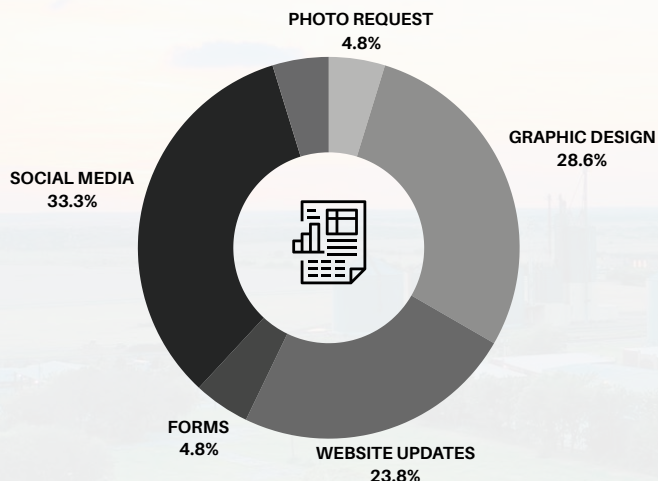
**1,760**

CONTACTS



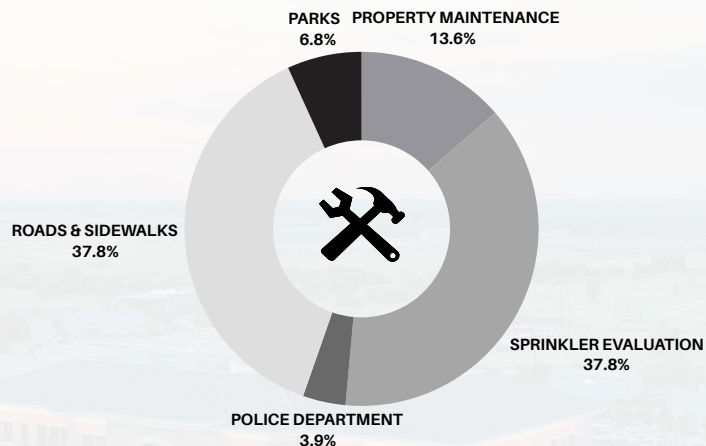


## COMMUNICATION HELP TICKETS



25 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR MARCH 2024

## MYPROSPER MOBILE APP SERVICE REQUESTS



SERVICE REQUESTS & APP DOWNLOADS

## CHATBOT TOP TOPICS

TOPIC	NUMBER OF MENTIONS
• Trash	36
• Pick Up Day	23
• Bulk Trash	23
• Water	18
• Police	13



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.

**73.8% Resolution Rate**

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

**115**  
TOTAL REQUESTS

**108**  
CLOSED REQUESTS

**7**  
OPEN REQUESTS

**94**  
NEW APP DOWNLOADS

**7,355**  
TOTAL APP DOWNLOADS



## PRESS RELEASES

3

[Prosper Community Library Seeks Resident Feedback for 2024 Master Plan](#)

[Prosper to Celebrate Five-Year Anniversary of The 407 Rec Center](#)

[Prosper Freedom Fest Returns September 7 Featuring Coffey Anderson | Tickets Now Available](#)

MEDIA COVERAGE 

968

MEDIA MENTIONS

CAMPARISON  
1.31K

## TOP COVERAGE

[Prosper media coverage for July 27 - August 2, 2024.](#)

[Prosper Media Coverage for August 3 - 9, 2024.](#)

[Prosper Media Coverage for August 10-16, 2024.](#)

[Prosper Media Coverage for August 17-23, 2024.](#)

[Prosper Media Coverage for August 24 - August 30, 2024.](#)



## COMMUNITY ENGAGEMENT

### COMMUNITY ENGAGEMENT **8**

- Downtown Advisory Committee Meeting - August 5
- CEC Meeting - August 7
- HOA Presidents Meeting - August 8
- 407 Rec Center Anniversary Event - August 8
- Board and Commission Meet and Greet - August 13
- Downtown Advisory Committee Meeting - August 19
- Board and Commission Interviews - August 22
- Budget Town Hall - August 29

### **6**

### COMMUNITY ROOM MEETINGS

- North Dallas RC Club
- Prosper Historical Society
- Burn Boot Camp Team Meeting
- Lakes of LaCima HOA
- Girl Scouts SU187 Leaders Mtg.
- Greenspoint HOA



### USER BREAKDOWN

# 104,301

PAGE VIEWS  
COMPARISON PERIOD 101,550

# 44.0

OF USERS ACCESS OUR WEBSITE  
USING A DESKTOP  
COMPARISON PERIOD 38.1%

# 56.0%

OF USERS ACCESS OUR WEBSITE  
USING A MOBILE DEVICE  
COMPARISON PERIOD 61.5%

### MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Prosper Freedom Fest](#)
- [Library](#)
- [Trash & Recycling – Town of Prosper](#)
- [Employment](#)
- [MYAC](#)
- [Utility Customer Service - Pay My Bill](#)
- [Prosper Police](#)
- [Utility Customer Service](#)
- [Building Inspections](#)



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TOWN OF  
PROSPER