



**MINUTES**  
**Community Engagement Committee**  
Prosper Town Hall, Executive Conferenc Room  
250 W. First Street, Prosper, Texas  
Wednesday, March 01, 2023

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

This meeting was called to order at 6:01 p.m.

**Committee Members Present:**

Christine Strobush, Chair  
Brent Kirby, Vice Chair  
Josh Carson  
Grant Mendeljian  
Chris Wardlaw  
Kristin Meier  
Britt Beene  
Kari Willis  
Gretchen Darby  
John Hamilton

**Committee Members Absent:**

Trovette Tottress

**Councilmembers Present:**

Jeff Hodges  
Marcus Ray

**Councilmembers Absent:**

Amy Bartley

**Staff Members Present:**

Robyn Battle, Executive Director of Community Services  
Devon Jett, Community Engagement Specialist

**2. Consider and act upon the minutes of the February 8, 2023, Community Engagement Committee (CEC) meeting.**

Kari Willis made a motion and Chris Wardlaw seconded the motion to approve the minutes from February 8, 2023. The motion was approved unanimously.

**3. Comments from the Public.**

No comments from the public.

**4. SPD Voter Education Brochure Discussion (RB)**

Robyn Battle presented the voter education brochure created by the Special Interest District Committee which was in the last round of edits before being distributed to the public. The brochure was created as an informational tool to educate the public on the facts of the upcoming vote regarding the dedicated sales tax for public safety. The Special Purpose Districts (SPDs) consist of a Crime Control and Prevention District and a Fire Control, Prevention, and Emergency Medical Services District. The brochure will be

distributed in the March or April utility bill. The Committee provided feedback on the brochure with suggestions on how to edit the brochure to ensure clarity and readability from a resident standpoint. The Committee proposed various ways to rearrange the graph and pie charts as well as verbiage to better convey meaning. The SPD Committee will consider their suggestions and make edits.

#### **5. New Resident Mixer Update (DB)**

Dan Baker, Director of Parks & Recreation, gave an overview of the New Resident Mixer which is scheduled for Thursday, April 6, 2023. Dan covered the site plan, including booths, inflatables, food, and the various departments that would be in attendance. Robyn Battle showed the postcard that is being mailed in March to the 1,030 new residents who will be invited to the New Resident Mixer. Prosper Passport, which will launch at this event was discussed regarding how the passports would be handed out, with the Committee deciding to be staged at each entrance and having the CEC booth be offset from the others. The photo booth will also be located next to the CEC booth so that CEC members can guide residents on getting their photo taken for the passport. Dan Baker will reach out to PISD as well, inviting their 3 high school mascots to be in attendance. The CEC members will also be conducting the survey which was piloted at the Feb 18 Fishing Derby. Ipads for the survey will be located at the CEC table and residents will have access to those surveys when they receive their swag from the event.

#### **6. Feedback on Special Events (CS)**

##### **a. Prosper Fishing Derby**

Chris Wardlaw was in attendance and feedback was positive surrounding the event. The day was cold, but a lot of fun and there were people in attendance from surrounding cities. Chris heard feedback regarding the logistics of finding the headquarters where residents needed to go to log their fish and there were questions regarding how many fish the attendees could keep. Residents also gave feedback regarding other competition-like activities they would see happen in Prosper, similar to the Fishing Derby. They mentioned events like a softball tournament, homerun derby, archery, and obstacle courses. When asked how they learned out about the event, residents responded that it was word of mouth, the Town of Prosper website, and road signs which mainly grabbed their attention. Getting their children outdoors, showing them outdoor activities other than sports, and getting kids to put their devices away were some of the main reasons parents gave for attending. The residents also really enjoyed having the high school fishing team present for the event.

##### **b. Coffee with a Cop**

Britt Beene was able to attend the event and reported a good turnout at the event. The event was held at 1418 Coffee in downtown Prosper. The main feedback she heard was that it was difficult to get there at 7:30 a.m. with the kids on a school morning and to consider the possibility to have an event like that during spring break when more people could attend.

#### **7. Review Work Plan/Activity Schedule (CS)**

The Committee reviewed the work plan which included the new Town of Prosper website that launched that morning. The CEC will help share details of the new website on their social media when it is promoted to the public in the Resident Update newsletter on Friday, March 3. They will also review the website and send any suggestions or comments to Robyn Battle. Also being promoted will be the Moonlight Movie on March 31, as part of the Discover Downtown series. The New Resident Mixer continues to be a focus as the Committee prepares to launch Prosper Passport.

## **8. Subcommittee Updates:**

### **a. Survey Subcommittee (CW)**

Chris Wardlaw provided a review of the survey which was piloted at the Prosper Fishing Derby. Although the survey had a technical issue, and he wasn't able to collect responses on the iPad, Chris received a lot of valuable feedback just by speaking with residents. The technical issue involved the way the survey was set up and will be corrected for the next event. Refer to #6 Feedback on Recent Events to review the compliments and suggestions provided by the attendees. It was agreed that the survey will be utilized at the New Resident Mixer and the opportunity is in the analysis of the data which will be collected. Robyn Battle will collect the analytics and share them with Chris.

### **b. Prosper Passport Subcommittee (BK)**

Robyn Battle introduced the initial mock-up of the Prosper Passport, created by Wilson Haynes, Communications Specialist for the Town. The passport included an About Prosper Page, Departmental Pages, and space for a photo and stamp for each department. Suggestions by the Committee included framing out the inside front cover that included the photo, adding a picture of the Town Council and maybe a note from Mayor Bristol or Town Manager, Mario Canizares. The passport will also be updated to reflect the newly approved brand colors. Overall, the Committee loved the simplicity and design. Robyn will send out the final draft once edits are made, and the goal is for the final design to go to the printer by March 15. Prosper Passport has a launch date of April 6, at the New Resident Mixer.

### **c. Improve CEC Marketing & Communications (CS)**

The Committee discussed the need for a potential subcommittee to form in order to go more in-depth on the marketing of CEC. The subcommittee could potentially help to work through strategic ideas on finding people within the community to promote and share the messages of CEC throughout Prosper neighborhoods. It was decided that the April CEC Meeting will be a time of discussion to consider how to get the communication flow going and how to serve as social media ambassadors. Committee members will revisit the charter to ensure they are on track as well as consider ways to streamline content in an efficient way.

## **9. Discuss and receive any updates regarding:**

### **a. Community Map (BK/RB)**

The Committee is still determining how to best use the map. Josh Carson presented an overview of the Map at the February HOA Presidents meeting so HOA leaders are now aware of it. Robyn showed the GIS interactive map that is now live on the website and includes the boundaries for the CEC members. Neighborhood quadrants will need to be readjusted as Maona Ngwira is no longer on the Committee.

### **b. Website (RB)**

Robyn showed the GIS interactive map that is now live on the website and includes the boundaries for the CEC members. Neighborhood quadrants will need to be readjusted as Maona Ngwira is no longer on the Committee.

### **c. Social Media Graphics (KW)**

Kari Willis presented the social media graphics she created and the Committee gave feedback on formatting. Suggestions were made to edit the content to be more conversational, remove the term year and council members, and include a call to action. The Committee's purpose of "Listen. Understand. Engage." will also be

added. Graphics will be used to introduce the CEC members on social media and Kari included graphics compatible with Facebook and Instagram. The decision was made that the social media graphics of individual CEC members will be utilized once the Town has posted "Have You Met the CEC?" to their own social media. The Town's post will serve as an introduction before individual CEC members create awareness. Robyn will send Kari more color options for the Town logo.

**10. Discuss and consider CEC "Top 3". (CS)**

1. New Resident Mixer
2. Newly launched Town of Prosper Website
3. Discover Downtown Movie

**11. Request for future agenda items.**

1. In-depth discussion and think tank regarding CEC Marketing & Communications with further consideration of a subcommittee.
2. Discussion of how best to utilize the GIS Interactive Community Map.
3. Finalizing last-minute details of the New Resident Mixer
4. Teen focus group for future events

**12. Adjourn.**

The meeting was adjourned at 7:53 p.m. on Wednesday, March 1, 2023. Brent Kirby made the motion and Kristin Meier seconded the motion to adjourn the meeting.

These minutes were approved on April 5, 2023.

**APPROVED**



Christine Strobush, Chair

**ATTESTED**



Devon Jett, Community Engagement Specialist