



**MINUTES**  
**Community Engagement Committee**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Wednesday, September 6, 2023

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

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

**Committee Members Present:**

Brent Kirby, Vice Chair  
Stacy Cate  
John Hamilton  
Britt Beene  
Kristin Meier  
Grant Mendeljian  
Kari Willis  
Trovette Tottress  
Gretchen Darby

**Committee Members Absent:**

Christine Strobush, Chair  
Chris Wardlaw

**Councilmembers Present:**

Marcus Ray

**Councilmembers Absent:**

Amy Bartley  
Jeff Hodges

**Staff Members Present:**

Robyn Battle, Executive Director  
Devon Jett, Community Engagement Coordinator

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

Kristin Meier made a motion and John Hamilton seconded the motion to approve the August 2, 2023, CEC minutes. The motion was approved unanimously.

**3. Comments from the Public.**

No comments were made.

**4. Subcommittee Updates:**

- a. Mayor's Youth Advisory Council Subcommittee (SC)  
Stacy Cate gave an update on the Mayor's Youth Advisory Subcommittee. Rithika Chakrapani, who brought the idea for a youth advisory council to Mayor Bristol, was in attendance to hear from the subcommittee and get an update on the progress of the program. The subcommittee presented the framework they have developed so far

including bylaws, the application process, web page design, and a flyer with instructions on applying. The planned launch date for the inaugural program is October 2nd, with an application deadline of November 3rd; however, it was noted that there is some flexibility in these dates. Staff is working to find the optimal platform to streamline the application process but it may take more time and the October date may need to be adjusted. Students interested in participating will be required to complete the application, submit a 2-3 minute video, and provide two recommendation forms. The goal is for the newly established youth council to design and execute a project. Decisions on how best to engage students should be driven by the inaugural group. To ensure timely execution, requests for staff to complete are as follows:

- Create a promotional video featuring Rithika and Mayor Bristol, emphasizing that this initiative originated from a Prosper student.
- Promote the program across all of the Town's standard communication channels, including social media, newsletters, and website.
- Provide a teaser graphic to enable the CEC to begin promoting the program before its official launch.
- Design an MYAC logo.
- Develop marketing materials, including the "How to Apply" flyer.
- Establish a dedicated web page for the program.

During the October meeting, the committee will discuss more formal ways to start pushing out the messaging to schools. The subcommittee also asked that all CEC members look at the bylaws and review/edit them before the next meeting.

b. Downtown Advisory Subcommittee (CW)

Kari Willis provided an update on the Downtown Advisory Subcommittee stating that the Town Council has agreed and aligned with everything the subcommittee has proposed. The subcommittee is now seeking next steps. With the new budget scheduled for October 1, the Council can provide some meaningful next steps for the subcommittee to work on. Consideration is being made on forming an official Downtown Committee.

c. National Night Out Subcommittee (BK)

Brent Kirby, Grant Mendeljian, and Britt Beene recently met to discuss enhancement to the National Night Out event scheduled for October 3. The CEC wanted to continue the event's momentum by promoting and getting more neighborhood participation. Requests for staff include:

- Push out more communication about the event.
- Add image to homepage banner.
- Provide a graphic for CEC to promote on their personal social media pages.
- Add a link to the block party permit.
- Clarify the block party permit process.
- Add a graphic or text that outlines "How to Have an Epic National Night Out" to the NNO web page.
- Publish a final map or list of block parties ahead of the event.

d. Survey Subcommittee (CW)

This item was not discussed.

**5. Brainstorming Ideas for Life in Prosper/CEC Ideation Matrix (BK)**

The committee deliberated the idea of promoting more open and spontaneous discussions during their meetings. They proposed prioritizing unstructured thinking and placing it at the top of the agenda to ensure that ideas are fresh at the beginning of the meeting. Their objective is to review items on the ideation matrix and eliminate those that do not offer the best utilization of time. Removing ideas that have yet to take flight will create space for other concepts, whether they are new or enhancements to existing ones. The committee seeks to continue its core goal of fostering connections with other groups and promoting engagement in the community. They also explored the idea of acting as a bridge to connect various groups with one another, such as linking groups in need of volunteer hours with those seeking volunteers. The committee agreed to arrive at the October meeting prepared to give a yes or no assessment of existing items and explore ideas to bridge the Town with other organizations and meaningful ways to connect them, potentially following a format similar to the quarterly HOA meetings. Additionally, the committee desires to compile a comprehensive list of organizations seeking volunteers as well as those organizations searching for volunteer opportunities.

**6. Feedback on Special Events (BK)**

**a. Moonlight Movie**

No one from the CEC was present, however, staff provided feedback that the event was well attended, even though it was hot on the night of the movie.

**b. Freedom Fest**

One member of the CEC attended Freedom Fest and shared feedback that some residents were hesitant to attend due to the shuttle service, but it was reported that the shuttles operated effectively and efficiently. There were extended wait times to enter the event, highlighting the need for more check-in points for General Admission. Additionally, the lines at the food trucks were reportedly long.

**c. New Resident Mixer**

Robyn Battle presented an update she received from the Parks & Rec Department concerning the tent arrangement for the New Resident Mixer scheduled for September 28. According to the update, Parks staff proposed consolidating the entry point into a single location where residents will receive their passport book and be welcomed by CEC members. Furthermore, all departments and tents will be situated on the south lawn, configured in the requested U-shape by the CEC.

During the discussion, the committee recommended that Mayor Bristol be positioned at an elevated platform when addressing the residents and also asked to incorporate music into the event.

**d. CEC Attendance at Events**

The CEC discussed their attendance at Town events and in what capacity they would be serving. It was suggested that they review the work plan during meetings to identify CEC members already attending events who could represent the committee. After considering whether they would like a CEC tent at Town events, the consensus was that they preferred an environment conducive to conversation rather than being confined to a tent. If a tent was necessary, it should be large with high-top tables, promoting dialogue instead of creating barriers. In an upcoming meeting, the CEC intends to clarify its mission, purpose, and strategies for impactful engagement.

During the attendance discussion, the committee also explored marketing strategies. One of the suggestions was to explore the use of LED electronic signage as a means of promoting events in the community. They also expressed an interest in implementing

evergreen content, focusing on educating residents about various topics, such as the process for signing up for calendar events on the website or downloading the app to make service requests. This approach aims to provide ongoing and informative content to the community.

**7. Discuss and receive any updates regarding:**

- a. Community Map (BK)  
This item was not discussed.
  
- b. Social Media Graphics (KW)  
This item was not discussed.

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

- 1. New Resident Mixer-September 28
- 2. National Night Out-October 3
- 3. Celebrate Prosper-October 7

**9. Request for future agenda items.**

- 1. Brainstorm ways to connect with other organizations.
- 2. Brainstorm how the CEC can get people to engage/define the goal of the CEC.

**10. Adjourn.**

John Hamilton made the motion and Kristin Meier seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting was adjourned at 7:48 p.m. on Wednesday, September 6, 2023.

These minutes were approved on October 9, 2023.

**APPROVED**



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Brent Kirby, Vice Chair

**ATTESTED**



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Devon Jett, Community Engagement Coordinator