



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Monday, October 9, 2023

1. Call to Order / Roll Call.

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

Committee Members Present:

Brent Kirby, Vice Chair
Stacy Cate
Jai Muthu
Kristin Meier
Chris Wardlaw
Andy Franco
Arsenio Aaron
Kimberly Smith

Committee Members Absent:

Kari Willis
Gretchen Darby

Councilmembers Present:

Marcus Ray
Jeff Hodges

Councilmembers Absent:

Amy Bartley

Staff Members Present:

Devon Jett, Community Engagement Coordinator

2. Consider and act upon the minutes of the September 6, 2023, Community Engagement Committee (CEC) meeting.

Kristin Meier made a motion and Stacy Cate seconded the motion to approve the minutes from the September 6, 2023 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was in attendance.

4. Consider and act upon appointments to Chair and Vice Chair (BK)

The committee voted to table the Chair and Vice Chair appointments until the November 2023 meeting. Brent Kirby made a motion and Kristin Meier seconded the motion to table the Chair and Vice Chair appointments. The motion was approved unanimously.

5. Review Subcommittee Membership (BK)

The committee assessed each subcommittee, evaluating its purpose and necessity. Their decisions regarding each subcommittee are as follows:

- New Resident Mixer/Prosper Passport: After deliberation, the committee opted to discontinue this subcommittee. However, they will continue to offer feedback and input for both the New Resident Mixer and Prosper Passport as needed.
- Prosper Event Survey: The committee chose to shift towards gathering feedback organically at events instead of using one-on-one surveys. They suggested that the Town establish an ongoing survey where residents can select the event they wish to review and provide feedback. Parks & Recreation was recommended to oversee the creation and monitoring of this survey. They also proposed using a QR code for easy access, allowing residents to scan it before leaving any event.
- Downtown Advisory: With the recent establishment of the Ad Hoc Downtown Advisory Committee, the committee decided to discontinue this subcommittee.
- National Night Out: The Committee concluded that this subcommittee was only created for quick reference during this year's National Night Out, and chose to discontinue it.
- Mayor's Youth Advisory Council (MYAC): The committee decided to retain the MYAC Subcommittee, as the program is still in the process of being launched. The subcommittee's most pressing task is to develop selection criteria for applicants. Stacy Cate was the only remaining member of the originally formed subcommittee. Arsenio Aaron, Jai Muthu, and Kristin Meier all joined the subcommittee.

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

- a. Connecting with other organizations/non-profits.
This item was not discussed.
- b. Defining CEC goals and how to get residents to engage.
The committee conducted a review of the Ideation Matrix and decided to close out certain ideas that they believed had been explored but not currently considered a priority. The following items were closed out:
 - BBQ Cook-Off
 - National Night Out
 - Ask Josh Series
 - Expanding Prosper Passport
 - Multi-Cultural Festival
 - Hot Air Balloon Launch
 - Performing Arts Center
 - Prosper Pledge

However, they decided to keep "mobile enhancements" as an agenda item for future discussion. The committee expressed a desire to explore methods of enhancing engagement through the mobile app, such as through push notifications or by providing more interactive features. They proposed the inclusion of additional content, such as events, on the app to boost engagement. Over the next month, the committee plans to brainstorm ideas for prioritizing

app features and effectively communicating the app's availability to residents. Suggestions for promoting the app included dedicating a month to the mobile app education or featuring an article in "Check Out Prosper" to encourage residents to download it.

7. Review Mayor's Initiatives (RB)

In Robyn Battle's absence, Devon Jett gave an overview of the 3 upcoming Mayor's Initiatives, including the Mayor's Youth Advisory Council, Mayor's Teen Government Academy, and Prosper Partners in Faith.

8. Subcommittee Updates:

a. Mayor's Youth Advisory Council Subcommittee (SC)

This item was not discussed.

b. Downtown Advisory Subcommittee (CW)

This item was not discussed.

9. Feedback on Special Events (BK)

a. Discover Downtown-Paws on Broadway

Marcus Ray was in attendance at Discover Downtown-Paws on Broadway and gave feedback that it was well attended, and the pools for the dogs were great for cooling off. He felt they were light on vendors and should offer some more grassy spots if possible.

b. New Resident Mixer

During the New Resident Mixer, three CEC members were in attendance and the feedback indicated that the early start time was unnecessary. However, they appreciated the experiment to see if it would attract more attendees. They observed that a start time around 5:30 p.m. seemed to be when the event saw the most significant increase in attendance. They expressed a desire for the CEC tent to be positioned closer to the other tents but did appreciate the presence of a dedicated welcome tent. They suggested the possibility of using signage, such as "start here" indicators or balloons, to identify the welcome tent. The "Welcome to Prosper" yard signs received a positive response, with many families taking photos with them. They also indicated a preference for returning to the original tent configuration from the first New Resident Mixer.

c. National Night Out

The feedback on National Night Out was that there was a good turnout at each neighborhood and it was well organized for the various first responder groups to visit each community.

d. Celebrate Prosper

Celebrate Prosper feedback included, having more veggie burgers and making sure that if a vegetarian option is offered, only that item is cooked on the grill. It was also discussed that it could have been better attended if it didn't fall during PISD's fall break.

10. CEC Shirt Selection (RB)

The committee chose polo shirts that staff will order for CEC members to wear to future events.

11. 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.

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

- 1. Veterans Day 5K & Fun Run
- 2. Mayor's Youth Advisory Council
- 3. Christmas Festival

13. Request for future agenda items.

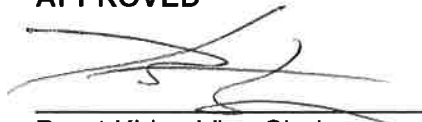
- 1. Mobile App Enhancements
- 2. Robyn to give a condensed presentation on the Communications Plan.
They also would like the Communications plan printed for new CEC members.

14. Adjourn.

Chris Wardlaw made the motion and Kristin Meier seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 8:00 p.m. on Monday, October 9, 2023.

These minutes were approved on November 1, 2023.

APPROVED



Brent Kirby, Vice Chair

ATTESTED



Devon Jett, Community Engagement Coordinator