



*Prosper is a place where everyone matters.*

**Minutes**  
**Community Engagement Committee (CEC)**  
Prosper Town Hall-Executive Conference Room  
250 W. First Street, Prosper, TX 75078  
Wednesday, January 4, 2023

**1. Call to Order/Roll Call (CS)**

This meeting was called to order at 6:07 p.m.

**Committee Members Present:**

Christine Strobush, Chair  
Josh Carson  
Brent Kirby, Vice Chair  
Maona Ngwira  
Kristin Meier  
Chris Wardlaw  
Gretchen Darby  
Kari Willis  
Britt Beene

**Committee Members Absent:**

Trovette Tottress  
Grant Mendeljian

**Councilmembers Present:**

Jeff Hodges

**Councilmembers Absent:**

Marcus Ray  
Amy Bartley

**Staff Members Present:**

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

**2. Approve Minutes from December 7, 2022 (CS) [Decide]**

Chris Wardlaw made a motion and Britt Beene seconded the motion to approve the minutes from December 7, 2022. The motion was approved unanimously.

**3. Review Work Plan/Activity Schedule (CS) [Discuss/Decide]**

The Committee reviewed the work plan and reiterated their suggestion of holding a State of the Town event, similar in format to those held in the past. As the January 24<sup>th</sup> State of Community will now be a Chamber hosted event, the Committee felt it important to offer an additional event that is free and open to Prosper residents. The Committee will assist in promoting the Citizen's Academy which will kick off on February 16 as well as the Prosper Fishing Derby being held on February 18. Robyn also asked the CEC to serve as a focus group for

the update on the Town's comprehensive plan. Items to add to calendar with finalized dates:

- Winter-Coffee with a Cop
- January-Mayor's Fitness Challenge

**4. Communications & Community Engagement Plan Update (RB) [Inform]**

Robyn Battle gave a broad overview of the 2022-2024 Communications and Community Engagement plan covering the 5 major goals along with objectives, strategies, and status for each item. As it gets closer to 2024, the plan will likely be due for an update. The Committee will be asked to give more specific feedback regarding Goal 4: Community Engagement.

**5. Subcommittee Updates:**

- **Survey Subcommittee (CW) [Discuss]**

Chris Wardlaw provided an update on the progress of the Survey Subcommittee stating they were on schedule to pilot the surveys at the February 18 Prosper Fishing Derby. Questions included on the feedback surveys will vary in how they are phrased with some offering an answer with a rating scale while others may be more open-ended. The Committee agreed to utilize the February 1 CEC meeting to finalize the 5-10 questions to be featured. Also discussed was the best tool for capturing the information with the Committee agreeing that iPads and their ability to offer an instant means of communication would be the best option. Chris confirmed that Survey Monkey has a kiosk mode with the ability to collect the participant's answers without the use of data or Wi-Fi, which could then be downloaded post event. It was also noted that there should be a survey sent out to those residents who are not attending to find out why. After the initial pilot, the CEC will explore how and if they should upscale the surveys to bigger events.

- **Prosper Passport Subcommittee (BK) [Discuss]**

Brent Kirby gave an overview of the Prosper Passport initiative, stating that it is on schedule for an April 6 launch at the spring New Resident Mixer. Overall, the goal of Prosper Passport is to be a helpful tool to allow residents to become easily informed on all aspects of the Town. Ideally, residents attending the New Resident Mixer would collect stamps for action items completed and it was agreed that offering a gift such as a Prosper hat would be a great way to incentivize attendees to participate. Once a general idea on number of pages and design is established, a budget estimate will follow. The Committee offered the following ideas on formatting, design, and purpose:

- Passport book to be pocket-sized
- Passport to be a consolidated source of information and include QR codes for easy scanning
- Passport should include all social media handles as well as option for downloading e-newsletter and downloading the myProsper mobile app
- Passport should include the year or consider using color to differentiate years
- Passport to have option for download such as a pdf file

Councilmember Jeff Hodges suggested a presentation to Town Council and Brent agreed to assemble a phase one concept with a general overview of the program, what the incentive would be for those who participate, and how the program will launch. The presentation is slated for the January 24 Town Council meeting. This timeframe allows time to make changes should the Council suggest any, as well provide an opportunity for the CEC to have an update by the February 1 CEC meeting. Although this is phase one, there is a goal of seizing the opportunity to reach more people and possibly roll out an alternate version to different groups.

Maona Ngwira joined the Prosper Passport Subcommittee.

**6. Community Map Update (BK) [Discuss]**

Brent Kirby gave an overview of the Community Map, with emphasis on how the map was formatted and who will oversee each corresponding neighborhood. The Committee concluded that an interactive map available on the Town's website would be helpful in streamlining communication and educating residents on their CEC representative. It was decided that Artesia be removed, as that neighborhood is a MUD district which is not represented by Town Council nor paying Prosper taxes. Robyn will email updated map and asked for feedback with any changes to be submitted by Wednesday, January 11. The goal is to finalize the map in the month of January and utilize the month of February for exploring options on building the program. Josh Carson offered to review the CEC Community map at the February 9 HOA Presidents Meeting.

**7. CEC "Top 3" (CS) [Discuss/Decide]**

1. Citizens Academy
2. Fishing Derby
3. Coffee with a Cop and Mayor's Fitness Challenge pending date confirmation

**8. Future Agenda Items (CS) [Discuss]**

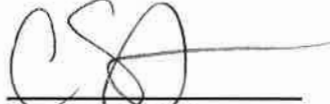
1. Regarding the Survey initiative, finalize the 5-10 survey questions and discuss best process for finding out why people aren't attending events.
2. Discuss best use of the Community Map to create value for residents.
3. Arrange a separate meeting for CEC members to provide feedback on new website design and branding.
4. Arrange a separate meeting to discuss CEC communications, how best to use headshots and the process for communicating CEC's purpose. These items to be discussed once website launches and branding is established.
5. Invite Todd Rice to take CEC member photos at next months meeting.

**9. Adjourn**

The meeting was adjourned at 7:56 p.m. on Wednesday, January 4, 2023.

These minutes were approved on February 8, 2023

**APPROVED**

A handwritten signature in black ink, appearing to be 'CS', written over a horizontal line.

Christine Strobush, Chair

**ATTESTED**

A handwritten signature in black ink, appearing to be 'DJ', written over a horizontal line.

Devon Jett, Community Engagement Specialist