



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conferenc Room
250 W. First Street, Prosper, Texas
Wednesday, April 05, 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
Trovette Tottress
Chris Wardlaw
Kristin Meier
Kari Willis

Committee Members Absent:

Josh Carson
Grant Mendeljian
Britt Beene
Gretchen Darby
John Hamilton

Councilmembers Present:

Jeff Hodges
Marcus Ray
Amy Bartley

Staff Members Present:

Devon Jett, Community Engagement Specialist
Chuck Ewings, Executive Director of Development and Infrastructure Services

Staff Members Absent

Robyn Battle, Executive Director of Community Services

2. Consider and act upon the minutes of the March 1, 2023, Community Engagement Committee (CEC) meeting.

Kari Willis made a motion and Chris Wardlaw seconded the motion to approve the minutes from March 1, 2023. The motion was approved unanimously.

3. Discussion of Downtown Committee (CE)

Chuck Ewings, Executive Director of Development and Infrastructure Services was in attendance and asked for feedback on the formation of a Downtown Advisory Committee. The Committee would ideally consist of seven members with three of those being people with a vested interest in the downtown community. Councilmember Amy Bartley stated that because Town Council would like to act sooner rather than later on implementing a budget, their recommendation was to form a Subcommittee of the Community Engagement Committee. The Subcommittee can consist of 5 or fewer people and can begin meeting right away. There are minor projects that could begin quicker with a

Subcommittee rather than waiting on a formal committee to be formed. Kristin Meier made a motion and Trovette Tottress seconded the motion to form a Downtown Advisory Subcommittee. The motion was approved unanimously. CEC members who will form the Subcommittee include Gretchen Darby, Kari Willis, Trovette Tottress, Chris Wardlaw, and Kristin Meier. They plan to meet before the next CEC Meeting in May. Councilmember Amy Bartley stated that a councilmember could be in attendance at the first subcommittee meeting to help get ideas started. The Downtown Advisory Subcommittee will also need to nominate someone to lead the subcommittee.

4. Comments from the Public.

Chandler Dosa was in attendance and asked for clarification on the subcommittee that was formed. It was explained that the Downtown Advisory Committee would be a Subcommittee of the CEC.

5. New Resident Mixer

The Committee reviewed the final details of the New Resident Mixer happening on April 6, 2023. The Committee reviewed the Survey and Devon Jett confirmed IT would be supplying the iPads with the survey loaded. There will also be a QR code residents can scan if they prefer to take the survey on their phones. They also discussed the flow of traffic and that they would educate residents on the passport and direct them to different departments. All CEC members attending the meeting confirmed they would be at the New Resident Mixer.

6. Teen Focus Group

The Committee agreed to hold off on the Teen Focus Group discussion until the May meeting when more CEC members would be in attendance.

7. Feedback on Special Events (CS)

a. Spring Cleanup

Councilmember Marcus Ray was in attendance and stated that the event was well-attended and organized. When asked what, if anything, needed to be done differently, he stated the only thing he received feedback on was Cornerstone possibly having two trucks to accommodate all the items brought in and possibly the Paper Shredding truck to be facing the opposite way.

b. Discover Downtown: Moonlight Movie

Discover Downtown: Moonlight Movie was canceled due to high winds.

8. Review Work Plan/Activity Schedule (CS)

The Committee reviewed the work plan, adding in the Cinco de Mayo celebration being held downtown on May 6 as well as the July 1 Pride in the Sky Event. Councilmember Amy Bartley stated that the Comprehensive Plan should be ready for the CEC to review by June or July. Prosper Exchange will also be having its quarterly event on April 13. The Prosper Exchange is a quarterly event where residents and business members of the Prosper community come together to learn about critical issues. The April meeting will focus on state and local taxation. The CEC plans to help promote the event on social media. Christine Strobush will also add the P-Town Pickleball Throwdown on June 3 and Coffee and Chrome on July 22 to the work plan.

9. Subcommittee Updates:

a. Survey Subcommittee (CW)

Chris Wardlaw stated that the Survey is ready to be piloted at the New Resident Mixer and Robyn Battle will send him all data collected after the event. Devon will test the surveys on the iPads and charge the iPads for the New Resident Mixer.

b. Prosper Passport Subcommittee (BK)

CEC members received a hard copy of the newly printed Prosper Passport to be handed out at the New Resident Mixer. The Committee confirmed they would like to keep the Prosper Passport Subcommittee as a standing item on the agenda.

10. Discuss and receive any updates regarding:

a. Community Map (BK/RB)

Brent Kirby reiterated that the Community Map has been created, and the CEC's next steps will be finding the best ways to use it. The Committee plans to discuss this further in future meetings and also address how it may line up with the CEC's social media campaign.

b. Social Media Graphics (KW)

Kari Willis presented the revamped social media graphics, including those that can be used on Instagram stories. The Committee agreed the best plan would be to post their own photos in conjunction with the Town also posting information on the CEC. After discussing, the Committee agreed they would like to wait until after the May 6 election to launch the social media campaign. The plan is to launch mid-week to gain the most engagement. Devon will send Kari Willis the white Town of Prosper Community Engagement Committee logo as well as photos of new member John Hamilton so those can be placed in the graphics.

11. Discuss and consider CEC "Top 3". (CS)

1. Voting information for Collin & Denton County
2. Cinco de Mayo Celebration on May 6
3. Prosper Exchange Event on April 13

12. Request for future agenda items.

1. Brainstorming Ideas for Life in Prosper
2. Teen focus group for future events

13. Adjourn.

The meeting was adjourned at 7:05 p.m. on Wednesday, April 5, 2023.

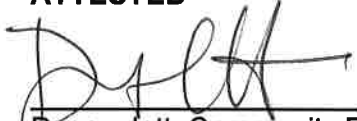
These minutes were approved on May 15, 2023.

APPROVED



Christine Strobush, Chair

ATTESTED



Devon Jett, Community Engagement Specialist