



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, February 8, 2023

1. Call to Order / Roll Call.

The meeting was called to order at 6:09 p.m.

Committee Members Present:

Christine Strobush, Chair
Brent Kirby, Vice Chair
Josh Carson
Grant Mendeljian
Chris Wardlaw
Kristin Meier
Britt Beene
Kari Willis
Trovette Tottress

Committee Members Absent:

Gretchen Darby
Maona Ngwira

Council Members Present:

Jeff Hodges
Marcus Ray
Amy Bartley

Staff Members Present:

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

2. Consider and act upon the minutes of January 4, 2023, Community Engagement Committee (CEC) meeting. (CS)

Britt Beene made a motion and Chris Wardlaw seconded the motion to approve the minutes from January 4, 2023. The motion was approved unanimously.

3. Comments from the Public.

Chandler Dosa, a citizen of Prosper, was a visitor and stated that he was attending because he is interested in learning more about local government.

4. Review Work Plan/Activity Schedule. (CS)

The Committee reviewed the work plan and upcoming activities. For the Spring, the Committee will be promoting Coffee with a Cop which now has a date of March 1, and the Mayor's Fitness Challenge that's also scheduled to kick off in March. The April 6 New Resident Mixer will be the Committee's main focus in the spring where they will

launch the Prosper Passport. The Committee members also discussed holding a CEC members event immediately following the March 1 CEC Meeting. It would be a CEC event for members only, publicly posted in the event they have a quorum.

Council Member Amy Bartley requested the CEC to be a focus group for the Town's Comprehensive Plan scheduled to be ready for review in May or June.

Josh Carson will represent the CEC and give a brief presentation of the Committee's objectives, programs, and goals at the quarterly HOA Presidents Meeting on Thursday, February 9, 2023.

5. Subcommittee Updates:

a. Survey Subcommittee (CW)

Chris Wardlaw gave an update on the Survey pilot which is scheduled to launch at the February 18 Prosper Fishing Derby and provided a handout with the six questions to be answered by attendees. Robyn Battle will secure at least two iPads provided by the Town's IT department which the Committee members will use to conduct the surveys. The best way to approach the attendees was considered with the decision to mingle during the event and engage participants while they fish, reducing the need to form any lines. The goal is to be conversational while also being sensitive to parents who are attending to their children. A suggestion was made to add a question asking survey participants if this was their first time attending the event.

b. Prosper Passport Subcommittee (BK)

Brent Kirby reviewed the PowerPoint presentation which he presented to Town Council at the Jan 24 Town Council meeting. He relayed the Town Council's excitement about the program and the positive feedback they have received on the New Resident Mixer. Town Council approved the Prosper Passport as a tool to increase engagement with residents during the New Resident Mixer and act as a guide during the event. Each page will focus on a departmental message which should provide a useful takeaway with key information. Brent presented a slide showing an example page of the passport which will include the following:

- An image representing the department
- "Did You Know" section with information or fun facts about the department
- Dedicated space for a stamp
- QR code to take the user directly to the departmental webpage
- Phone number or other contact information

The idea is that residents will work their way through the passport, receiving a stamp from different departments, and once complete, receive a reward such as a Prosper branded hat. The Passport could also be useful for signing up for newsletters, the myProsper mobile app, or other Town-related information. The Committee is considering offering additional ways to get a stamp such as:

- Visiting an elected official
- Signing up for the myProsper Mobile app
- Visiting a non-profit booth

The Committee would also like to offer an option for individual participants or their families to get a small passport-sized photo in front of Town Hall to complete their passport and their official welcome to the Town of Prosper. Specific dates for

obtaining information have not been set but a general timeline includes obtaining passport content from individual departments in February and then reviewing and ordering the passport in March. The CEC will provide Robyn Battle with the exact elements to be represented in the passport allowing the Town's Communications group to assist in reaching out to individual departments to acquire the needed content. Along with ordering the physical passports, the Town will need to order approximately 20 Prosper-branded stamps and the incentive reward such as a Prosper hat. If the passport photo will be included as an option, cameras with the ability to take small polaroid photos will be needed.

6. Discuss and receive any updates regarding:

a. Community Map (BK)

Brent Kirby presented the Community Map including the changes made following the January CEC meeting. The Community Map was originally created to communicate to the HOAs which member of the CEC would be representing their individual communities. As the map has not provided a lot of traction through the HOA, the Committee is considering it as a dedicated post on the CEC web page with a possible option for making the map interactive. Discussion about the map as a strategy for driving communication on the CEC will be added as an item for the March CEC meeting Agenda.

b. Website (RB)

Robyn Battle introduced the Town's newly designed website which is set to launch on March 1. The presentation included an overview of the main navigations, quick links, graphic buttons, and calendar. The Committee provided positive feedback and agreed to do a virtual focus group meeting with the Communications team on February 22, 2023. Robyn will send a calendar invitation for a Teams meeting and ask everyone to provide their availability so a quorum notice can be posted three days prior. Website improvement feedback included:

- Breaking out the departments from the Government mega menu as it is hard to read the full list without scrolling
- Providing an option to see meetings retroactively through the calendar
- Website to highlight the myProsper mobile app on the home page

Robyn confirmed branding for the new Town logo has been approved. This allows the CEC to move forward with the project headed by Kari Willis which will incorporate the logo being used for CEC social media communication.

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

1. Coffee with a Cop
2. Fishing Derby
3. Valentine Craft & Activity at Town of Prosper Library
4. Share the survey for future downtown Prosper Park
5. Continue asking residents to share positive feedback online regarding Prosper 380 Blue Alternative

8. Request for future agenda items.

1. Invite Dan Baker, Director of Parks & Recreation to speak about April 6 New Resident Mixer
2. Discuss Prosper Passport's next steps

3. Discuss the half-cent sales tax to be presented on the ballot and decide how factual information surrounding it could be shared with the public

9. Adjourn.

The meeting was adjourned at 7:27 p.m. on Wednesday, February 8, 2023.

These minutes were approved on March 1, 2023.

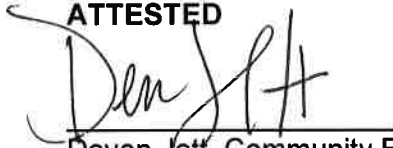
CERTIFICATION

APPROVED



Christine Strobush, Chair

ATTESTED



Devon Jett, Community Engagement Specialist