



MINUTES

Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, February 7, 2024

1. Call to Order / Roll Call.

This meeting was called to order at 6:03 p.m.

Committee Members Present:

Kristin Meier, Vice Chair
Andy Franco
Kimberly Smith
Stacy Cate (arrived at 6:23 p.m.)
Jai Muthu
Kari Willis

Committee Members Absent:

Brent Kirby, Chair
Chris Wardlaw
Gretchen Darby

Councilmembers Present:

Marcus Ray
Jeff Hodges
Amy Bartley

Staff Members Present:

Robyn Battle, Executive Director
Devon Jett, Community Engagement Coordinator
Wilson Haynes, Senior Communications Specialist
Todd Rice, Communications & Media Relations Specialist
Randall Gurney, Emergency Management Coordinator
Leigh Johnson, Director of Information Technology

2. Consider and act upon the minutes of the January 3, 2024, Community Engagement Committee (CEC) meeting.

Andy Franco made a motion and Kimberly Smith seconded the motion to approve the minutes of the January 3, 2024 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present at the meeting.

4. "Now You Know Prosper" Video Series Overview- Wilson Haynes, Senior Communications Specialist (WH)

Wilson Haynes provided an overview of the "Now You Know Prosper" series, clarifying its purpose as a video initiative aimed at enhancing residents' understanding of the town's services. These concise, 30-second videos, tailored for Instagram and Facebook reels, highlight specific issues and their resolutions. They are designed to be easily shareable across both platforms. The Community Engagement Committee (CEC) was tasked with brainstorming ideas for the video series, which will now be a standing

agenda item. Potential starting points for ideas include addressing common social media complaints or providing educational content about town services. Immediate ideas proposed for upcoming topics included:

- Sprinkler Evaluation
- Fire Department car seat installation
- Friends & Family CPR classes

**5. Rave Products Presentation- Randall Gurney, Emergency Mgmt. Coordinator (RG)
Randall Gurney**

Randall Gurney provided an overview of the Rave Emergency Alert system, highlighting its various service offerings. These include Rave Alert, which delivers emergency auto alerts for severe weather; Rave 911, a supplementary information system accessible only when 911 is called; and Rave Prepare, which facilitates the generation of reports based on submitted information and enables the sending of automated messages. The Communications department will begin promoting Rave across all platforms, aiming to educate residents about the current offerings and provide guidance on how to sign up for alerts.

6. Civic Plus Notify Me Presentation-Todd Rice, Communications & Media Relations Manager (TR)

Todd Rice provided an overview of the Civic Plus Notify Me feature, which serves as an opt-in notification system currently offered in Civic Plus, the Town's existing website platform. Residents have the option to receive alerts for various topics, including Events, Town Facility & holiday closures, as well as the posting of minutes for boards and commissions. The CEC was given the steps to sign up for alerts and suggested a link to the Notify Me page be added to the Special Events webpage.

7. myProsper Mobile App Presentation-Leigh Johnson, IT Director & Kristen Drews, Customer Success Mgr. (LJ/KD)

Kristen Drews and Leigh Johnson presented an overview of the myProsper mobile app and its current features within the existing contract. They explained the functionality of the ticketing system for service requests submitted by residents through the app, as well as the limited push notifications included in the current contract, which currently only includes trash collection reminders.

8. Brainstorming Ideas for Life in Prosper (BK)

a. Notifications & App Discussion

The CEC suggested that staff explore pricing a separate module to support notifications within the mobile app, which would consolidate all notifications through the app rather than requiring residents to sign up separately for notifications through other platforms. They proposed that this streamlined approach would simplify the process for residents and increase participation.

Staff will follow up with the mobile app provider to obtain pricing information for the module and compare it with the current offerings. Additionally, CEC members will compile a list of the top five notification topics they believe would be most beneficial for residents.

b. Take the Engagement to the People/Interactive Map

This item was not discussed.

c. Road Show/Town Hall
This item was not discussed.

d. Serve Prosper (AB)
Councilmember Amy Bartley reported on the success of Serve Prosper in past years, noting its popularity as an event for residents to serve others. The Town previously partnered with non-profit organizations and churches in Prosper. To be sure we have time to communicate and organize the event with these organizations, as well as with the newly formed Partners in Faith (PIF) and the school district, more time is required to ensure a successful event.

The decision was made to table the item, with plans to revisit it in August. This delay will allow time for more planning with an expected launch of Spring 2025.

9. Subcommittee Updates:

a. MYAC Updates/CEC Volunteers for February 28 MYAC meeting (SC)
The MYAC held its kickoff meeting on January 24th, and Stacy Cate provided a review of the night. She reported that the meeting was successful, with students taking the lead in discussions and electing a chair, vice chair, and secretary.

Volunteers from the CEC for the February 28th MYAC meeting are Jai Muthu, Andy Franco, and Kari Willis.

10. Discuss and receive any updates regarding:

a. Community Map (BK)
This item was not discussed.

b. Social Media Graphics (KW)
This item will be discussed in a future meeting.

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

1. Prosper Fishing Derby-February 17
2. Raymond Community Park Groundbreaking-Feb. 22
3. P-Town Pickleball Throwdown-March 23

12. Discuss CEC membership and quorum requirements. (RB)

Robyn Battle communicated to the CEC that the Town Council will be considering an ordinance requirement to reduce the number of CEC members to nine, thereby reducing the quorum requirement to 5. Staff will communicate any official changes to the CEC at the March 6 meeting.

13. Request for future agenda items.

Add "Now You Know Prosper" Top 3 as a standing agenda item.

14. Adjourn.

Andy Franco made the motion and Kari Willis seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:30 p.m. on Wednesday, February 7, 2024.

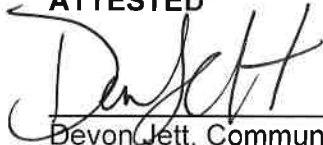
These minutes were approved on March 6, 2024.

APPROVED

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

Brent Kirby, Chair

ATTESTED

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

Devon Jett, Community Engagement Coordinator