



**MINUTES**  
**Community Engagement Committee**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Wednesday, August 02, 2023

**1. Call to Order / Roll Call.**

The meeting was called to order at 6:00 p.m.

**Committee Members Present:**

Christine Strobush, Chair  
Brent Kirby, Vice Chair  
Stacy Cate  
John Hamilton  
Chris Wardlaw  
Britt Beene  
Kristin Meier  
Grant Mendeljian

**Committee Members Absent:**

Kari Willis  
Trovette Tottress  
Gretchen Darby

**Councilmembers Present:**

Jeff Hodges  
Mayor David Bristol

**Councilmembers Absent:**

Marcus Ray  
Amy Bartley

**Staff Members Present:**

Robyn Battle, Executive Director  
Devon Jett, Community Engagement Coordinator  
David Hoover, Director of Development Services

**2. Consider and act upon the minutes of the July 12, 2023, Community Engagement Committee (CEC) meeting.**

John Hamilton made a motion and Brent Kirby seconded the motion to approve the July 12, 2023, CEC minutes. The motion was approved unanimously.

**3. Comments from the Public.**

No comments made.

**4. Subcommittee Updates:**

**a. Mayor's Youth Advisory Council Subcommittee (CS)**

Christine Strobush delivered an update from the Mayor's Youth Advisory Subcommittee. Their initial plans for the program launch include defining eligibility criteria, determining the targeted grade level, and outlining the application process. The Subcommittee has been studying successful approaches from other cities to ensure the best practices. Consequently, they decided to invite high school juniors

or seniors enrolled in Prosper ISD, attending private school, or being homeschooled, and residing within Prosper city limits, including the neighborhood of Artesia, to apply for the program.

Applicants will be required to submit a 3-minute video responding to questions about why they love living in Prosper and their interest in joining the MYAC. The proposed timeline aims to launch the pilot program in January 2024, exclusively for the spring semester. The launch process begins in October with a program promotion event, and applications are due in November. By December 15th, the candidate selection will take place, and onboarding will begin in January. It's important to note that this timeline is applicable only to the pilot program, while the next full launch is planned to align with the 2024/2025 school year, with the application process taking place during the summer.

Mayor Bristol attended the meeting and reiterated his reasons for initiating a youth advisory council. His primary motives are to tap into the youth's innovative ideas, as they have previously engaged with the Council, and to involve them more actively in the community. Mayor Bristol fully endorsed the Subcommittee's ideas, expressing his confidence in their progress. John Hamilton has initiated the creation of the bylaws, while the Subcommittee continues to fine-tune the candidate application requirements. Town staff will provide assistance in the following areas:

- Develop promotional materials, including flyers
- Create a dedicated webpage on the Town website
- Leverage existing newsletters and social media platforms to raise awareness about the program
- Facilitate the application process, including creating the application form and selecting the appropriate platform for video submissions
- Creation of a dedicated email address (example: myac@prospertx.gov)

The advisory council will consist of 11 students, ensuring a 1:1 ratio to the CEC for enhanced mentoring opportunities. The Subcommittee will conduct a pre-screening to narrow candidates, and finalists will undergo interviews with the CEC. Mayor Bristol and the Subcommittee further discussed the name of the council and how it would be referred to going forward as it has been referred to in several different variations. After consideration, they reached a consensus and decided to name it the "Mayor's Youth Advisory Council." This title keeps the council's main objective at the center which is to provide advisory input.

### **Prosper PACT**

In attendance was Gavin Hernandez, the initiator of Prosper PACT, a pledge aimed at keeping Prosper beautiful and being a good neighbor overall. He delivered a presentation in July, and the CEC invited him back to discuss his ideas further. The CEC expressed one concern about the name Prosper PACT, as it could be confused with the Prosper Political Action Committee (PAC). Gavin considered the CEC's suggestion and worked on coming up with an alternative and ultimately landed on Prosper ACT. The logo he created features a "P" with the word "ACT" inside it. The Committee found it to be a powerful representation, as it motivates action and engagement just by its design.

Over the past three weeks, Gavin made significant progress. He drafted a website for the pledge, including a dedicated area for sign-ups, and organized a soft launch

to take place during the Windsong Ranch back-to-school event on August 6. Additionally, Gavin wrote an article promoting the pledge in Windsong Living magazine. He also plans to promote the program at the Town-hosted New Resident Mixer and the October 28 Fall Festival in Windsong Ranch. The staff will be in touch with Gavin to coordinate his participation in the New Resident Mixer and provide him access to the Town's approved colors through the Brand Logo catalog.

Gavin emphasized that Prosper ACT is intended for anyone, but its primary focus is on students of all ages. The CEC remains committed to supporting Gavin in his efforts and hopes to incorporate the pledge into the Mayor's Youth Advisory Council program. As a token of recognition, Mayor Bristol presented Gavin with a Mayor's Challenge coin.

- b. Downtown Advisory Subcommittee (CW)  
This item was not discussed.
  - c. Prosper Passport Subcommittee (BK)  
This item was not discussed.
  - d. Survey Subcommittee (CW)  
This item was not discussed.
- 5. Receive an update on the Comprehensive Plan (AB)**  
Daniel Harrison and Rhys Wilson with Freese and Nichols, Inc. gave a presentation on the Comprehensive Plan Update. The Town Council will hear the presentation about the plan at the August 22nd Town Council meeting.
- 6. Finalizing New Resident Mixer time and details (CS)**  
The Committee discussed their suggestion of a new time frame being introduced for the September 28 New Resident Mixer and after some consideration decided to hold the event from 4 pm-7 pm in order to capture the after-school crowd. Previously, the Mixer was held from 6 pm to 8 pm, but the CEC wanted to experiment with a different time frame and see if it promoted more attendance.
- 7. Brainstorming Ideas for Life in Prosper/CEC Ideation Matrix (CS)**  
This item was not discussed.
- 8. Feedback on Special Events (CS)**
- a. Coffee & Chrome  
During the Coffee and Chrome event organized by Parks & Rec on July 22nd, Grant Mendeljian from the CEC was present. He provided a lot of positive feedback, expressing how impressed he was with the event and the effort that went into it even in the face of a pop-up rainstorm that morning. Grant emphasized the potential of this gathering due to its high turnout and the participation of car enthusiasts seeking such engaging programs. He particularly praised the promotional video featuring Dan Baker, the Director of Parks & Rec.

Grant suggested a valuable addition to the event's promotion by utilizing the "Park Up Front" app, which also has a social media platform attracting attendees interested in such events. He hoped for more frequent occurrences of this event and proposed the option of on-site registration to allow for more participants. Additionally, he suggested expanding on the music that was playing and having additional speakers to create an even more enjoyable experience.

**9. Review Work Plan/Activity Schedule (CS)**

The Committee conducted a review of the work plan, focusing on the upcoming National Night Out program scheduled for Tuesday, October 3rd. Initially, the Committee's intention was to create a playbook for Prosper neighborhoods, aimed at providing ideas for organizing block parties and being an overall good neighbor. However, as sign-ups were approaching, they decided to establish a Subcommittee to quickly develop ideas and recommendations within a simplified document.

Grant Mendeljian, Britt Beene, and Brent Kirby joined the National Night Out Subcommittee. Their main objective is to gather information on how current HOAs host block parties and explore strategies to encourage neighbor participation. Robyn Battle will seek input from HOA Board members during the HOA Quarterly meeting. Specifically, she will inquire about their top three best practices to recommend for inclusion in the CEC's document.

**10. 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.

**11. Discuss and consider CEC "Top 3" & Save the Date (CS)**

1. Moonlight Movie-August 11
2. Freedom Fest-September 2
3. New Resident Mixer-September 28

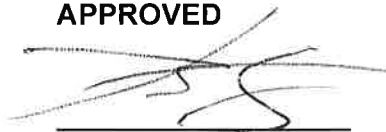
**12. Request for future agenda items.**

**13. Adjourn.**

Chris Wardlaw made the motion and Kristin Meier seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting was adjourned at 8:18 p.m. on Wednesday, August 2, 2023.

These minutes were approved on September 6, 2023.

**APPROVED**



Brent Kirby, Vice Chair

**ATTESTED**



Devon Jett, Community Engagement Coordinator