



MINUTES
Downtown Advisory Committee
Monday, December 4, 2023

1. Call to Order / Roll Call.

The meeting was called to order at 5:33 p.m.

Committee Members Present:

Chris Wardlaw, Chair
Melissa Randle, Vice-Chair
Mike Lopez
Roger Thedford
Gavin Hernandez
Mike Pettis
Grant Mendeljian
Trovette Tottress

Committee Members Absent:

Councilmembers Present:

Chris Kern
Marcus Ray
Amy Bartley

Councilmembers Absent:

Staff Members Present:

Mario Canizares, Town Manager
Chuck Ewings, Assistant Town Manager
David Hoover, Development Services Director
Leigh Johnson, IT Director
Dan Baker, Parks & Recreation Director

2. Consider and act upon the minutes from the November 20, 2023, Downtown Advisory Committee meeting.

Grant Mendeljian made a motion to approve the minutes and Mike Pettis seconded the motion. The meeting minutes were approved unanimously.

3. Comments from the Public.

There were no comments from the public.

4. Update and Discussion on current and future Downtown events. (DB)

- Dan Baker presented the proposed 2024 Event Calendar. Baker explained that he was seeking guidance on creating quality events vs. quantity of events downtown.
- The Committee suggested that the Visual Arts of Prosper be given a deadline for bringing forward additional committed artists that will produce a quality event downtown. If the deadline cannot be met, then the event would be postponed to a later date when the group has a larger number of artists to participate.
- The Committee desired to bring forward Paws on Broadway and the Classic Car Show. In addition, for the Town to strive to have a quarterly event in the downtown area. Based on the input from the Committee, Dan will be bringing forward a revised calendar for 2024 at a future meeting.

5. Update and Discussion on Downtown parking strategies. (MC)

- Analysis of private vs. public parking capacity – Staff is working to finalize the count of public and private parking spaces. Once those the analysis is completed, it will be brought to the committee for their information.
- Shared parking agreements with Downtown merchants – Once the parking counts are completed, Staff will work on identifying those private property owners and work towards negotiating a shared parking agreement.
- Coordinate shared parking as new development occurs – As development occurs, Staff will work on negotiating a shared parking agreement.
- Pave lot south of EDC with adjacent walkway to Coleman – Staff is finalizing on a design an opinion of probable cost on placing asphalt and walkway for the small lot south of the EDC building.
- Relocate Town fleet vehicles to Public Works site – Beginning April 1, 2024, Town vehicles will be relocated to the Public Works Service Center.
- Additional lighting along walkway from Town Hall to Broadway – Mike Lopez, owner of the Prosper Wine House indicated that he is interested in working with the Town to expand lighting from his property onto the pathway between the parking at Town Hall and Broadway.
- Lighted bollards from Town Hall lot to Broadway -The committee was very interested in ensuring that that bollard lighting is hardwired and has the correct hue of lighting. The purpose of the lighting to lead the public down the towards parking or the destination.
- Additional public parking wayfinding signage: Staff showed examples of a quick solution for parking wayfinding signage.
- Additional disabled parking, as needed: The Committee recommended that staff look at painting four parking spaces at the north end of the Town Hall Parking Lot to accommodate those with disabilities.
- Electric vehicle charging stations: The Committee indicated that EV charging stations should be prioritized later.
- Valet service: The Committee indicated that incorporating a valet service for parking may be needed at some point in the future. To take a wait and see approach as more businesses open in the downtown area.

6. Update and Discussion on Downtown Improvement Projects. (MC)

- a. Parking Signage (MC): Mario Canizares showed several examples of parking sign options for the Committee to consider. Parking banners will be used to signify that parking is in the immediate/adjacent areas of Town Hall. While signage along

Broadway, Coleman, and First Street would be used to direct motorists towards Town Hall where the public parking exists.

- b. Trash Receptacles (DB): Dan Baker showed three options for trash receptacles. The committee was interested in staff procuring 12-15 black, metal containers to be used throughout the downtown area. Dan indicated that he would work towards the procurement and report back on the progress.
- c. Lighted Bollards (CE): The Committee discussed that the lighted bollards should be hardwired and have the correct hue of lighting (daylight preferred). That the correct solution is important, and the style of bollard should be consistent with the light poles in downtown.
- d. Other Updates from Staff: Dan Baker showed examples of a hand-drawn sketch of arch options for downtown. His sketch had the downtown silos incorporated into the design. The Committee was interested in looking at additional design considerations to explore more options. This also includes potentially hiring a consultant that can assist in completing a brand book for Downtown so that design elements are defined for placemaking items such as poles, arches, hardscapes, landscaping, and lighting.
- e. Prioritizing Downtown Improvements. The Committee did not discuss this item and will be discussing it at a future meeting.

7. Requests for future agenda items.

No items were requested.

8. Discuss January 2024 meeting dates. (MC)

The Committee decided to meet on January 8, 2024, and January 22, 2024.

9. Adjourn.

The meeting adjourned at 7:50 p.m. on Monday, December 4, 2023.

These minutes were approved on Monday, December 20, 2023.



Chris Wardlaw, Chair



Robyn Battle, Executive Director