



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Monday, May 15, 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
Stacy Cate
John Hamilton
Chris Wardlaw
Trovette Tottress
Kari Willis
Gretchen Darby
Britt Beene

Committee Members Absent:

Grant Mendeljian
Kristin Meier

Councilmembers Present

Jeff Hodges
Amy Bartley

Councilmembers Absent:

Marcus Ray

Staff Members Present:

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

2. Consider and act upon the minutes of the April 5, 2023, Community Engagement Committee (CEC) meeting.

Brent Kirby made a motion, and Britt Beene seconded the motion to approve the April 5, 2023 minutes. The motion was approved unanimously.

3. Brainstorming ideas for Life in Prosper (CS)

The Committee had conversations about what can be done as a Town to be better prepared in an emergency, whether natural or otherwise. Because we have many residents who move to Prosper from other areas of the country, they are not aware of how to respond to certain weather emergencies. One idea generated from the discussion was hosting a Town Hall type of meeting, presenting different scenarios and how to respond using digestible steps and protocol. An additional suggestion was made to host a video series that can be pushed out via different marketing avenues while maintaining the format of having several tips that are quick and easy to understand. The Committee also discussed various ways to promote being a good neighbor and as the Town grows, finding ways for residents to plug in and be engaged with others. A suggestion was made to tie

in being a good neighbor with National Night Out, held on October 3rd with the theme of having different viewpoints and being able to civilly discuss issues and understand others. The Committee will consider ideas for how to incorporate the being a good neighbor theme with National Night Out and disseminate them to the HOAs through the quarterly meeting or via email.

4. Discuss Proposal for Mayor's Youth Advisory Council (RB)

Robyn Battle gave an overview of the presentation that was given by Rithika Chakrapani, a rising senior at Prosper High School, on May 3rd. Rithika presented an idea for a Mayor's Youth Council which included engaging students in city government, creating a sense of community and service, and providing a way to build a network and develop youth ambassadors for the Town. The Youth Council would consist of 12-15 juniors and seniors from Prosper ISD. The CEC agreed to form a subcommittee and they will be tasked with deciding on parameters for participation, how to apply, establishing deadlines for application, and determining what type of merit-based system will be used to select members. Britt Beene, Christine Strobush, John Hamilton, and Stacy Cate joined the subcommittee. Once criteria for participation are established by the subcommittee, the CEC will take on vetting and selecting the members to form the Mayor's Youth Council sometime in September or October.

5. Comments from the Public

No one from the public was in attendance.

6. Discussion & Brainstorming about CEC Marketing & Communications (CS)

The Committee continued their discussion and brainstorming on how best to market and communicate the role that CEC plays in the community. Items discussed include the best avenues for CEC to get their messages out to the public. The CEC wants to define its key messages, create a call to action and leverage its message. Currently, the CEC's "Top 3" which includes their top three items to promote for the month are included in the HOA newsletter, which allows HOA board recipients to then disseminate their information to their respective neighborhoods. Since the HOA board members are not always the most active people on their neighborhood social media sites, the Committee would like to find ways to get this information to the neighborhood social media ambassadors. Each Committee member would find the ambassador for their designated neighborhood which is defined by the CEC's community map. Given the addition of new CEC members, Brent Kirby will need to rearrange the community map to include them. Christine Strobush will reach out to Brent to communicate the need for the updated map.

7. Feedback on Special Events (CS)

a. New Resident Mixer

Feedback members received on the New Resident mixer was good attendance and an appreciation for hosting a community event targeted specifically to new residents. The Prosper Passport was also piloted at this event and was extremely successful and well-received by the new residents as well as Town staff. The Fall New Resident Mixer is scheduled for Thursday, Sept. 28. For the upcoming fall mixer, a suggestion was made to have a photo booth, separate from the passport photo, where residents could hold up signs and post to social media. There were also discussions on whether we should change the time to earlier, with a 4 pm start so that those coming straight from school, could arrive immediately. Robyn Battle will follow up on the start time with Dan Baker as well as some of the other requests made by the Committee, including asking PISD for the use of their mascots and/or cheerleaders and also to see if their high school culinary groups or bbq team would be available to serve snack food during the event.

b. Prosper Exchange Event

Stacy Cate, a CEC member, was in attendance at the event and reported that it was an informative session involving school taxes. Other ideas for topics for future Prosper Exchange events included defining property tax rates, distinguishing which roads belong to the Town, getting to know our neighbor, and setting norms on Facebook. All ideas centered around getting neighbors to meet and connect.

c. Cinco de Mayo

The Cinco de Mayo event feedback was that it was a well-attended event. The day was hot but many were in attendance even though it fell on a date with many other activities, including the final day for voting.

8. Review Work Plan/Activity Schedule (CS)

The Committee reviewed the work plan, editing the date for the Fall New Resident Mixer, which will now take place on September 28 and the Town will reschedule the balcony reception which is currently scheduled for that date. Also added to the work plan was National Night Out on October 3, BBQ & Blues on October 7, Veterans Day Fun Run & 5K on November 11, and the Prosper Christmas Festival on December 2. The Committee also has committed to giving feedback on the comprehensive plan when it is ready in July. Robyn Battle will send calendar appointments to all committee members for the outstanding calendar items discussed.

9. Subcommittee Updates:

a. Downtown Advisory Subcommittee (CW)

The Downtown Advisory Subcommittee will meet and review the downtown master plan. They plan to bring back comments and suggestions from that meeting to the June CEC meeting.

b. Survey Subcommittee (CW)

Chris Wardlaw stated the need for a new survey for the New Resident Mixer. Some of the questions on the survey were not as relevant to new residents and it will be revised for the fall New Resident Mixer.

c. Prosper Passport Subcommittee (BK)

Prosper Passport Subcommittee suggested an update to the Prosper Passport to include the Finance department.

10. Discuss and receive any updates regarding:

a. Community Map (BK)

Brent Kirby will update the Community Map so members can utilize it to reach out to the social media users of their designated neighborhood.

b. Social Media Graphics (KW)

Kari Willis created the social media graphics and will send images out to each CEC member. Everyone will have the same graphic but they can write their own information in the graphic. Committee members will anchor to the CEC's goal and tagline: Listen. Understand. Engage. The goal is for the Town's social media to post on the same day with a target of Thursday, May 25.

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

1. Broadband Survey & Public Input Meeting on May 25

2. P-Town Pickleball Throwdown Tournament on June 3
3. Prosper Pride in the Sky July 1
4. Save the Date-Fall New Resident Mixer September 28

12. Request for future agenda items

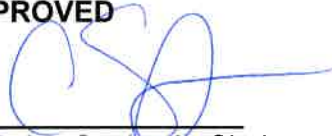
Emergency training is to be conducted in Executive Session at the June meeting.

13. Adjourn

The meeting was adjourned at 8:00 p.m. on Monday, May 15, 2023.

These minutes were approved on June 7, 2023.

APPROVED



Christine Strobush, Chair

ATTESTED



Devon Jett, Community Engagement Specialist