



**MINUTES**  
**Community Engagement Committee**  
Prosper Town Hall, Executive Conference Room  
250 W. First Street, Prosper, Texas  
Wednesday, July 12, 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  
Gretchen Darby  
Britt Beene  
Kristin Meier  
Trovette Tottress  
Kari Willis

**Committee Members Absent:**

Grant Mendeljian

**Councilmembers Present**

Marcus Ray

**Councilmembers Absent:**

Amy Bartley  
Jeff Hodges

**Staff Members Present:**

Robyn Battle, Executive Director  
Devon Jett, Community Engagement Coordinator

**2. Consider and act upon the minutes of the June 7, 2023, Community Engagement Committee (CEC) meeting.**

John Hamilton made a motion and Chris Wardlaw seconded the motion to approve the June 7, 2023, CEC minutes. The motion was approved unanimously.

**3. Presentation of Prosper PACT (GH)**

Gavin Hernandez, a rising Freshman at Prosper High School introduced Prosper PACT, an initiative of his own creation aimed at promoting community involvement through enhancing the Town's aesthetics. This Prosper PACT pledge represents a commitment to enhancing the beauty of Prosper and fostering a collective mindset of being a considerate neighbor while keeping the Town clean. Gavin is seeking collaboration with the Town to kickstart the program and asked for the CEC's recommendation on ideas to launch and promote the program. The Committee is hoping to assist in setting an official launch date and offering a platform for promoting the pledge at various events or programs such as the upcoming Fall New Resident Mixer or through a possible Mayor's Youth Advisory Council. The Youth Advisory Council Subcommittee will discuss ways to

align the pledge with the youth council. Gavin agreed to attend the August 2 CEC meeting where he will receive feedback on the program.

#### **4. Discuss Fall New Resident Mixer (KS)**

Kaylynn Stone, Special Events Coordinator for Parks & Recreation was on hand to discuss ideas for the upcoming Fall New Resident Mixer. The Committee had the following requests:

- Special backdrop photo opportunity, possibly with Town Logo
- Test an earlier start time, 4:00 pm-7:00 pm, to capture a broader audience
- Incorporate PISD resources-band, mascot, spirit wear, culinary team
- Encourage kids who attend to wear their own school's spirit wear
- Add Finance Department & IT to Prosper Passport
- Provide a booth or dedicated space for Prosper PACT
- Return to the U-formation tent set-up that was used at the first mixer

Gretchen Darby and Stacy Cate will follow up with Kaylynn regarding PISD's contact information.

#### **5. Comments from the Public.**

Ron Frimmer attended the meeting and provided feedback on the Broadband Survey meeting & Prosper Pride in the Sky. He stated that the Brodband Survey meeting was hosted well but there are several citizens with serious internet concerns. Regarding Prosper Pride in the Sky, he stated that the park was beautiful and there was an opportunity to have more booths and businesses present as there was ample space for it.

#### **6. Brainstorming Ideas for Life In Prosper (CS)**

##### **a. National Night Out**

This topic was not discussed.

##### **b. Celebrate Prosper/BBQ & Blues**

Celebrate Prosper BBQ & Blues is now rebranded as just Celebrate Prosper with no specific theme. This allows Parks & Rec the opportunity to hold this event with more options for food and music. Given the BBQ theme will no longer be a part of Celebrate Propser, the Committee continued to brainstorm ideas on a BBQ cook-off event and various ways this could be executed in smaller formats. Ideas included having the Town invest in a BBQ pit downtown and get volunteers to cook and have it available for residents to purchase, incorporating a pit built into one of the community parks that could be used to host events like a neighborhood BBQ cook-off, holding a BBQ competition amongst different Town departments such as Police and Fire. Events like these help tap into talents and allow eventgoers to be a part of the process.

##### **c. Emergency Preparedness**

Ideas generated from the CEC's discussion on emergency preparedness were taken back to the Communications department and emergency management staff who have built on this recommendation and will begin a video series for safety tips. The videos will serve as evergreen content and the information provided will coincide with the time of year. The content presented will be appropriate for all audiences. The CEC recommended also doing more educational videos that are posted once a week that is focused on being purely informational with things such as promoting the

myProsper mobile app, how to shut off your water, signing up for water notifications, or encouraging residents to use the GIS interactive map found on the website.

## **7. Feedback on Special Events (CS)**

### **a. Prosper Pride in the Sky**

Prosper Pride was a well-attended event, executed through a partnership with Cedarbrook Media. No Committee members were in attendance at the event but did hear positive feedback on the event, specifically regarding the exit strategy after the fireworks ended. The suggestion was made to try and track attendance for next year.

## **8. Review Work Plan/Activity Schedule (CS)**

The Committee reviewed the work plan for the remainder of the summer and the upcoming fall season. Kari Willis gave an update on Freedom Fest 2023 which is being held on the south lawn of Town Hall on Sat. September 2<sup>nd</sup>. Coffey Anderson will be the headliner with 2-3 opening acts. The general admission will be free with VIP tickets priced at \$200. Kari will provide images to promote the concert on social media.

Robyn Battle will follow up with a timeline for the Committee's review of the comprehensive plan scheduled for discussion.

## **9. Subcommittee Updates:**

### **a. Downtown Advisory Subcommittee (CW)**

Kari Willis was in attendance for the Downtown Business Alliance meeting on June 20<sup>th</sup> and presented the downtown initiatives on behalf of the CEC. The Downtown Business Alliance expressed high praise for the plan, commending its inclusion of a brand catalog, initial landscape and lighting arrangements, speakers and music to enhance the atmosphere, signage, and wayfinding systems, and various picture-worthy spots. They considered these elements an excellent start to establishing the desired appearance and vibe of downtown and they liked the idea of witnessing this initial progress to cultivate enthusiasm for the downtown area. One concern was that the trees located in the back of the parking lot may be dangerous. The next steps involve taking ideas back to the Planning, Engineering, and Parks departments to get real cost estimates. The Subcommittee will continue as a focus group as long as Town Council sees value in it.

### **b. Mayor's Youth Council Subcommittee (CS)**

The Mayor's Youth Council Subcommittee will meet in July to discuss phase one of the application process as well as the selection criteria for the program. The Subcommittee will share these ideas at the August 2 CEC meeting. The Committee agreed that if the Prosper PACT is adopted per Gavin's recommendation, this would be an ideal fit for the Youth Advisory Council to help implement.

### **c. Prosper Passport Subcommittee (BK)**

The Prosper Passport will need to be updated to include IT & Finance for the Fall New Resident Mixer. Town Staff will work to gather the information and update the Passport.

### **d. Survey Subcommittee (CW)**

A suggestion was made to add to the survey a question asking how residents are getting their information on the events or how they prefer to get information. The survey will also need to be updated for the Fall New Resident Mixer.

**10. Discuss and receive any updates regarding:**

**a. Community Map (BK)**

The Committee will continue to brainstorm ideas on the best way to use the Community Map and how it could be incorporated into CEC initiatives in the future.

**d. Social Media Graphics (KW)**

Kari Willis discussed getting more participation from the group for posting the CEC social media graphics. This discussion led to ideas on how to share information with those who do not use social media, especially for Town events. Ideas included a quarterly mailer, a quarterly Prosper Town magazine, or possibly a yearly print publication that is tied into the State of the Town.

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

1. Coffee & Chrome-July 22
  2. Moonlight Movie-August 11
  3. Freedom Fest-September 2
- Save the Date-New Resident Mixer-September 28

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

Discussion of Prosper PACT and providing feedback on the program with Gavin Hernandez.

**13. Adjourn.**

The meeting was adjourned at 7:56 p.m. on Wednesday, July 12, 2023. Britt Beene made a motion and Kari Willis seconded the motion. The motion was approved unanimously.

These minutes were approved on Aug. 2, 2023

**APPROVED**



Christine Strobush, Chair

**ATTESTED**



Devon Jett, Community Engagement Coordinator