



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, December 6, 2023

1. Call to Order / Roll Call.

This meeting was called to order at 6:02 p.m.

Committee Members Present:

Brent Kirby, Chair
Kristin Meier, Vice Chair
Chris Wardlaw
Andy Franco
Kimberly Smith
Stacy Cate
Jai Muthu

Committee Members Absent:

Kari Willis
Gretchen Darby
Arsenio Aaron

Councilmembers Present:

Marcus Ray
Amy Bartley

Councilmembers Absent:

Jeff Hodges

Staff Members Present:

Devon Jett, Community Engagement Coordinator

2. Consider and act upon the minutes of the November 1, 2023, Community Engagement Committee (CEC) meeting.

Andy Franco made a motion and Kimberly Smith seconded the motion to approve the minutes from the November 1, 2023 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present.

4. Discuss January CEC meeting date. (BK)

The committee discussed whether the January 3rd CEC meeting date would need to be adjusted and concluded it would remain unchanged.

5. Brainstorming Ideas for Life in Prosper (BK)

Before their brainstorming session, Brent Kirby provided an overview of CEC's accomplishments in 2023. Following this, the committee built upon these achievements, discussing strategies to enhance resident engagement. They agreed to develop 2-3 concepts to refine during their monthly meetings. Brent shared an encounter with the Town's customer service while resolving a neighborhood issue. This prompted him to

urge the committee to explore ways to extend this level of service to all residents, fostering a deeper connection between the Town and its residents. The committee focused on ways to proactively engage residents rather than solely relying on events and programs. They outlined two key ideas, the first being a Road Show/Town Hall where Town officials partner with neighborhoods during their events to provide education and awareness. This type of event would be used to educate residents about Town Services and features, resembling a Town Hall 101 approach. The second idea involved a location-based notification system, potentially through an app, informing residents about upcoming developments. They envisioned it as a tool to inform and excite residents about coming projects like parks and businesses. Residents would be able to scan a QR code located at the site of the construction or park and discover what new projects were in progress, addressing a common resident query about upcoming developments.

a. **Serve Prosper Event (AB)**

Amy Bartley provided an overview of the former "Serve Prosper" volunteer event that used to take place in the area. In the past, this initiative involved residents collaborating with non-profit organizations and code enforcement to identify and address service projects for those in need. Participating residents would gather, receive their assignments, and dedicate a day to volunteering, assisting their neighbors and the wider community. Tasks ranged from cleaning up litter to painting building exteriors and more. The committee explored the idea of resurrecting this event, considering the involvement of churches or other groups for support. Amy will be following up with the local non-profits and the code enforcement team and will provide the CEC with an update in 2024,

6. Subcommittee Updates:

a. **MYAC Subcommittee (SC)**

Two members of the MYAC Subcommittee provided an update on the progress of the MYAC applicant selection. They indicated that they had narrowed down the choices to 13 students and presented an overview of the criteria guiding their selection process. Their criteria included assessing the quality of responses to questions, the presence of thoughtful ideas, the extent to which students understood the town's existing events and developments, creativity, and the presentation of their video application. The committee decided to eliminate the teacher recommendation form as it did not contribute to the decision-making process. The subcommittee will wait for the next steps once staff has reviewed the applications with Mayor Bristol next week. Additionally, suggestions for incoming MYAC members included participating in council and CEC meetings as potential activities.

7. Feedback on Special Events (BK)

a. **Veterans Day 5K/Fun Run**

The committee reviewed the Veterans Day 5k and fun run event held on November 11th. Suggestions included outfitting veterans in distinct-colored shirts for easy identification among participants and organizing post-race activities such as music or food to encourage them to stay longer.

b. **Prosper Christmas Festival**

The committee gave a lot of positive feedback regarding the Prosper Christmas Festival held on December 2 and enjoyed many of the festival elements, including the newly added drone show, the substantial number of attendees, the yellow shirts worn by Parks staff, and the diverse vendor offerings. Regarding suggestions for any improvements, the committee gave the following recommendations:

- More parking
- Additional Shuttle on the west side of town
- Drone show to be higher so the view closer to the Christmas tree isn't obstructed
- Barricade Christmas tree closer to lighting time so that children/patrons aren't disturbing electrical wires
- More food trucks
- Spread out the food trucks from First to Broadway
- Locate the attractions for younger children to a different area
- Provide a QR code of the map for those that missed the handout
- Santa moved to the beginning of the parade so he won't be late for photos
- Don't limit the number of booths
- Spillover to Broadway to accommodate more booths

8. 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.

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

1. Police vacation watch
2. Smart 9-1-1
3. Water Usage (winter averaging)
4. Solid Waste Transition

10. Request for future agenda items.


1. Serve Prosper-continue discussion
2. Road Show/Town Hall
3. Take the engagement to the residents.

11. Adjourn.

Kristin Meier made the motion and Kimberly Smith seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:42 p.m. on Wednesday, December 6, 2023.

These minutes were approved on January 3, 2024

APPROVED



Brent Kirby, Vice Chair

ATTESTED



Devon Jett, Community Engagement Coordinator