



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, June 7, 2023

1. Call to Order / Roll Call.

The meeting was called to order at 6:03 p.m.

Committee Members Present:

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

Committee Members Absent:

Trovette Tottress
Kari Willis

Councilmembers Present

Jeff Hodges
Marcus Ray

Councilmembers Absent:

Amy Bartley

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 May 15, 2023, Community Engagement Committee (CEC) meeting.

Britt Beene made a motion and John Hamilton seconded the motion to approve the May 15, 2023, CEC meeting minutes. The motion was approved unanimously.

3. Comments from the Public.

Two members of the public were present for the meeting, Chandler Dosa and Ron Frimmer. They did not have any comments other than stating they were there to listen and learn.

4. Brainstorming Ideas for Life In Prosper (CS)

Christine Strobush presented the newly created CEC ideation matrix, a mechanism the CEC will use to prioritize ideas by the effort to implement vs. what is of greatest value to Prosper residents. Using the idea backlog, the committee will place ideas on the ideation

matrix to provide a visual of what events or campaigns can provide the greatest impact with the least effort. This method of mapping ideas will help the committee zero in on the ideas to prioritize and pursue. Gretchen Darby asked if there were any plans for a performing arts center in Prosper. A place with naming rights that would bring in concerts, comedians, or plays and is a site that's located possibly in or around downtown as part of the masterplan. Robyn Battle stated there was not currently anything in the pipeline but there could be an opportunity to include it in the upcoming comprehensive plan update or the Parks and Recreation master plan. The current downtown subcommittee will continue this discussion to brainstorm more ideas.

Councilmember Marcus Ray presented the idea of including a BBQ cook-off as an event that may be of interest to Prosper residents. The committee agreed the cook-off would be an ideal tie-in for the upcoming BBQ and Blues held on October 7. Ideas for the event included offering different categories based on skill level, inviting locally owned businesses to sponsor, and offering cash or prizes to the winners. This idea was considered low effort/high impact when placed on the ideation matrix.

Councilmember Jeff Hodges also offered the idea of hosting an "Amazing Race" type event, with participants starting and finishing in the same place but possibly traveling to specific locations within Prosper to check-in. The race could be tied in with the current Prosper Passport.

An additional idea was a fall hot air balloon launch, possibly at Frontier Park. It was decided that this type of event, and possibly any smaller events need to be merged with other events already on the calendar. The idea is that residents are more likely to attend and prioritize the bigger events that have more to offer.

a. Emergency Preparedness

This item was not discussed.

b. National Night Out – October 3, 2023

The Committee continued their discussion from last month, which focused on using National Night Out to tie in a "Being a Good Neighbor" campaign. Information about the event could be funneled to HOA board members to encourage neighborhoods to consider consolidating to a centralized place in the neighborhood, which also would offer the opportunity to connect with neighbors. The communication would need to begin two months out in order to provide HOAs with a playbook of the event and the costs associated. Encouraging HOA with simple and specific ideas that are cost-effective for hosting an NNO in their neighborhood was considered low effort/high impact on the ideation matrix.

The CEC skipped to Item 12.

12. Executive Session:

Recess into Closed Session in compliance with Section 551.001 et seq. Texas Government Code, as authorized by the Texas Open Meetings Act, to deliberate regarding:

Section 551.076 – To deliberate the deployment or specific occasions for implementation of security personnel or devices at Town Hall.

The Committee recessed into Executive Session at 6:35 p.m.

Reconvene in Regular Session and take any action necessary as a result of the Closed Session.

The Committee reconvened the Regular Session at 7:45 p.m. No action was taken as a result of the Closed Session.

5. Feedback on Special Events (CS)

a. Broadband Survey & Public Input Meeting

Robyn Battle will find out statistics on how many were in attendance at the in-person Public Input Meeting.

b. P-Town Throwdown Pickleball Tournament

Councilmember Marcus Ray attended the P-Town Throwdown Pickleball Tournament that was held on June 3. The event was attended by more people than last year's event. He reported that the courts were set up well but because it is so hot and sunny in June, providing shade in some areas would be ideal for spectators.

6. Review Work Plan/Activity Schedule (CS)

The Committee briefly viewed the work plan and all upcoming events and activities to support, focusing on the upcoming Pride in the Sky celebration held on July 1.

7. Subcommittee Updates:

a. Downtown Advisory Subcommittee (CW)

Chris Wardlaw presented the preliminary work and proposal the Downtown Advisory Subcommittee has completed. The Subcommittee recommended an initial plan of allocating money to a brand book that would establish the look and feel of downtown and serve as the foundation for future downtown development. The brand or style guide can also be implemented into the downtown master plan and serve as a guide of standards for new businesses. Secondly, the Subcommittee recommended implementing an initial landscape design that would have an immediate visual impact and also signal that more is on the way. Ideas included native Texas plants, streetscapes, sidewalks, medians, and canopy trees. Also, in consideration would be a water feature which is an ideal element to include to help mitigate the Texas heat. The landscape and facade should involve as many senses as possible to create memories and a fondness of downtown that represents Prosper. Downtown lighting would also offer an immediate visual change and add to the quaint feel while speakers play music and set the mood. The speakers could also serve as a PA system in the future. Additionally, signage to downtown, along with developing an early parking strategy should be key items to consider. To sum up, the overall recommendation by the Subcommittee is that funding should be allocated to items that offer an immediate impact with a focus on creating that initial sensory experience with a brand guide to lead the way. Robyn Battle will present the priorities to Town Council, then the Planning and Parks department can begin putting together a site plan. Brent Kirby made a motion and Britt Beene seconded the motion to send this recommendation to Town Council. The motion was approved unanimously.

b. Mayor's Youth Council Subcommittee (CS)

Christine Strobush presented the Mayor's Youth Council Subcommittee's initial ideas for implementing a process for members to apply, be selected, and be onboarded into the pilot program. The recommendation for who can apply was narrowed down to students who are residents of Prosper including those in Artesia. After some discussion

on using age or grade to determine when students qualify for the program, the Committee agreed that the program should be open to high school juniors and seniors, regardless of age. It was also agreed to leverage best practices from other cities and have students include a resume and require a short video presentation. Another consideration was requiring a teacher recommendation or nomination, possibly one personal and one professional. This will also help with the screening process. Exact selection criteria will have to be defined but for the pilot year, the Committee concluded the year one program should stay small at 11 members, which will allow the CEC to serve as mentors with a 1:1 ratio. Onboarding would include a mini-Citizens Academy and it was suggested that the kick-off for that be held in January 2024. Proposals were also made to consider following the school year calendar in the future but for the pilot year have it be only a 2024 spring semester program. Once lessons and feedback are given for the spring pilot program, the 2024-2025 program would transition to follow the school year calendar, with applications being accepted in April or May and officially kicking off in August. In doing so, the summer drop-off in attendance could be avoided.

c. Prosper Passport Subcommittee (BK)

This item was not discussed.

d. Survey Subcommittee (CW)

This item was not discussed.

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 (CS)

1. Prosper Pride in the Sky July 1
2. Broadband Survey
3. Save the Date-Fall New Resident Mixer September 28

10. Discuss July 5, 2023, Regular Meeting. (CS)

After a discussion of who would be in town for the July 4th holiday, the committee members agreed to move the July regular meeting to the following week, to take place on Wednesday, July 12, 2023. Britt Beene made the motion and Gretchen Darby seconded the motion. The motion was approved unanimously.

11. Request for future agenda items.

13. Adjourn.

The meeting was adjourned at 9:08 p.m. on Wednesday, June 7, 2023.

These minutes were approved on July 12, 2023

APPROVED

Handwritten signature of Christine Strobush in black ink, consisting of a large 'C' and 'S' followed by a horizontal line.

Christine Strobush, Chair

ATTESTED

Handwritten signature of Devon Jett in black ink, featuring a stylized 'D' and 'J' followed by a horizontal line.

Devon Jett, Community Engagement Coordinator