



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, November 1, 2023

1. Call to Order / Roll Call.

This meeting was called to order at 6:00 p.m.

Committee Members Present:

Brent Kirby, Vice Chair
Kristin Meier
Chris Wardlaw
Andy Franco
Kimberly Smith
Kari Willis
Gretchen Darby

Committee Members Absent:

Stacy Cate
Jai Muthu
Arsenio Aaron

Councilmembers Present:

Marcus Ray
Jeff Hodges

Councilmembers Absent:

Amy Bartley

Staff Members Present:

Devon Jett, Community Engagement Coordinator

2. Consider and act upon the minutes of the October 9, 2023, Community Engagement Committee (CEC) meeting.

Chris Wardlaw made a motion and Gretchen Darby seconded the motion to approve the minutes from the October 9, 2023 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present.

4. Consider and act upon appointments to Chair and Vice Chair (BK)

Chris Wardlaw nominated Brent Kirby as Chair, Gretchen Darby seconded the motion, and the motion passed unanimously. Kari Willis nominated Kristin Meier as Vice Chair, Brent Kirby seconded the motion, and the motion passed unanimously.

5. Communications Plan Presentation (TR)

Todd Rice, Communications and Media Relations Manager, presented an overview of the Town of Prosper Communications and Community Engagement Plan 2023-2025. The purpose of the presentation was to acquaint new members with the functioning of the Communications team and to provide a comprehensive overview of the plan. Copies

of the plan will be disseminated to the committee after it goes to final print. Following the presentation, the Community Engagement Committee (CEC) inquired about their role in supporting the Town's communication plan and what their function is within the broader structure. The primary takeaways for the CEC included the following actions they can do to assist in amplifying the messaging:

1. Promoting the messaging by liking and sharing it on their personal social media accounts.
2. Participating in Town events and actively promoting these events to residents.
3. Listening for resident feedback and relaying any opportunities where the Town can assist.

6. Brainstorming Ideas for Life in Prosper (BK)

a. Serve Prosper Event (AB)

This item was not discussed and will be moved to the December meeting agenda.

b. Connecting with other organizations/non-profits.

The discussion revolved around the coordination of volunteers and identifying the groups that require volunteer assistance. The Prosper Historical Society was highlighted as a potential beneficiary, particularly in terms of finding ways to better support the communication of their organization. There was a proposal to facilitate a connection between the Mayor's Youth Advisory Council and the Prosper Historical Society, aiming to bridge generational gaps and cultivate a sense of ownership among young individuals concerning the town's history.

Additionally, the committee explored the possibility of reviving traditional events, such as the "Dance on the Square," while infusing them with a modern twist. To conclude, there was consideration of extending an invitation to the Prosper Historical Society for a future meeting to better understand their specific needs.

7. Subcommittee Updates:

a. MYAC Subcommittee Update (SC)

The committee discussed the Mayor's Youth Advisory Council (MYAC) as its applications became available on 10/23, and promotional efforts have started. Conversations centered on strategies to enhance program visibility and ensure that the intended students become aware of it. Recommendations were made to reach out individually to counselors, teachers, student councils, various clubs, and specific high schools in the vicinity. Staff confirmed that the PISD has received information regarding the MYAC and will distribute it to students, but will follow up with any additional avenues to pursue. A subcommittee member emphasized that, following the pilot program, we will gain insights on necessary improvements, and the program's recognition is expected to grow through word of mouth.

8. Discuss and receive any updates regarding:

a. Community Map (BK)

This item was not discussed but remains on the agenda for future consideration.

b. Social Media Graphics (KW)

This item was not discussed but remains on the agenda for future consideration.

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

1. Nancy Lieberman Dream Court
2. Mayor’s Youth Advisory Council
3. Veterans Day 5K
4. Prosper Christmas Festival

10. Request for future agenda items.

The committee requested to add an item that included “brainstorming small town feel through historical society” to the December agenda. The committee also requested to invite the new Emergency Management Coordinator to discuss Rave/Smart 911 as an addition to the app discussion that will already be taking place.

11. Adjourn.

Chris Wardlaw made the motion and Kimberly Smith seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:05 p.m. on Wednesday, November 1, 2023.


These minutes were approved on December 6, 2023

APPROVED



Brent Kirby, Vice Chair

ATTESTED



Devon Jett, Community Engagement Coordinator