



MINUTES
Community Engagement Committee
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, January 3, 2024

1. Call to Order / Roll Call.

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

Committee Members Present:

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

Committee Members Absent:

Arsenio Aaron

Councilmembers Present:

Marcus Ray

Councilmembers Absent:

Jeff Hodges
Amy Bartley

Staff Members Present:

Robyn Battle, Executive Director
Devon Jett, Community Engagement Coordinator

2. Consider and act upon the minutes of the December 6, 2023, Community Engagement Committee (CEC) meeting.

Kristin Meier made a motion and Andy Franco seconded the motion to approve the minutes of the December 6, 2023 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was present.

4. Project Proposal-PHS Senior James Kim (JK)

James Kim, Kavish Muthum, and Jamie Obala delivered a presentation about Civicy, a web application they developed to help promote youth participation in civic engagement. The program was designed to foster civic collaboration, primarily within volunteer organizations. The application's goal is to link enthusiastic volunteers with opportunities, initially focusing on the youth demographic but with expansion plans. They sought advice on spreading awareness and welcomed any additional insights from the CEC. The CEC offered feedback on enhancing their program's design and future expansion. The committee extended an invitation to Jamie and his team to join future meetings for further discussions on modifications or to gather more feedback.

5. Brainstorming Ideas for Life in Prosper (BK)

a. Take the Engagement to the People/Interactive Map

The CEC extended its conversation from last month, exploring ways to bring engagement initiatives directly to residents instead of always requesting their attendance at events. They discussed ideas on surveying to gather insights into what defines community for Prosper residents and the types of engagement activities they enjoy. Considering themselves a potential focus group, the CEC proposed polling their peers to understand their perspectives on the community. They discussed using the Road Show/Town Hall concept as a means to facilitate focus group discussions.

Furthermore, they discussed the town's communication strategies with its residents, particularly focusing on the educational use of social media. They learned about the ongoing "Now you Know Prosper?" series, which aims to provide residents with insightful content on different monthly topics. The CEC suggested testing how much engagement the videos receive by sending emails to two different groups and then gauging how much traction the videos received. The conversation also included communication preferences in general and proposed condensing email updates into three easily consumable topics rather than lengthy newsletters. They explored various communication channels like push notifications through the town's existing app or website as well as the possibility of conducting direct phone calls.

The committee will continue to consider these ideas during the February meeting when they receive a comprehensive presentation on the town's current applications, website alerts, and emergency management applications. Their focus will be on considering communication strategies and how they like to receive information so they can bring those insights back at the next meeting.

b. Road Show/Town Hall

This item was discussed within the topic for item 5a.

c. Serve Prosper (AB)

This item was not discussed.

6. Subcommittee Updates:

a. MYAC Subcommittee (SC)

Stacy Cate and Kristin Meier provided an update regarding the Mayor's Youth Advisory Council, announcing that they've selected 15 students to participate in its inaugural spring session, with the first meeting being held on January 24th. There was discussion about how the CEC could support and contribute to the students' experience on the council and provide value for the program. The committee agreed to set a rotation and have 2-3 CEC members at each MYAC meeting to offer mentorship, assist in establishing the council's direction, and help them set guidelines and objectives. Stacy Cate, Kristin Meier, Andy Franco and Kimberly Smith volunteered to attend the inaugural meeting on January 24, 2024.

7. 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.

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

1. Solid Waste Transition
2. Fishing Derby-Feb. 17
3. Announce MYAC members

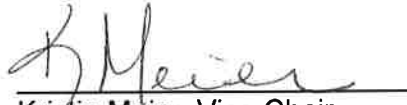
9. Request for future agenda items.

10. Adjourn.

Kari Willis made the motion and Gretchen Darby seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 7:40 p.m. on Wednesday, January 3, 2024.

These minutes were approved on February 7, 2024.

APPROVED



Kristin Meier, Vice-Chair

ATTESTED



Devon Jett, Community Engagement Coordinator