



AGENDA
Community Engagement Committee (CEC)
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, November 01, 2023
6:00 PM

Welcome to the Prosper Community Engagement Committee (CEC) meeting.

Addressing the Community Engagement Committee (CEC):

Those wishing to address the Community Engagement Committee must complete the Public Comment Form located on the Town website or in the meeting room.

Please submit this form to the Board Chair or a staff person recording the minutes for the Board/Commission prior to the meeting. When called upon, please state your name and address for the record.

In compliance with the Texas Open Meetings Act, the Town Council/Board/ Commission may not deliberate or vote on any matter that does not appear on the agenda. The Council/Board/Commission, however, may provide statements of fact regarding the topic, request the topic be included as part of a future meeting, and/or refer the topic to Town staff for further assistance.

Citizens and other visitors attending Community Engagement Committee (CEC) meetings shall observe the same rules of propriety, decorum, and good conduct applicable to members of the Committee. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the Committee or while attending the meeting shall be removed from the room, if so directed by the Mayor or presiding officer, and the person shall be barred from further audience before the Committee during that session of the meeting. Disruption of a public meeting could constitute a violation of Section 42.05 of the Texas Penal Code.

1. Call to Order / Roll Call.
2. Consider and act upon the minutes of the October 9, 2023, Community Engagement Committee (CEC) meeting.
3. Comments from the Public.
4. Consider and act upon appointments to Chair and Vice Chair (BK)
5. Communications Plan Presentation (TR)
6. Brainstorming Ideas for Life in Prosper (BK)
 - a. Serve Prosper Event (AB)
 - b. Connecting with other organizations/non-profits.
7. Subcommittee Updates:
 - a. MYAC Subcommittee (SC)
8. Discuss and receive any updates regarding:

- a. Community Map (BK)
- b. Social Media Graphics (KW)
- 9. Discuss and consider CEC “Top 3” & Save the Date (BK)
- 10. Request for future agenda items.
- 11. Adjourn.

CERTIFICATION

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted at Prosper Town Hall, located at 250 W. First Street, Prosper, Texas 75078, a place convenient and readily accessible to the general public at all times, and said Notice was posted by 5:00 p.m., on Friday, October 27, 2023, and remained so posted at least 72 hours before said meeting was convened.

Michelle Lewis Sirianni, Town Secretary

Date Notice Removed

Pursuant to Section 551.071 of the Texas Government Code, the Town Council reserves the right to consult in closed session with its attorney and to receive legal advice regarding any item listed on this agenda.

NOTICE

Pursuant to Town of Prosper Ordinance No. 13-63, all speakers other than Town of Prosper staff are limited to three (3) minutes per person, per item, which may be extended for an additional two (2) minutes with approval of a majority vote of the Town Council.

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: The Prosper Town Council meetings are wheelchair accessible. For special services or assistance, please contact the Town Secretary’s Office at (972) 569-1011 at least 48 hours prior to the meeting time.

1. Call to Order / Roll Call.

This meeting was called to order at 6:01 p.m.

Committee Members Present:

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

Committee Members Absent:

Kari Willis
Gretchen Darby

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 September 6, 2023, Community Engagement Committee (CEC) meeting.

Kristin Meier made a motion and Stacy Cate seconded the motion to approve the minutes from the September 6, 2023 CEC meeting. The motion was approved unanimously.

3. Comments from the Public.

No one from the public was in attendance.

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

The committee voted to table the Chair and Vice Chair appointments until the November 2023 meeting. Brent Kirby made a motion and Kristin Meier seconded the motion to table the Chair and Vice Chair appointments. The motion was approved unanimously.

5. Review Subcommittee Membership (BK)

The committee assessed each subcommittee, evaluating its purpose and necessity. Their decisions regarding each subcommittee are as follows:

- New Resident Mixer/Prosper Passport: After deliberation, the committee opted to discontinue this subcommittee. However, they will continue to offer feedback and input for both the New Resident Mixer and Prosper Passport as needed.
- Prosper Event Survey: The committee chose to shift towards gathering feedback organically at events instead of using one-on-one surveys. They suggested that the Town establish an ongoing survey where residents can select the event they wish to review and provide feedback. Parks & Recreation was recommended to oversee the creation and monitoring of this survey. They also proposed using a QR code for easy access, allowing residents to scan it before leaving any event.
- Downtown Advisory: With the recent establishment of the Ad Hoc Downtown Advisory Committee, the committee decided to discontinue this subcommittee.
- National Night Out: The Committee concluded that this subcommittee was only created for quick reference during this year's National Night Out, and chose to discontinue it.
- Mayor's Youth Advisory Council (MYAC): The committee decided to retain the MYAC Subcommittee, as the program is still in the process of being launched. The subcommittee's most pressing task is to develop selection criteria for applicants. Stacy Cate was the only remaining member of the originally formed subcommittee. Arsenio Aaron, Jai Muthu, and Kristin Meier all joined the subcommittee.

6. Brainstorming Ideas for Life in Prosper/CEC Ideation Matrix (BK)

- a. Connecting with other organizations/non-profits.
This item was not discussed.
- b. Defining CEC goals and how to get residents to engage.
The committee conducted a review of the Ideation Matrix and decided to close out certain ideas that they believed had been explored but not currently considered a priority. The following items were closed out:
 - BBQ Cook-Off
 - National Night Out
 - Ask Josh Series
 - Expanding Prosper Passport
 - Multi-Cultural Festival
 - Hot Air Balloon Launch
 - Performing Arts Center
 - Prosper Pledge

However, they decided to keep "mobile enhancements" as an agenda item for future discussion. The committee expressed a desire to explore methods of enhancing engagement through the mobile app, such as through push notifications or by providing more interactive features. They proposed the inclusion of additional content, such as events, on the app to boost engagement. Over the next month, the committee plans to brainstorm ideas for prioritizing

app features and effectively communicating the app's availability to residents. Suggestions for promoting the app included dedicating a month to the mobile app education or featuring an article in "Check Out Prosper" to encourage residents to download it.

7. Review Mayor's Initiatives (RB)

In Robyn Battle's absence, Devon Jett gave an overview of the 3 upcoming Mayor's Initiatives, including the Mayor's Youth Advisory Council, Mayor's Teen Government Academy, and Prosper Partners in Faith.

8. Subcommittee Updates:

a. Mayor's Youth Advisory Council Subcommittee (SC)

This item was not discussed.

b. Downtown Advisory Subcommittee (CW)

This item was not discussed.

9. Feedback on Special Events (BK)

a. Discover Downtown-Paws on Broadway

Marcus Ray was in attendance at Discover Downtown-Paws on Broadway and gave feedback that it was well attended, and the pools for the dogs were great for cooling off. He felt they were light on vendors and should offer some more grassy spots if possible.

b. New Resident Mixer

During the New Resident Mixer, three CEC members were in attendance and the feedback indicated that the early start time was unnecessary. However, they appreciated the experiment to see if it would attract more attendees. They observed that a start time around 5:30 p.m. seemed to be when the event saw the most significant increase in attendance. They expressed a desire for the CEC tent to be positioned closer to the other tents but did appreciate the presence of a dedicated welcome tent. They suggested the possibility of using signage, such as "start here" indicators or balloons, to identify the welcome tent. The "Welcome to Prosper" yard signs received a positive response, with many families taking photos with them. They also indicated a preference for returning to the original tent configuration from the first New Resident Mixer.

c. National Night Out

The feedback on National Night Out was that there was a good turnout at each neighborhood and it was well organized for the various first responder groups to visit each community.

d. Celebrate Prosper

Celebrate Prosper feedback included, having more veggie burgers and making sure that if a vegetarian option is offered, only that item is cooked on the grill. It was also discussed that it could have been better attended if it didn't fall during PISD's fall break.

10. CEC Shirt Selection (RB)

The committee chose polo shirts that staff will order for CEC members to wear to future events.

11. 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.

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

- 1. Veterans Day 5K & Fun Run
- 2. Mayor’s Youth Advisory Council
- 3. Christmas Festival

13. Request for future agenda items.

- 1. Mobile App Enhancements
- 2. Robyn to give a condensed presentation on the Communications Plan.
They also would like the Communications plan printed for new CEC members.

14. Adjourn.

Chris Wardlaw made the motion and Kristin Meier seconded the motion to adjourn the meeting. The motion was approved unanimously. The meeting adjourned at 8:00 p.m. on Monday, October 9, 2023.

These minutes were approved on November 1, 2023.

APPROVED

Brent Kirby, Vice Chair

ATTESTED

Devon Jett, Community Engagement Coordinator

Prosper CEC Workplan –draft for 9/6 review



CEC Activity Type	Summer Jun, Jul, Aug	Fall Sep, Oct, Nov	Winter Dec, Jan, Feb	Spring Mar, Apr, May
Events to join / Activities to support	<ul style="list-style-type: none"> ✓ 6/3 – Pickleball tournament ✓ Ribbon cutting for central fire station ✓ 6/30 – Deadline for public input to Broadband survey ✓ 7/1 - July 4th celebration ✓ 7/22 – Chrome & Coffee ✓ 8/10 - HOA Presidents meeting ✓ 8/11 –DD: Moonlight Movie 	<ul style="list-style-type: none"> • 9/2 – Freedom Fest 2023 @ Townhall • 9/9 – DD: Paws on Broadway • 9/11 - Remembrance ceremony • 9/28 – Balcony Reception • 10/3 – National Night Out • 10/7 – Celebrate Prosper • 10/12 – Balcony Reception (ISD & Legislators) • 10/19 – Balcony Reception (Chamber & Nonprofits) • 10/26 – Balcony Reception (HOA) • 11/9 - HOA Presidents meeting • 11/11 – Veterans Day 5K and fun run • Light the Night contest kick-off 	<ul style="list-style-type: none"> • 12/2 - Christmas festival • HOA Presidents meeting • Prosper Fishing Derby 	<ul style="list-style-type: none"> • Balcony Reception • Prosper Exchange • Discover Downtown • HOA Presidents meeting
Special Projects / Events to host	<ul style="list-style-type: none"> ✓ Feedback on Comprehensive plan (Aug) 	<ul style="list-style-type: none"> • 9/28 - New Resident Mixer • 10/2 - Mayor’s YAC Program Kick-Off • 11/3 - Mayor’s YAC Applications Due 	<ul style="list-style-type: none"> • 12/15 – Mayor’s YAC Candidates Selection • 1/15 – Mayor’s YAC Spring 2024 Pilot Program Launch 	<ul style="list-style-type: none"> • New Resident Mixer
Ongoing activities	<ul style="list-style-type: none"> ✓ Communication Plan – Monitor Progress & Execution 	<ul style="list-style-type: none"> • Communication Plan 	<ul style="list-style-type: none"> • Communication Plan 	<ul style="list-style-type: none"> • Communication Plan



TOWN OF PROSPER

Communications Report September 2023

SNAPSHOT

COMBINED ACCOUNTS
[VIEW SEPTEMBER 2023 COMBINED ACCOUNTS REPORT](#)

484	1,112	46,338	652,244
POSTS	NEW FOLLOWERS	ENGAGEMENTS	IMPRESSIONS

Impressions: The number of times content was displayed to someone's feed.
Engagements: The number of times someone interacted with the content (likes, shares, comments, link clicks, etc.)
Reach: The number of people who see the content.

TOWN OF PROSPER FACEBOOK

 **18,677**
FOLLOWERS



**GAINED 167 NEW
FACEBOOK FOLLOWERS**

67
POSTS



62
PREVIOUS COMPARISON PERIOD

9,197
ENGAGEMENTS



9,529
PREVIOUS COMPARISON PERIOD

152,463
IMPRESSIONS



212,209
PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER POLICE FACEBOOK



18,813
FOLLOWERS



**GAINED 138 NEW
FACEBOOK FOLLOWERS**

30

POSTS



27

PREVIOUS COMPARISON PERIOD

18,281

ENGAGEMENTS



23,922

PREVIOUS COMPARISON PERIOD

146,312

IMPRESSIONS



219,462

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER FIRE RESCUE FACEBOOK



10,547
FOLLOWERS



**GAINED 79 NEW
FACEBOOK FOLLOWERS**

28

POSTS



27

PREVIOUS COMPARISON PERIOD

8,953

ENGAGEMENTS



13,355

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

87,978

IMPRESSIONS



115,579

PREVIOUS COMPARISON PERIOD



PROSPER PARKS & RECREATION FACEBOOK



7,498
FOLLOWERS



**GAINED 43 NEW
FACEBOOK FOLLOWERS**

51

POSTS



45

PREVIOUS COMPARISON PERIOD

2,343

ENGAGEMENTS



2,218

PREVIOUS COMPARISON PERIOD

47,104

IMPRESSIONS



48,687

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)

PROSPER COMMUNITY LIBRARY FACEBOOK



4,945
FOLLOWERS



**GAINED 61 NEW
FACEBOOK FOLLOWERS**

26

POSTS



16

PREVIOUS COMPARISON PERIOD

955

ENGAGEMENTS



467

PREVIOUS COMPARISON PERIOD

20,269

IMPRESSIONS



14,957

PREVIOUS COMPARISON PERIOD



[VIEW TOP POST](#)



X

TOWN OF PROSPER

[VIEW TOP POST](#)

4,780

FOLLOWERS
4,737 Comparison Period

PROSPER POLICE

[VIEW TOP POST](#)

6,443

FOLLOWERS
6,386 Comparison Period

PROSPER FIRE RECSUE

[VIEW TOP POST](#)

2,109

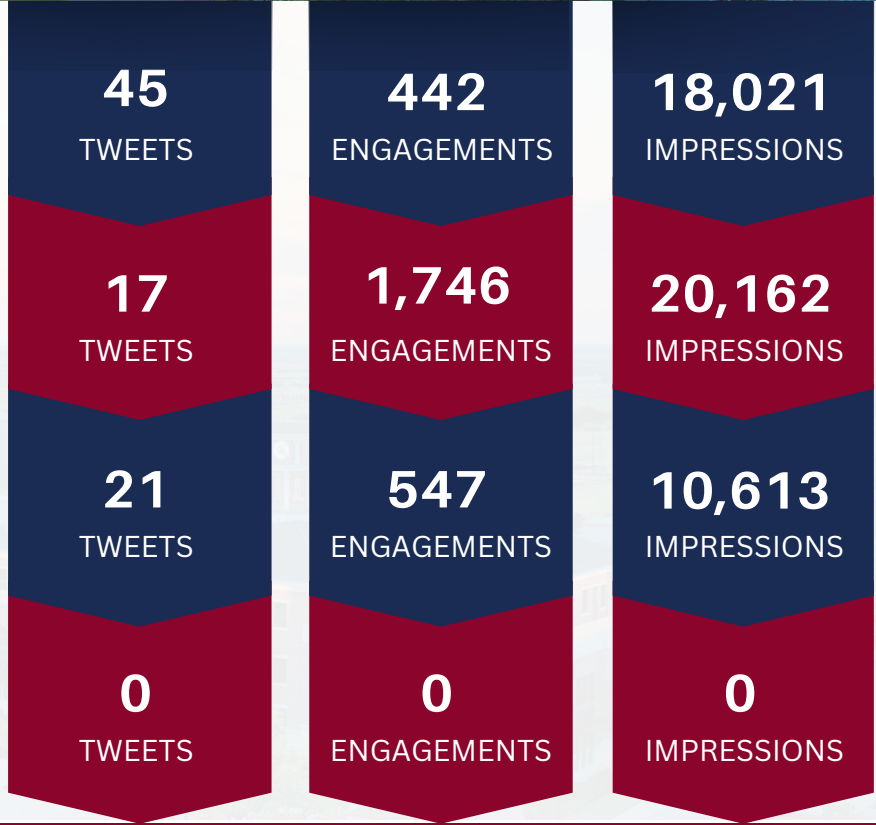
FOLLOWERS
2,095 Comparison Period

COMMUNITY LIBRARY

[VIEW TOP POST](#)

67

FOLLOWERS
67 Comparison Period



INSTAGRAM



TOWN OF PROSPER

PROSPER FREEDOM FEST RECAP

8,829 PEOPLE REACHED

216 LIKES

9 COMMENTS



COMMUNITY LIBRARY

SAFETY OPEN HOUSE

562 PEOPLE REACHED

19 LIKES

0 COMMENTS



LINKEDIN



NEXTDOR





TOWN OF PROSPER VIDEOS



5

NEW VIDEOS

[Prosper Freedom Fest 2023](#)

[Prosper 9/11 Ceremony: Never Forget](#)

[Discover Downtown Prosper: Paws on Broadway](#)

[North Texas Food Bank Peanut Butter Drive](#)

[Prosper Parks & Recreation Scholarship Program](#)

MAYOR'S MINUTE



2

NEW VIDEOS

ENGAGEMENTS 57

IMPRESSIONS 1,411

VIEWS 781

[MAYOR'S MINUTE - 9/12/2023](#)

[MAYOR'S MINUTE - 9/26/2023](#)

The "Prosper Mayor's Minute" is a concise update provided by the mayor of Prosper, offering important information and updates about the Town's affairs.

E-NEWS



PRINT AND DIGITAL PUBLICATIONS 2

[PARKS ACTIVITY CALENDAR](#) | [LIBRARY CALENDAR](#)



RESIDENT UPDATE

4,120

CONTACTS

EMPLOYEE EDITION

478

CONTACTS

HOA MONTHLY NEWSLETTER

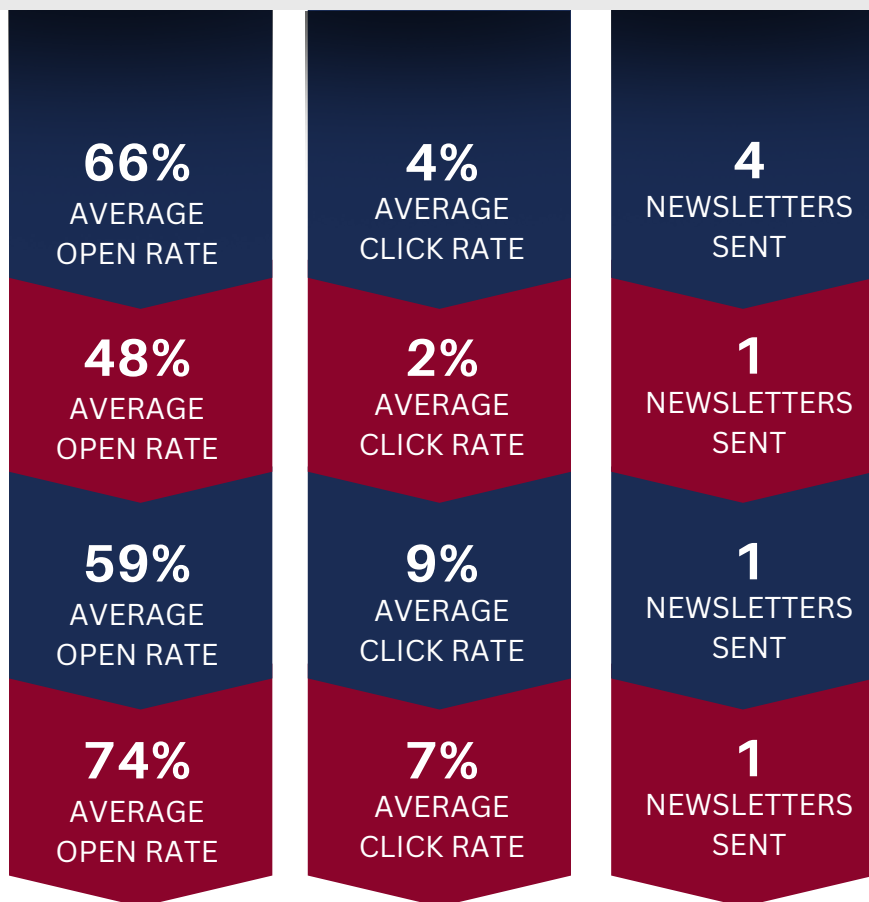
128

CONTACTS

THE LANDSCAPE

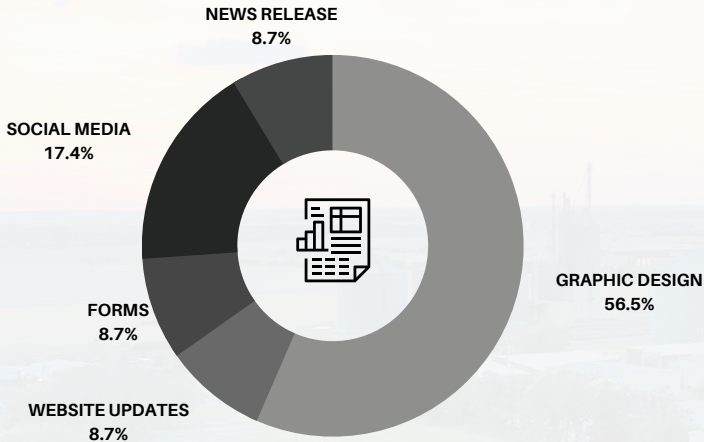
1,372

CONTACTS



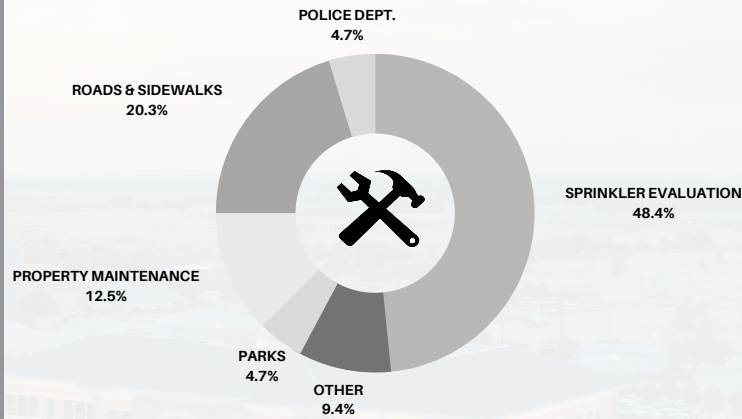


COMMUNICATION HELP TICKETS



23 COMMUNICATION HELP TICKETS WERE SUBMITTED FOR SEPTEMBER 2023

MYPROSPER MOBILE APP SERVICE REQUESTS




SERVICE REQUESTS & APP DOWNLOADS

CHATBOT TOP TOPICS

TOPIC NUMBER OF MENTIONS

- TRASH 39
- PERMIT 35
- BULK TRASH 28

These are the top monthly topics that website viewers request information on. These questions are assessed and updated weekly to help viewers find information with ease.

 **72.5% Resolution Rate**

70% is the standard resolution rate for questions answered correctly.

64
TOTAL REQUESTS

55
CLOSED REQUESTS

9
OPEN REQUESTS

70
NEW APP DOWNLOADS

4908
TOTAL APP DOWNLOADS



PRESS RELEASES

2

[Town of Prosper Commemorates 9/11 with Special Ceremony and Blood Drive on September 11](#)
[Prosper New Resident Mixer September 28 at Town Hall Offers a Warm Welcome to New Residents](#)

MEDIA COVERAGE 

1.76K

MEDIA MENTIONS

CAMPARISON
1.4K

TOP COVERAGE

[**Prosper media coverage for August 26 - September 1, 2023**](#)

[**Prosper media coverage for September 2 - September 8, 2023**](#)

[**Prosper media coverage for September 9 - September 15, 2023**](#)

[**Prosper media coverage for September 16 - September 22, 2023**](#)

[**Prosper News for September 23 - September 29, 2023**](#)



COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT **9**

- Freedom Fest - September 2
- Rockhill High School Homecoming Parade - September 6
- Discover Downtown Prosper: Paws on Broadway - September 9
- 9/11 Ceremony/Blood Drive - September 11
- Citizens Fire Academy - September 7
- Citizens Fire Academy - September 14
- Citizens Fire Academy - September 21
- Citizens Fire Academy - September 28
- New Resident Mixer - September 28

6

COMMUNITY ROOM MEETINGS

- Cockrell Elementary PTO
- Stone Creek HOA Meeting
- Prosper Historical Society
- Divine Women of God Study Group
- North Dallas RC Club
- Gentle Creek Estates HOA Meeting



WEBSITE PERFORMANCE

USER BREAKDOWN

77.4%

OF NEW USERS

23.6

RETURNING USERS

52.0%

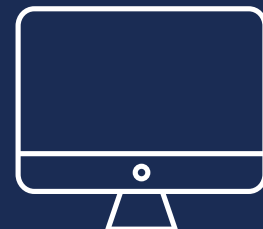
OF USERS ACCESS OUR WEBSITE USING A DESKTOP

48.0%

OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE

MOST VISITED PAGES

- [Town of Prosper – A Place Where Everyone Matters](#)
- [Library – Town of Prosper](#)
- [Prosper Police](#)
- [Employment](#)
- [Trash & Recycling – Town of Prosper](#)
- [Pay My Utility Bill – Town of Prosper](#)
- [Live Railroad Feed](#)
- [Building Inspections](#)
- [Building Inspections – Town of Prosper](#)
- [Utility Billing – Town of Prosper](#)



34,921

USERS

COMPARISON PERIOD **30,815**

1M 45S

AVG. SESSION DURATION

COMPARISON PERIOD **1M 30S**

60.05%

BOUNCE RATE

COMPARISON PERIOD NO **63.20%**

100,166

PAGEVIEWS

COMPARISON PERIOD **92,122**