

# Welcome to the July 9, 2024, Prosper Town Council Meeting

# Call to Order/Roll Call

# Invocation, Pledge of Allegiance, and Pledge to the Texas Flag

## Pledge to the Texas Flag

Honor the Texas flag; I pledge allegiance to thee,  
Texas, one state under God, one and indivisible.

# Announcements

# Presentations

## Agenda Item 1.

Recognize the Town Secretary's Office with the Texas Municipal Clerks Achievement of Excellence Award. (MLS)

## May be awarded every 2 years

- First awarded in 2022
- 1 of 47 awarded in 2024  
*(approximately 1225 Texas municipalities)*

## Must meet 9 of 12 standards

- Records Management
- Professional Development
- Government Transparency
- Elections
- Awards/Recognitions
- Public Information Act
- Open Meetings Act
- Board & Commissions
- Office Policies & Procedures
- Other Areas of Responsibilities
- Innovative/Streamline Projects
- Establish Department Training



# Consent Agenda

## Agenda Item 2.

Consider and act upon the minutes from the June 25, 2024, Town Council Work Session meeting. (MLS)



## Agenda Item 3.

Consider and act upon the minutes from the June 25, 2024 Town Council Regular meeting. (MLS)

## Agenda Item 4.

Consider and act upon authorizing the Town Manager to execute an Interlocal Agreement between the Town of Prosper and the City of Celina related to the median mowing and maintenance along Frontier Parkway. (DB)

## Agenda Item 5.

Consider and act upon authorizing the Town Manager to approve the purchase of a striping machine and various signs, markings materials, and supplies from Centerline Supply, Inc. in the amount of \$95,000. (CJ)

## Agenda Item 6.

Consider and act upon authorizing the Town Manager to execute Contract Amendment No. 2 to the Professional Engineering Services Agreement between Garver, LLC, and the Town of Prosper, Texas, related to land acquisition services for the Coleman Street from Gorgeous Road to Prosper Trail and Coleman Street from Prosper Trail to Talon Lane/Amberly Lane projects for \$257,250. (PA)

## LOCATION MAP



Coleman Street

Gorgeous Road to Prosper Trail / Prosper Trail to Talon Lane

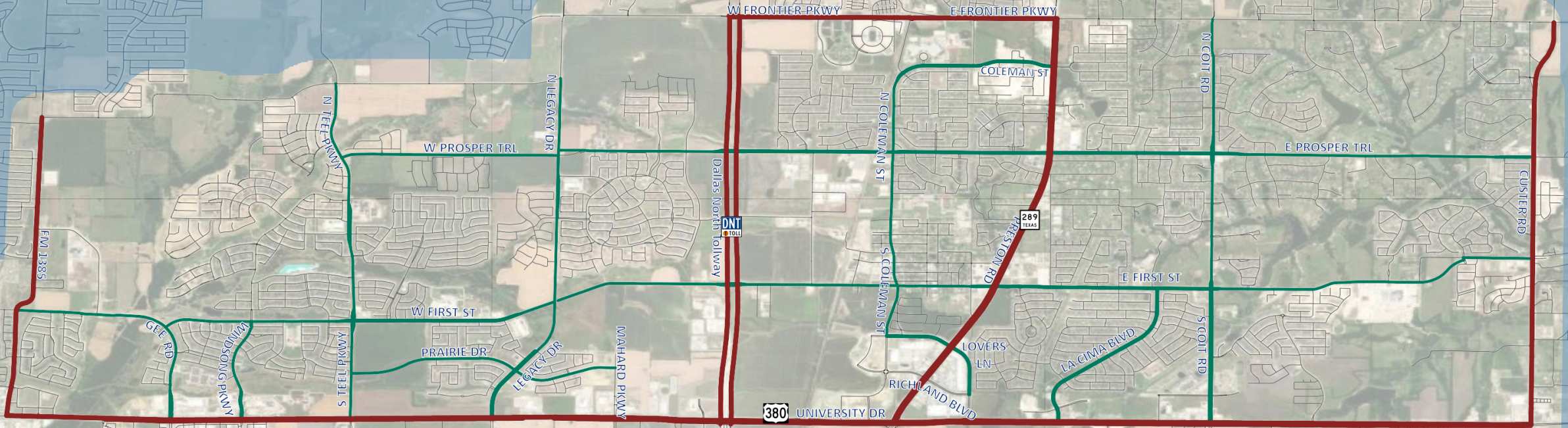


## Agenda Item 7.

Consider and act upon an ordinance amending Subsection (f) of Section 12.08.023, "Approved and Prohibited Truck Routes; Exemptions," of Article 12.08, "Truck Routes," of Chapter 12, "Traffic," of the Code of Ordinances. (HW)



# Updated Trucks Prohibited Routes



- No Truck Route
- Truck Route



Source: Data and GIS  
November 2023

DISCLAIMER: Any reliance on this map or information is AT YOUR OWN RISK. Prosper assumes no liability for any errors, omissions, or inaccuracies in the map or information regardless of the cause of such or for any decision made, action taken, or action not taken in reliance upon any maps or information provided herein. Prosper makes no warranty, representation, or guarantee of any kind regarding any maps or information provided herein or the sources of such maps or information and DISCLAIMS ALL REPRESENTATIONS AND WARRANTIES, EXPRESSED AND IMPLIED, including the implied warranties of merchantability and fitness for a particular purpose.

# Citizen Comments



## Regular Agenda

Pursuant to Section 551.007 of the Texas Government Code, individuals wishing to address the Council for items listed as public hearings will be recognized when the public hearing is opened.

## Agenda Item 8.

Receive an update on the Freedom Fest and Celebrate Prosper events. (DB)



**Freedom  
FEST 2024**

**LIVE IN CONCERT**

**COFFEY  
ANDERSON**  
\*\*\*\*\*  
COUNTRY MUSIC  
USA

**ADMISSION** **TICKETS ON SALE AUGUST 1<sup>ST</sup>**  
**[www.prospertx.gov](http://www.prospertx.gov)**  
GA ADMISSIONS ARE FREE  
REGISTRATION REQUIRED

**SATURDAY  
SEPT  
7**

 TOWN OF  
PROSPER  
**DOWNTOWN PROSPER  
ON BROADWAY**

# Freedom Fest Update

## New Venue

- Event Site on Broadway in Downtown
- Stage to be located at Broadway @ Main playing to the west

## Tickets

- Gen Admission Tickets are free - use ticketing system to reserve tickets and track attendance (maximum 5 per person)
- Reduced pricing for VIP (\$200 / ea in 2023) – waiting on Coffey Global proposal
- On sale August 1<sup>st</sup>
- Maximum attendance of 2000 per Public Safety's recommendations

# Freedom Fest Update

## Food and Beverage

- Proposing Downtown businesses to provide alcoholic beverages
- Proposing Downtown businesses to provide food
- Food trucks will also be onsite

## Shuttle Service from Reynolds Middle School

Town will provide Police, Fire, Site Operations (Parks), Traffic Control (Public Works), and Health Department food permitting

## Goals for Celebrate Prosper

- Continue to evolve
- Become Prosper's flagship event
- Be Prosper-centric
- Increase sponsorship
- Appeal to a larger audience
- Be a place where everyone matters





## Keep and Enhance

- Opportunities for Families with Children with Special Needs
- Local Non-Profit Exhibits
- Music / Entertainment
- Increased community interaction through additional volunteer opportunities



## Proposed Additions - Immediate

### Incorporate the New Resident Mixer

- The New Resident Mixer would happen annually at this event
- Town department representatives in attendance
- Elevated experience (department info, food truck coupons, Town swag, etc.)
- Over past 12 months, cost has been approximately \$100 / attendee





## Proposed Changes - Future

### Upgrade Entertainment / Music

- Book known / up and coming acts
- Battle of the Bands for local acts
- Include 'for-profit' vendors & exhibitors

### Do away with free barbecue / hot dogs / hamburgers

- Offer complimentary item (snow cones, ice cream) for Council / Resident interaction
- Offer Food Trucks – more food varieties (increasing demand from public)
- Current offering not scalable / sustainable



## Proposed Additions - Future

### Collaboration with Chamber of Commerce

- BBQ Competition / meal experience fund raiser
- Showcase new businesses

### Multicultural Component

- Art / Entertainment / Food

### Collaboration with Visual Arts Prosper

- Local Artist Show

### Extend Event Hours



## Proposed Additions - Future

Additions would be gradual

Take advantage of opportunities as they arise and make sense to incorporate



## Agenda Item 9.

Receive an update regarding the Downtown Advisory Committee.  
(RB)

## Downtown Advisory Committee

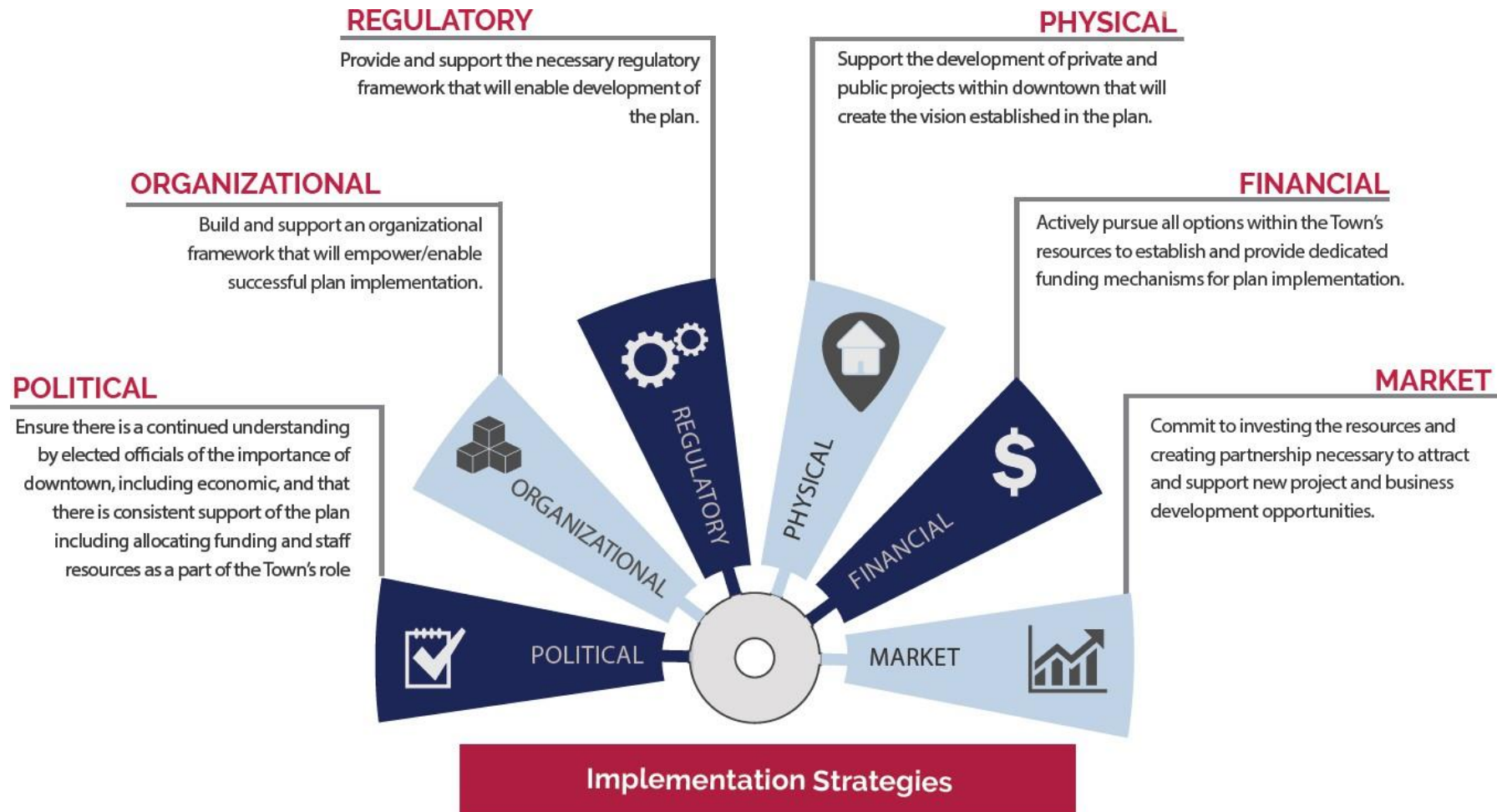
- Ad Hoc Committee
- 8 Residents, 3 Council Liaisons
- Meets 1<sup>st</sup> and 3<sup>rd</sup> Mondays

## DTAC Directive: Assist with the implementation of the Downtown Master Plan

- \$1,436,000 in Town and PEDC funding for Downtown improvement projects







## DTAC Alignment with Downtown Master Plan



## Alignment with Downtown Master Plan:

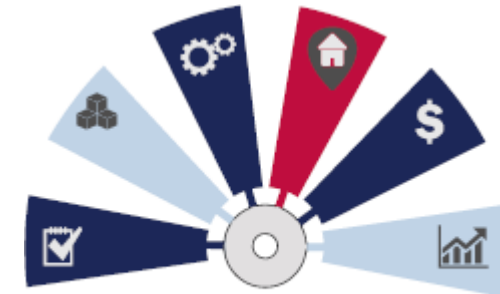
- Organizational – DTAC serves as part of the organizational framework for successful plan implementation



Recommendation	Priority	Cost	Sponsors
<b>Formalize stakeholder organizations.</b> Establish the structure for those that will have a key role in supporting and implementing the Master Plan, including the Downtown Business Alliance, PEDC, Chamber of Commerce, Citizen's Academy, and others if appropriate. Within each, identify the primary point of contact for all matters related to downtown and it's redevelopment.			Town Staff PEDC Prosper Chamber Business Alliance
<b>Identify clear roles.</b> Each key stakeholder organization should identify specific plan implementation actions that they have the resources and will commit to advancing. There may be multiple entities that support various actions. In this process, establish realistic milestones, identification of other support needed by the sponsor organization and where those resources may come from. Commit to collectively monitor implementation successes and areas that need additional support.			PEDC Prosper Chamber Business Alliance Town Staff

## Alignment with Downtown Master Plan:

- Physical – DTAC has already made several recommendations and completed projects using Town & EDC funds.



### PHYSICAL

Recommendation	Priority	Cost	Sponsors
<b>Parking strategy.</b> Develop a near- and long-term parking strategy for public, private, and shared facilities, including spaces on-street and in alleyways, that reflects current conditions and potential pressures from a more intense level of development, increase in residences, and potential for destination uses.	!!!	\$	Town Staff Residents Town Council
<b>Branding.</b> Engage a branding specialist to assist in developing the downtown “look and feel” that should be used in signage and wayfinding, gateways, streetscape furnishings, lighting, temporary signage such as for special events, and other features to compliment the overall aesthetic and define the downtown area. This theme should also be integrated into marketing and promotional material used for downtown.	!!	\$	Town Staff Business Alliance PEDC Town Council
<b>Furnishings plan.</b> Develop a detailed street furnishings plan and budget to expand on what has already been installed and supporting the theme identified above. Ensure there are sufficient trash, recycling, seating, bike racks, and other furnishings to support the build-out of downtown. These program specifications may be used by the Town or developers as projects make right-of-way improvements.	!!	\$\$	Town Staff Business Alliance Town Council



## Alignment with Downtown Master Plan:

- Financial – the Town and EDC together have allocated \$1.436 million toward downtown improvements, and charged the DTAC with making recommendations for these funds



**Focus existing resources.** To realize this ambitious vision, existing resources need to be promoted and leveraged, including those that are available through the NEZ, the HOT Tax. The PEDC can consider contributing to the public realm investments in the plan by utilizing the Type B funding authorities that it established in its recent Charter change. Streetscaping investments and other downtown public realm improvements can be intentionally prioritized in the Town's capital improvement program over the next five to ten years.



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PEDC  
Prosper Chamber  
Town Staff  
Town Council

# Alignment with Downtown Master Plan:

- Market – the DTAC spearheaded the Downtown Logo Competition to create a unique brand for downtown. The monumentation project will help establish downtown as a destination.



**Branding.** Develop the downtown “brand” further, so that it is clear and easy to utilize in promoting the downtown area to developers, investors, visitors, and residents.



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Town Council

**Geographic phasing.** Choose a subarea of one or two blocks within the downtown area for an initial focus, completing all development and public realm improvements in that area. Establishing that vibrant place will establish momentum, and demonstrate what is envisioned, which in turn lowers hurdles and reduces the development risk for subsequent development.



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Town Council  
Town Staff

## Downtown Improvement Projects

Downtown Advisory Committee (DTAC) Recommendations for Downtown Improvements					
Town of Prosper Contribution	\$500,000				
Prosper EDC Contribution	\$500,000				
Additional Capital Dedicated Funds	\$436,000				
Total:	\$1,436,000				
<div> <div></div> = Complete           <div></div> = DTAC Approved, In Progress           <div></div> = Not Pursuing At This Time           <div></div> = Awaiting Cost Estimate         </div>					
Projects for Consideration - Working Copy	Cost	Timeline for Completion	Staff Assigned	Notes	Priority Level
<b>Lighting</b>					
Tree Lights, Wrapped, Year-Round, Broadway	\$20,000	Spring 2024	Dan Baker	Estimate is for year-round tree lighting on 67 trees on Broadway and Main; lights are removed twice per year for maintenance	Complete
Electricity (install outlets on poles along Main)	\$500	Spring 2024	Dan Baker	Public Works will complete this project in-house	Complete
Electricity (connect power to tree wells along Main; wrapped tree lights along Main)	\$128,200	Summer 2024	Dan Baker	Estimate for materials and labor to provide electricity, outlets, tree grates and uplighting to tree wells on Main Street.	In Progress
Additional lighting along walkway from TH to Broadway	\$1,000	Spring 2024	Robert Cook	Pursuing options & cost estimates for increased lighting	In Progress
Lighting of Silos	\$225,000		Chuck Ewings	\$225,000 for uplighting; additional options to be presented at a future meeting	
Silo prep & paint (3)	\$240,000		Chuck Ewings	Silos are structurally sound; estimate for prep and paint is \$80,000 each	

## Completed

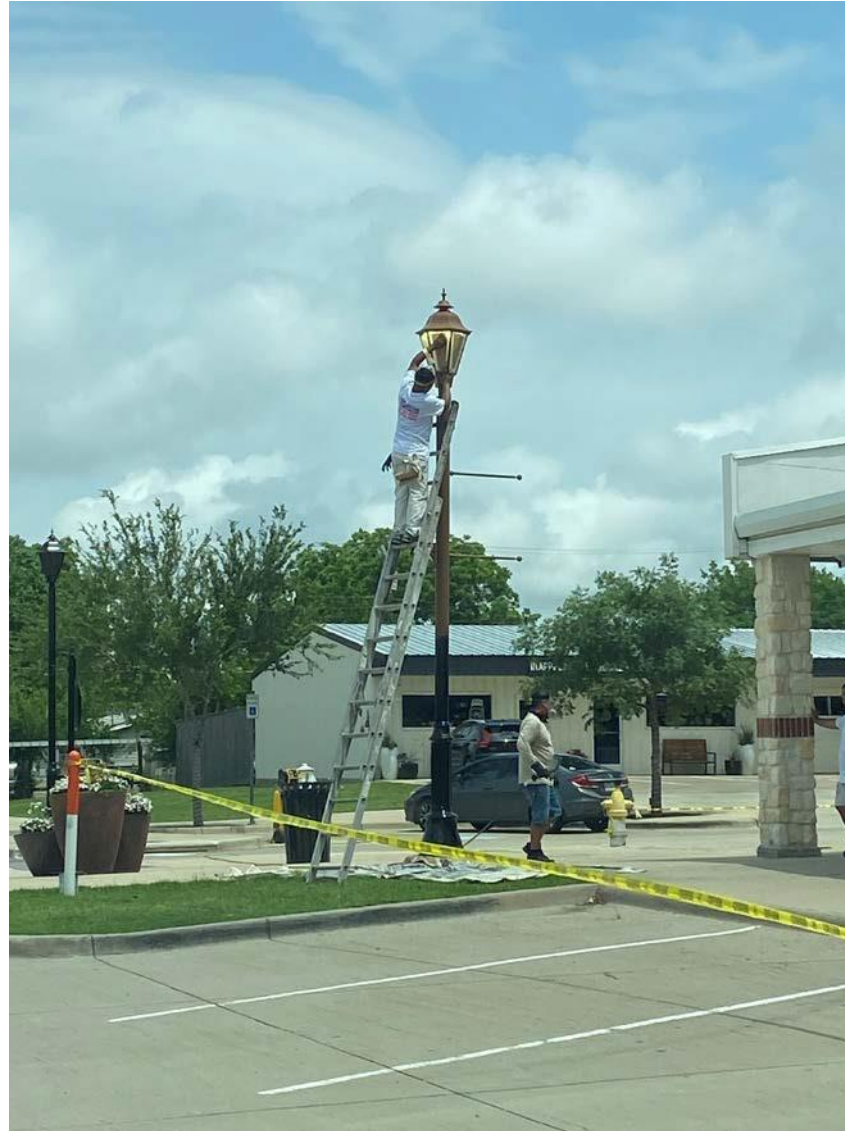
- Year-Round Wrapped Tree Lights on Broadway
- Electrical outlets on light poles along Main Street





## Completed

- Repaint Light and Sign Poles





## Completed

- Trash Receptacles
- Benches, initial installation





## Completed

- Additional disabled parking
- Public Parking Banners and Pole Signs



## Completed

- Downtown Logo Competition



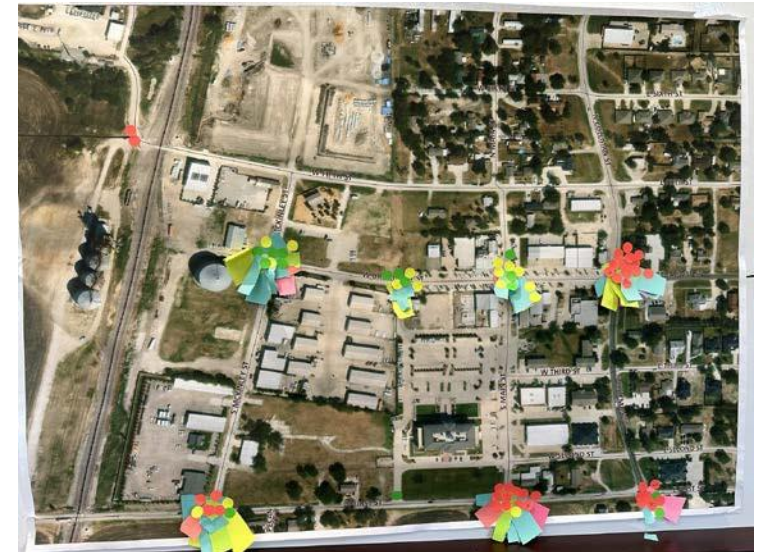
Downtown  
PROSPER

A stylized graphic of a water tower with a grey body and a dark grey conical roof. A white ladder is visible on the right side of the tower.



## In Progress

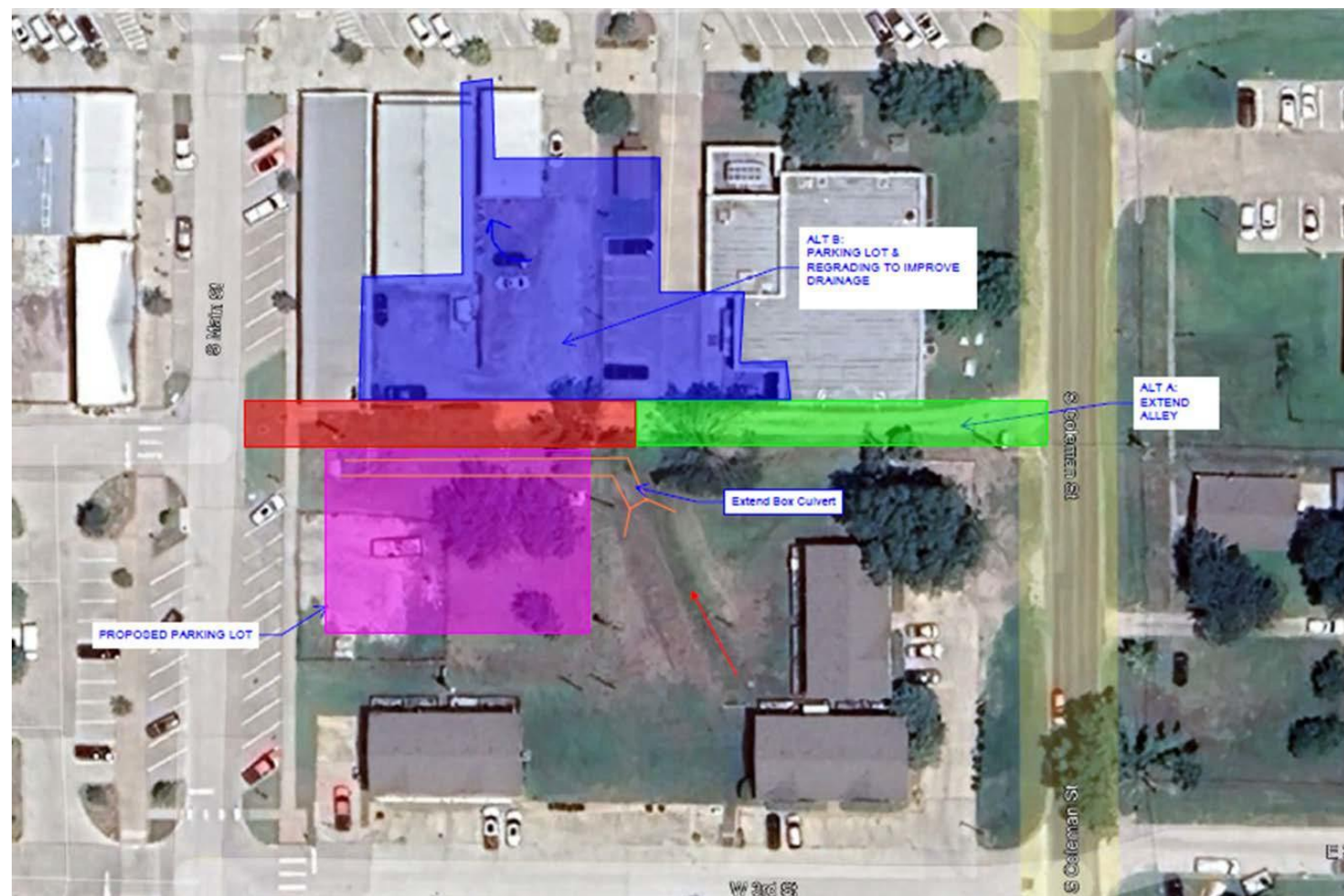
- Downtown Monumentation





## In Progress

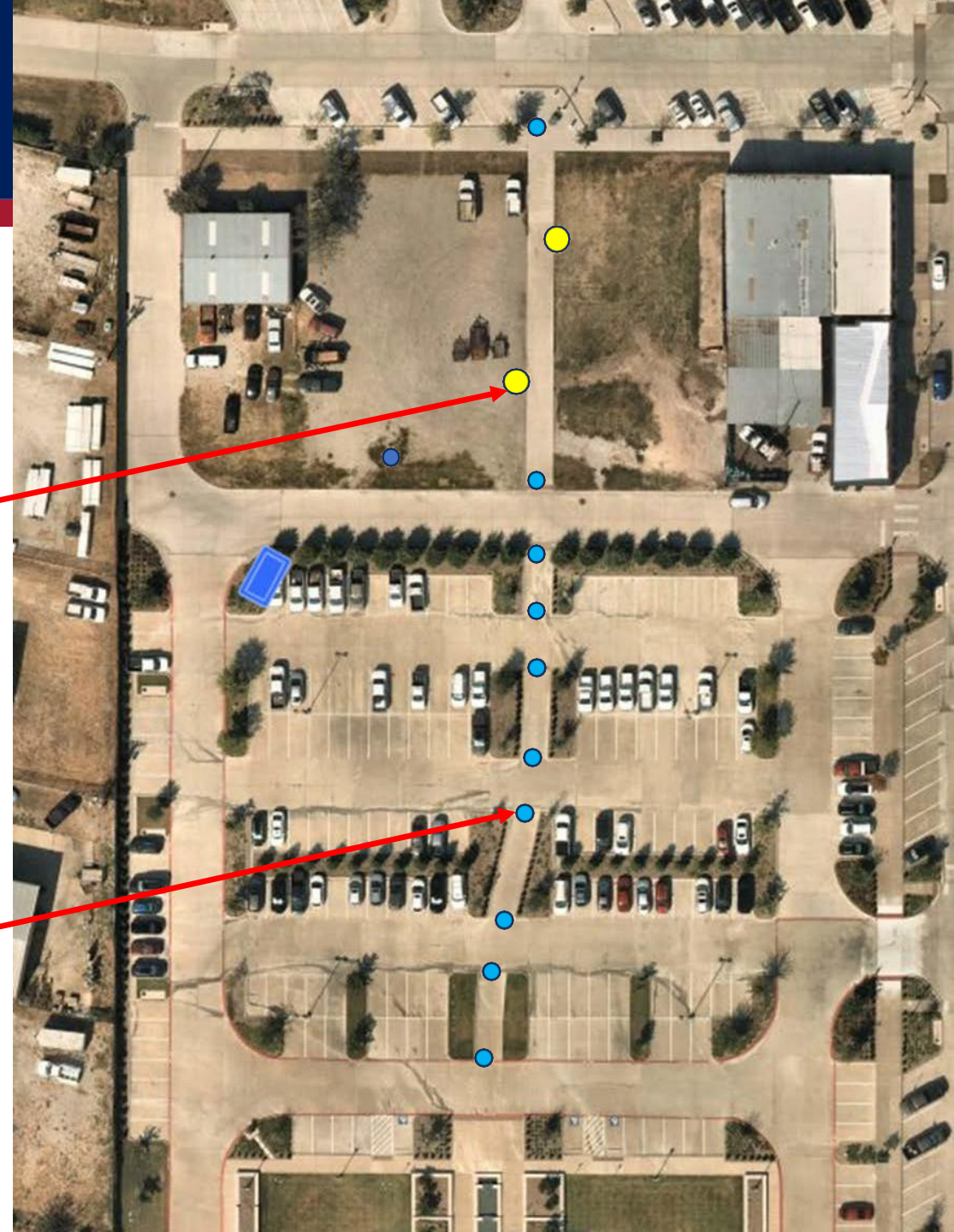
- Paving on lot and alley behind PEDC





## In Progress

- Lighted Bollards in Town Hall parking lot and walkway
- Outdoor wireless sound system
- Additional Benches



## **Pending/Under Consideration**

- Lighting of Silos
- Downtown Plaza/Open Space
- Historical Markers project with Prosper Historical Society
- Wayfinding signage
- Refinish concrete walkway from Town Hall to Broadway
- Marketing and Brand Guide



## **Next Steps for Town Council Consideration**

- Continue as Ad-Hoc or Standing Committee
- Expand scope to other areas of Downtown Master Plan
- Additional funding for FY 2024-2025

## Agenda Item 10.

Discuss and consider Town Council Subcommittee reports. (DFB)

Possibly direct Town Staff to schedule topic(s) for discussion at a future meeting.

## Executive Session

Section 551.087 – To discuss and consider economic development incentives and all matters incident and related thereto.

Section 551.072 – To discuss and consider the purchase, exchange, lease, or value of real property for municipal purposes and all matters incident and related thereto.

Section 551.074 – To discuss and consider personnel matters and all matters incident and related thereto.

Section 5510.071 – To consult with the Town Attorney regarding legal issues associated with code enforcement activities and substandard structures, and all matters incident and related thereto.

The Town Council will reconvene after Executive Session.

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



# Adjourn