



Prosper is a place where everyone matters.

Minutes
Community Engagement Committee
Wednesday, April 6, 2022 - 6:00 p.m.

1. Call to Order/Roll Call

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

Committee Members Present:

Rodolfo Sierra, Chair
Christine Strobush, Vice-Chair
James Creedon
Brent Kirby
Grant Mendeljian
Maona Ngwira
Shy Tottress
Chris Wardlaw

Committee Members Absent:

Josh Carson
Kim Loveland

Councilmembers Present:

Councilmember Marcus Ray

Councilmembers Absent:

Councilmember Amy Bartley
Councilmember Jeff Hodges

Staff Members Present:

Robyn Battle, Executive Director of Community Services
Haley Alsabrook, Community Engagement Specialist

2. Approve Minutes from March 2, 2022 [Decide]

Rodolfo Sierra made a motion and Grant Mendeljian seconded the motion to approve the minutes from March 2, 2022. The motion was approved.

3. CEC Work Plan/Activity Schedule [Discuss]

The idea of developing a work plan or activity schedule was presented at the March 2, 2022 meeting. The consensus of the group was to divide events and tasks by the seasons: Spring, Summer, Fall, and Winter. Outlier tasks and events include the "CEC Top 3," engagement measuring, HOA Presidents Meeting, New Resident Letter, and an annual review of the communication plan. The group

proposed having at least one representative at the quarterly HOA Presidents meetings on a rotating basis.

Christine Strobush will draft a work plan and activity schedule and present at the May 2022 meeting.

4. Committee Attendance [Discuss]

Committee members agreed that active members should reach out to the nonactive members to check in and make sure they are doing okay. The issue will be escalated if no response is received. Rodolfo Sierra will draft and send a message to all Committee members of attendance and involvement expectations.

5. CEC Video Series [Discuss/Decide]

All videos have been filmed and are ready for publishing. The Committee members agreed to posting once a month. Members who do not have a video or are not comfortable being in front of the camera can choose to introduce the group at Town events.

6. New Resident Letter [Discuss/Decide]

Rodolfo Sierra drafted the New Resident Letter. Positive feedback was received after the drafted letter was read out loud. The Committee agreed that the New Resident Mixer invitation should be a small card placed within the New Resident Letter, allowing for the letter to remain identical each quarter. The letter will be sent to the residents via direct mail over the new customer packets because it would need to be a generic, non-personalized letter. Committee members will upload their signatures, updated bi-annually, into a digital format.

Haley Alsabrook will find vendor options for printing bi-fold cards.

7. New Resident Mixer [Discuss]

Council approved the proposed New Resident Mixer details presented. The group can proceed with planning the first mixer, aiming to hold the first one on a weeknight in September 2022.

Brent Kirby will email the event idea notes he took during the March 2022 meeting to the group.

8. Discussion of Recent and Future Events [Inform/Discuss]

US Highway 380 Public Meeting

9. CEC "Top 3" [Discuss/Decide]

This month's CEC Top 3:

- US Highway 380 Bypass Opposition

10. Future Agenda Items [Discuss]

- New Resident Mixer
- CEC Workplan/Activity Schedule
- Communication Plan Expansion

11. Adjourn

The meeting was adjourned at 7:33 p.m. on Wednesday, April 6, 2022.



Rodolfo Sierra, Committee Chair



Haley Alsbrook, Community Engagement Specialist