



*Prosper is a place where everyone matters.*

**Minutes**  
**Community Engagement Committee**  
Wednesday, May 4, 2022

**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  
Josh Carson  
James Creedon  
Brent Kirby  
Grant Mendeljian  
Maona Ngwira  
Chris Wardlaw

**Committee Members Absent:**

Kim Loveland  
Shy Tottress

**Councilmembers Present:**

Councilmember Marcus Ray

**Councilmembers Absent:**

Councilmember Amy Bartley  
Councilmember Jeff Hodges

**Staff Members Present:**

Haley Alsbroom, Community Engagement Specialist

**2. Approve Minutes from April 6, 2022 [Decide]**

Rodolfo Sierra made a motion and Chris Wardlaw seconded the motion to approve the minutes from April 6, 2022. The motion was approved.

**3. New Resident Mixer [Discuss]**

Brent Kirby reviewed the notes taken and sent to the group after the April meeting. The group presented additional options that they would like included at the event. A proposed engagement tactic includes having a photo wall or station that is branded with the Town logo. Core nonprofits located in and around the Town of Prosper and the Town's water and trash service providers will be invited for awareness and education. In addition to previously noted Prosper Police

Department representation and vehicle presence, the group would like to have the armored police truck. The group would like to uncover where people are moving from. Potentially gathering information at the biannual mixers.

The Committee members agreed that next steps include passing of the proposed event details to the designated Town staff members.

#### **4. New Resident Letter [Discuss]**

Haley Alsabrook presented the graphic created for the New Resident Letter and provided an update on the printing vendor. This graphic will be placed on the front of a 5x7 bi-fold card. The general consensus was to crop the image to avoid excess land space, as it does not represent the Town of Prosper in its current state.

Rodolfo Sierra updated the group on the letter's status. The letter is almost ready and lacks slight verbiage adjustments.

A motion to approve the graphic and letter was approved and amended to include the following details. The cut off for the first round of letters will be January 1, 2022, and going forward there will be a six month cap. The group will aim to send out the letter six months prior to the new resident mixer. For example, the spring mixer will include residents who moved to Town between July and December. The group will finalize the letter by the June meeting and will work on digitizing member signatures. New residents who moved between January – August will receive an invite for the September New Resident Mixer.

After the initial letter and invite are sent out, the process for mailing letters and invites will be adjusted. The letter will be sent monthly and the invite will be mailed 30 days in advance of the event. The letter will have a note discussing that an invite to the biannual mixer will be sent closer to the event.

Haley and Robyn Battle will verify if a copyright note needs to be added to or near the graphic. They will also get the number of new residents from January 1, 2022 – current and dating back to the start of the pandemic in March 2020. Christine Strobush will create a calendar of action items. The only open item is approving the final letter.

#### **5. CEC Work Plan/Activity Schedule [Discuss/Decide]**

Haley Alsabrook provided an update on the HOA Presidents Meeting and recapped the update in communications, reminding the members that they are now receiving emails sent to the HOA board members, including an invite to the quarterly HOA Presidents Meeting.

Christine Strobush presented the drafted social calendar. In addition to the adjustments presented in item 4, the State of Community date will be adjusted and Boots on Broadway will be added.

The general consensus of the group is to update the social calendar before each meeting from the Town's event calendar to determine events that need to be

added and which events should be focused on. The group decided to focus on Boots on Broadway and Fun in the Sun.

**6. Communication Plan Expansion [Discuss]**

This item was deferred to the June 2022 meeting.

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

This item was partially discussed item 5. The group discussed the outcome of the US 380 Bypass Opposition and next steps. When more information is made available, communication will be sent to the Committee.

**8. CEC "Top 3" [Discuss/Decide]**

This month's CEC Top 3:

- Status update of US Highway 380 Bypass Opposition
- Voting
- Update on Town Hall's Honor Wall
- Social calendar

**9. Future Agenda Items [Discuss]**

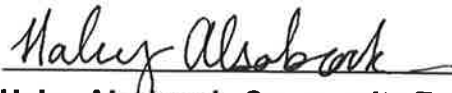
- New Resident Mixer
- New Resident Letter
- Communication Plan Expansion

**10. Adjourn**

The meeting was adjourned at 7:41 p.m. on Wednesday, May 4, 2022.



**Rodolfo Sierra, Committee Chair**



**Haley Alsbrook, Community Engagement Specialist**