



Prosper is a place where everyone matters.

Minutes
Community Engagement Committee
Council Chambers
Prosper Town Hall
250 W. First Street, Prosper, TX 75078
Wednesday, September 1, 2021

1. Call to Order/Roll Call.

The meeting was called to order at 6:07 p.m.

Committee Members Present:

Rodolfo Sierra, Chair
Christine Strobush, Vice-Chair
Damon Jackson
Josh Carson
Shy Tottress
Sekou Harris

Committee Members Absent:

D'Oyle Clark
Brent Kirby
Maona Ngwira
Kim Loveland
Grant Mendeljian

Councilmembers Absent:

Councilmember Marcus Ray
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 August 4, 2021 (RB) [Decide]

Rodolfo Sierra made a motion and Damon Jackson seconded the motion to approve the minutes from August 4, 2021. The motion was approved by a vote of 6-0.

3. 2021 Event Calendar (Shy Tottress) [Inform/Discuss]

Shy Tottress updated the Committee on the events calendar. An Outlook calendar has been incorporated into the events calendar and Committee members can now enter events.

4. Review Community Coverage Plan (Brent Kirby) [Inform/Discuss/Decide]

The Committee reviewed the map and coverage as previously presented by Brent Kirby. Christine Strobush made a motion and Damon Jackson seconded the motion to approve the most recent version of the Community Coverage map. The motion was approved by a vote of 6-0.

The Committee discussed expectations for contacting community members, and what should be communicated. Generally, Committee members will introduce themselves to their assigned neighborhoods and begin to establish relationships. Robyn Battle will provide Committee members with contact information for the Town's HOAs.

Christine Strobush made a motion and Damon Jackson seconded the motion requesting Committee members to make contact with their assigned HOAs by September 22. The motion was approved by a vote of 6-0.

5. QR Handout & Promotional Items (Kimberly Loveland) [Inform/Discuss]

The Committee reviewed the business card and flyer presented previously by Kim Loveland. Christine Strobush made a motion and Josh Carson seconded the motion to approve the printing of business cards and a flyer for distribution at the September 25 Celebrate Prosper event. The motion was approved by a vote of 6-0.

6. Continue Discussion of CEC Vision and Outcomes (Rodolfo Sierra) [Inform/Discuss]

The Committee discussed various measures of success for the CEC, particularly with regard to the Celebrate Prosper event. The Committee agreed to review the impact of website traffic, hits to the QR code, and social media analytics to determine the success of outreach efforts at the September 25 event.

Additionally, the Committee discussed the purpose and intent of the Committee, which includes seeking information, ideas, and feedback from a broad group of Town residents. A communication infrastructure needs to be developed in order to achieve that. The CEC should serve as a two-way conduit for communication between the Town and residents. The Committee discussed the importance of making sure everyone in the community is included and supported.

7. Update on CEC Video (Christine Strobush) [Discuss/Decide]

The first two CEC videos will be released prior to the September 25 Celebrate Prosper event. Follow-up testimonial videos and the "Start, Stop, Keep" video will be released later this fall.

The Committee discussed updating the CEC web page in advance of the September 25 event. Robyn Battle will work with Haley Alsbrook to add some additional links and information. Town staff will also create a dedicated email address for the CEC which will be forwarded to Rodolfo Sierra and Robyn Battle.

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

The Celebrate Prosper event will be held on Saturday, September 25, 2021, from 5:00-9:00 p.m. The CEC will have a table/booth at the event. The Committee decided to hold

a special meeting at 6:00 p.m. on September 22 via Teams to discuss last-minute preparations.

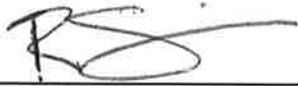
9. Discuss Future Agenda Items [Discuss]

- Celebrate Prosper Debrief
- DNT Design Guidelines

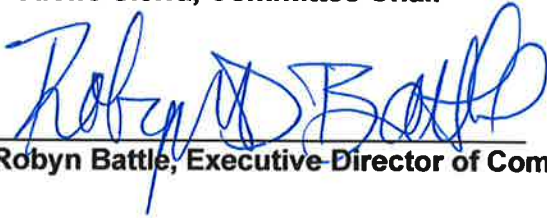
10. Adjourn

The meeting was adjourned at 7:25 p.m. on Wednesday, September 1, 2021.

These minutes were approved on Wednesday, October 6, 2021.



Rodolfo Sierra, Committee Chair



Robyn Battle, Executive Director of Community Services