



*Prosper is a place where everyone matters.*

**Minutes**  
**Community Engagement Committee**  
Executive Conference Room  
Prosper Town Hall  
250 W. First Street, Prosper, TX 75078  
Wednesday, November 3, 2021

**1. Call to Order/Roll Call.**

The meeting was called to order at 6:02 p.m.

**Committee Members Present:**

Rodolfo Sierra, Chair  
Christine Strobush, Vice-Chair  
Josh Carson  
Brent Kirby  
Kim Loveland  
Maona Ngwira

**Committee Members Absent:**

Shy Tottress  
Grant Mendeljian  
James Creedon  
Ashleigh Hughes

**Councilmembers Present:**

Councilmember Amy Bartley  
Councilmember Jeff Hodges

**Councilmembers Absent:**

Councilmember Marcus Ray

**Staff Members Present:**

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

**2. Approve Minutes from October 6, 2021 (RB) [Decide]**

Rodolfo Sierra made a motion and Josh Carson seconded the motion to approved the minutes from October 6, 2021. The motion was approved unanimously.

**3. CEC Video Project Update (CS) [Discuss/Decide]**

Christine Strobush updated the Committee on the CEC video project. Several members still need to complete their individual videos. Christine will email the Committee members to schedule a time for video sessions with Tim Urban, preferably on December 1, if Tim is available. Robyn will follow up with Tim.

**4. Communications & Community Engagement Plan (RB) [Inform/Discuss]**

The Committee discussed expanding the Ambassador Program to include community organizations and other groups. When discussing communication efforts, it was noted that the Monthly Development Report and the CIP Dashboard are difficult to locate on the website.

The Committee devised a strategy to come up with a "Top 3" discussion points to talk about with HOAs and residents each month. For December, the group decided to focus on the Christmas Festival, the CIP Dashboard, and the Strategic Planning Dashboard.

Robyn Battle requested the Committee review the draft Communications & Community Engagement Plan and provide any feedback by December 1. The updated three-year plan will be completed by the end of the year.

**5. Christmas Festival Preparations (RS) [Discuss/Decide]**

CEC members are invited to spend time at the Council booth at the Prosper Christmas Festival to visit with residents and answer questions. Committee members will share information within their own networks to promote the festival and the Light the Night Christmas decorating contest.

**6. Update on CEC contact with assigned HOAs/neighborhoods (CS)**

Members discussed strategies for communicating with their assigned neighborhoods. It has been difficult to connect with neighborhoods that do not have HOA contacts. Rodolfo noted that he has had success using social media to direct residents to information resources. Kim suggested creating a resources page on the CEC shared folder that all committees can access and edit. The group agreed to continue this discussion at the next meeting.

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

- Prosper Tree Tour is November 4
- Prosper Christmas Festival is December 4

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

- CEC Top 3
- HOA Success
- Communications & Community Engagement Plan Feedback
- Expanding the Ambassador Program to Community Organizations
- How do we measure success?
- New resident letter
- New resident mixer

**9. Adjourn**

The meeting was adjourned at 7:35 p.m. on Wednesday, November 3, 2021.

These minutes were approved on Wednesday, December 1, 2021.



**Rodolfo Sierra, Committee Chair**



**Robyn Battle, Executive Director of Community Services**