



*Prosper is a place where everyone matters.*

**Minutes**  
**Community Engagement Committee**  
Community Room  
Prosper Town Hall  
250 W. First Street, Prosper, TX 75078  
Wednesday, December 1, 2021

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

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

**Committee Members Present:**

Rodolfo Sierra, Chair  
Christine Strobush, Vice-Chair  
Josh Carson  
Brent Kirby  
Kim Loveland  
Maona Ngwira  
Shy Tottress  
Grant Mendeljian  
James Creedon

**Committee Members Absent:**

Ashleigh Hughes

**Councilmembers Present:**

Councilmember Marcus Ray  
Councilmember Jeff Hodges

**Councilmembers Absent:**

Councilmember Amy Bartley

**Staff Members Present:**

Robyn Battle, Executive Director of Community Services

**2. Approve Minutes from November 3, 2021 (RB) [Decide]**

Josh Carson made a motion and Brent Kirby seconded the motion to approve the minutes from November 3, 2021. The motion was approved unanimously.

**3. Logo and Rebranding Project (RB) [Inform/Discuss/Decide]**

Robyn Battle briefed the Committee on the logo and rebranding project the Town Council is considering. The Council has requested the Committee review the proposal and make a recommendation. Ms. Battle reviewed the current logos and graphics used by the Town, which lack an overall consistency. The Prosper EDC and Library both have adopted new logos over the past couple of years, which has caused the Council to

re-evaluate whether they would be in favor of also revising the current Town logo as well.

Ms. Battle reviewed current landmarks and hard assets within Prosper, including the Downtown Monument, Gateway Monument, monument signs at key intersections, street signs, and water towers to demonstrate all of the different ways the Town is branded in the community. The Committee was presented with four options for updating the logo:

- Option 1: Keep log as is, no change
- Option 2: Create a Town variation of the EDC & Library logo
- Option 3: Redesign/refresh existing logo (new color palette, updated font, cleaner graphics)
- Option 4: Redesign a completely new logo with a full public input process

The Committee discussed the options at length. Discussion points included the lack of a consistent brand, a desire to modernize the logo, but keep key elements, and whether the benefit of a new logo was worth the \$300,000 estimate to rebrand the Town's assets. Most agreed that some sort of logo and branding consistency is important; however, there was a lack of consensus on which option to pursue. The Committee opted to continue to gather feedback from members and continue the discussion at the January meeting. James Creedon volunteered to contact individual members over the next month, compile their feedback, and present his findings at the January 5, 2022, CEC meeting, at which time the CEC will be prepared to make a recommendation.

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

Christine Strobush recommended scheduling one more video session on January 5, and asked all remaining members to commit to filming their portion of the video at that time.

**5. Feedback on Communications & Community Engagement Plan (RB) [Inform/Discuss]**

Robyn Battle asked for any final recommendations on the Communications and Community Engagement Plan, which will be finalized by the end of the year.

**6. Christmas Festival Attendance (RS) [Discuss/Decide]**

Members were asked to sign up to be present at the Council booth at the Christmas Festival on December 4. Robyn Battle will provide name badges. Members will be asked to provide feedback on the Festival at the January 5 CEC meeting.

**7. Update on CEC contact with assigned HOAs/neighborhoods (CS) [Inform/Discuss]**

Members continue to make progress connecting with HOAs. Some are having difficulty connecting with neighborhoods that do not have an HOA. The Committee discussed handing out business cards during discussions with residents and HOAs. Robyn Battle will reprint the QR code business cards when the current stock runs out.

**8. CEC Resource Folder [Inform/Discuss] (RB)**

The CEC now has a Resource link available on the shared drive. Members may add links or other resources at their discretion.

**9. CEC New Resident Letter [Inform/Discuss/Decide] (RB)**

Robyn Battle confirmed that letters may be mailed to new residents, as long as they are mailed from the Town and individual addresses are not released to the public. Josh Carson volunteered to draft a letter from the CEC for review at the January meeting.

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

The Committee discussed their participation at the upcoming Christmas Festival on December 4, and the Board & Commission Reception on December 9.

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

This month's CEC TOP 3:

- Prosper Christmas Festival
- Light the Night Contest
- myProsper Mobile App

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

- Logo & Rebranding Project
- New resident letter
- Finish CEC videos
- Feedback on Christmas Festival
- New resident mixer

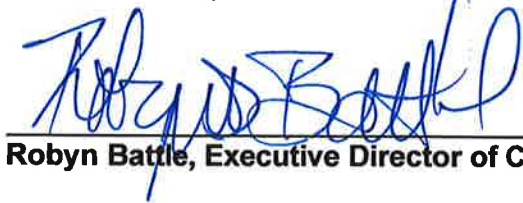
**13. Adjourn**

The meeting was adjourned at 7:31 p.m. on Wednesday, December 1, 2021.

These minutes were approved on Wednesday, January 5, 2022.



**Rodolfo Sierra, Committee Chair**



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