



*Prosper is a place where everyone matters.*

**Minutes**  
**Community Engagement Committee**  
Wednesday, February 2, 2022

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

The meeting was called to order at 6:09 p.m.

**Committee Members Present:**

Rodolfo Sierra, Chair  
Christine Strobush, Vice-Chair  
Josh Carson  
Grant Mendeljian  
Maona Ngwira  
Shy Tottress

**Committee Members Absent:**

James Creedon  
Ashleigh Hughes  
Brent Kirby  
Kim Loveland

**Councilmembers Present:**

Councilmember Amy Bartley  
Councilmember Marcus Ray

**Councilmembers Absent:**

Councilmember Jeff Hodges

**Staff Members Present:**

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

**2. Approve Minutes from December 1, 2021 [Decide]**

Josh Carson made a motion and Grant Mendeljian seconded the motion to approve the minutes from December 1, 2022. The motion was approved.

**3. Logo and Rebranding Project [Discuss/Decide]**

The consensus of the Committee is that it is appropriate to allocate Town resources on a modernized, updated Town logo and develop branding and design standards for the consistent use of the logo. The members recommend introducing the updated logo in stages: digital assets first, then create a plan to rebrand the

Town's remaining assets over the next 2-3 fiscal years. The CEC recommendation will be presented to the Town Council at a future meeting.

**4. Christmas Festival Feedback [Discuss/Decide]**

The Committee discussed their perceptions of the 2021 Christmas Festival. The consensus was the festival was a great, positive experience. General comments on opportunities for improvement included: long lines, limited vendors and food trucks, improved lighting for parking, and an opportunity for downtown collaboration on additional Christmas decorations. Other recommendations included better advertisement for the Christmas parade, a bigger Christmas Tree, and the addition of carolers. They also recommended adding activities for the grassy area along First Street south of Town Hall.

**5. New Resident Letter [Inform/Discuss/Decide]**

The drafted new resident letter is still in development and will be sent later for Committee review. Members will aim for letter approval at the March 2, 2022, meeting.

Robyn recommended creating a Community Engagement Committee letterhead and to mail the letter monthly. Christine recommended distributing the letter to new Town residents, dating back to January 1, 2022.

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

The Committee discussed various components of the mixer. Items discussed included location, timing, and components. It was suggested to think about the audience and timing when finalizing details.

Committee members agreed that next steps include (1) drafting the proposal and (2) getting input and approval from Committee members.

**7. Expanding the Ambassador Program to Community Organizations [Discuss]**

Committee members agreed that the focus should remain on establishing relationships with the residents and defer expanding the ambassador program.

Rodolfo recommended deferring until the April meeting. The Committee unanimously agreed.

**8. How do we measure success? [Discuss]**

The Committee agreed that measurement is dependent on the event and program.

The Committee questioned why the Prosper Fishing Derby is held in February. Believe the weather could impact attendance. Robyn Battle will speak with Parks and Recreation staff to see why it is held in February and not in Spring.

The Committee discussed the upcoming events:

- Fishing Derby: February 19
- Mayor's Fitness Challenge: Now – April 18
- New Resident Mixer: April

Christine recommended finding ways to give the HOA connections best practices for connecting with residents.

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

This item was discussed in connection with item eight (8).

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

This month's CEC Top 3:

- Prosper Fishing Derby
- Mayor Fitness Challenge
- New Resident Mixer

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

This item was not discussed.

**12. Adjourn**

The meeting was adjourned at 7:33 p.m. on Wednesday, February 2, 2022.



**Rodolfo Sierra, Committee Chair**



**Haley Alsbrook, Community Engagement Specialist**