



MINUTES

Mayor's Youth Advisory Council
Prosper Town Hall, Executive Conference Room
250 W. First Street, Prosper, Texas
Wednesday, March 27, 2024
5:30 PM

1. Call to Order / Roll Call (WH)

MYAC Members Present:

Akhil Kotturi
Andrew William Beitel
Anna Williams
Jacob Sentlingar
Julia Fahrenthold
Mackenzie Kingston, Vice Chair
Maryn Shellberg
Remi Richardson
Rithika Chakrapani
Ryan Church
Rylee Sorensen
Shivani Ainampudi
William He, Chair

MYAC Members Absent:

Yolandie Venter
Dallin Melvin Hansen

Councilmembers Present:

Mayor David Bristol

Staff Members Present:

Robyn Battle, Executive Director
Todd Rice, Communications & Media Relations Manager
Devon Jett, Community Engagement Coordinator

2. Discuss Prosper Ladies Association Volunteer Opportunity, Kerri Zimmerman & Lori Puckett. (KZ/LP)

Members of Prosper Ladies Association (PLA), Kerri Zimmerman and Lori Puckett, came to speak about the organization and volunteer opportunities. Their organization supports the Summer Lunch Program for free and reduced lunch students, mentors Prosper Young Ladies Association (PYLA), runs scholarships for the town mostly through Prosper Education Foundation, and partners with nonprofit organizations around town. The MYAC was invited to volunteer for the Fire Department and Police Department Banquets.

3. Hot Topics with Mayor David Bristol. (DB)

The Mayor began by asking for feedback regarding hot topics that may have arisen since the February 28 meeting. Mackenzie Kingston brought up the Hope Walk, creating a discussion

as to why mental health is a current issue for teenagers. The main belief of the council was that there is more awareness now of mental health issues, and the pressure created by schools and technology has caused damaging isolation for teens. Elections and voting were another topic brought up by the council due to the impending May elections, and Mayor Bristol shared the figures of registered voters who participated in the recent national primaries in Texas.

The Mayor then began his presentation on Hot Topics for March, which included:

- The Mayor's Fitness Challenge: A challenge for residents to track minutes of exercise to win prizes as an effort to encourage physical activity in adults.
- The Journey Of 1000 Miles: A city-wide competition against Little Elm.
- The New Resident Mixer: The Community Engagement Committee's event to welcome new residents.
- Spring Cleanup: A chance for residents to discard spring cleaning items on April 6, 2024.
- Solar Eclipse Viewing Party: An opportunity for residents to watch the April 8th solar eclipse at Boyer Park.
- Paws on Broadway
- Downtown Logo Competition: A competition for high school students to submit a new logo to rebrand downtown Prosper with a deadline of April 12, 2024.

4. Consider and act upon the minutes of the February 28, 2024, Mayor's Youth Advisory Council (MYAC) meeting.

Mackenzie Kingston motioned to approve the meeting minutes for the February 28, 2024 meeting, and Remi Richardson seconded the motion. The meeting minutes were signed and approved on March 27, 2024.

5. Comments From the Public

No comments were made by the members of the public present.

7. Review and discuss Communications Strategy with Todd Rice, Communications Manager. (TR)

Todd Rice began by speaking about the Town's Guiding Principles: telling the town's story, being proactive vs. reactive, taking a decentralized approach, open communication, and constant messaging. He then went on to discuss communications strategy due to the council's push for a new take on social media presence. As a part of communications management, he spoke about the different types of engagement the town participates in.

- Informing: Social Media and Media appearances
- Consulting: Input surveys from residents as well as public comments and hearings
- Involvement: A citizens academy, and work with Homeowners Associations
- Collaborating: Boards and Ad Hoc Committees
- Empowerment: Encouraging participation in local, state, and national elections

The topic then switched to encompass the new communications and social media developments of the town, including:

- A reboot of the "Prosper Works" series that focuses on the people behind the local government
- Prosper Mobile App Promotion

Todd Rice then asked the council for their ideas regarding what town-engaging communication would look like, and their proposals were:

- MYAC generated content to highlight youth engagement
- Partnership promotion, possibly with the PISD Prosper Career Independent Study Program
- Advertisements for the library promoting teen spaces

8. Discuss volunteer opportunities. (RB)

The council was invited by the Prosper Ladies Association to volunteer for the upcoming Police and Fire Department Banquets, and they plan on attending. Additionally, some members volunteered to participate in the Open Space Master Plan focus group that night, March 27.

9. Requests for Future Agenda Items

1. Agenda Item 6 (Completion of goal-setting exercise) was postponed until the next meeting on April 24, 2024.
2. Discuss Social Media Coordinator Position

10. Adjourn

Mackenzie Kingston motioned to adjourn, and Julia Farenthold seconded it. The motion was approved unanimously. The meeting was adjourned at 6:58 pm.

These minutes were approved on April 24, 2024.

APPROVED

William He, MYAC Chair

ATTESTED

Anna Williams, MYAC Secretary