



**NOTICE OF REGULAR MEETING
FOR MUNICIPAL DEVELOPMENT DISTRICT
THURSDAY, OCTOBER 12, 2023, AT 6:00 P.M.
LOCATION: 1401 FM 424, CROSS ROADS, TEXAS 76227**

Call to Order

1. Roll Call
2. Citizen Input for Items both ON and NOT on the Agenda
Please limit your comments to three minutes in duration, and you are restricted from passing your time or any portion of unused minutes to another citizen for comment. The Board is restricted from discussing or taking action on items not posted on the agenda. Action on your statement may be taken only at a future meeting.
3. Updates:
 - a. Review of Financials
 - b. Local Development Update
 - c. Website Analytics
 - d. US 380 Update
4. Discuss and consider approval of the August 10, 2023, Meeting Minutes.
5. Discuss and consider election of officers:
 - a. President
 - b. Vice President
 - c. Secretary
6. Discuss and consider activities related to business retention action items.

EXECUTIVE SESSION

7. The Municipal Development District will convene into Executive Session pursuant to the following:
 - a. Texas Government Code, Section 551.087 - Deliberation Regarding Economic Development Negotiations; to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or (2) to deliberate the offer of a financial or other incentive to a business prospect.
 - a. Project Alpha
 - b. Project Bravo
 - c. Project Charlie

8. Take action as may be necessary or appropriate on matters discussed in Executive Session.
9. Request for future agenda items.
10. Adjourn

Upcoming Events:

- *Town Council Meeting – Monday, October 16, 2023 at 6:00 p.m.*
- *Parks and Recreation Board Meeting – Wednesday, November 1, 2023 at 6:00 p.m.*
- *Planning and Zoning Commission Meeting – Tuesday, November 7, 2023 at 7:00 p.m.*
- *Municipal Development District Meeting – Thursday, November 9, 2023 at 6:00 p.m.*

**A QUORUM OF COUNCIL MEMBERS MAY BE PRESENT.
NO ACTION BY THE TOWN COUNCIL WILL BE TAKEN AT THIS MEETING.**

CERTIFICATION:

I, the undersigned authority, do hereby certify that this Public Meeting Notice was posted on the official bulletin board, at the Town Hall of the Town of Cross Roads, Texas on or before October 9th, 2023, by 5:00 p.m., in accordance with Chapter 551, Texas Government Code.

As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed executive session for seeking confidential legal advice from the Town Attorney on any agenda item listed herein.

This facility is wheelchair accessible and accessible parking spaces are available. For requests, please contact Town Hall at 940-365-9693. Reasonable accommodation will be made to assist your needs. This facility is wheelchair accessible and accessible parking spaces are available.

Donna Butler, Town Secretary

I certify that the attached notice and agenda of items to be considered by the Town Council of the Town of Cross Roads was removed by me from the front window of the Town of Cross Roads Town Hall, 1401 FM 424, Cross Roads, Texas, on the _____ day of _____, 2023.

_____, Title: Donna Butler, Town Secretary

CROSS ROADS MDD AGENDA BRIEFING SHEET

Item 3.a. p. 1 of 6

Meeting Date:

October 12, 2023

Agenda Item:

Review of Financials – September 2023

Prepared by:

Kristi Gilbert, Town Administrator

Description:

The attached financials are the unaudited financials as of September 30, 2023. The budget versus actuals report represents the FY 23 adopted budget. While this report is reflective of a full fiscal year, it should be noted, that journal entries necessary for audit purposes will not be made until early 2024 so these numbers The report is reflective of 12 months (100%) of the fiscal year. Most revenues should be tracking at 0% or lower, indicative of revenues at or exceeding budget projections. Most expenses should be tracking at 0% or higher, indicative of expenses at or lower than budget projections. Overall, MDD revenues are tracking at -2.62% and expenses are tracking at 54.14% with revenues exceeding expenditures by \$21,816.76 for the month of September and \$371,834.92 for the fiscal year to date.

Key transactions for the month of September include a \$2,500 sponsorship of Founder's Day, the transfer the adjustment of administrative fees as a result of the FY 23 amended budget for increased staff costs for the third and fourth quarters of the fiscal year and the payment of pool repairs in the amount of \$4,155 for the rental house.

Attachments:

September 2023 Budget versus Actuals (unaudited)

September Transaction Detail

Town of Cross Roads
Revenue And Expense Report
As of September 30, 2023

210 - Municipal Development District	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year YTD Balance	Prior Year FY End Bal.
Revenue Summary							
-	35,618.20	485,414.20	473,000.00	(12,414.20)	(2.62%)	483,167.66	483,167.66
Revenue Totals	35,618.20	485,414.20	473,000.00	(12,414.20)	-2.62%	483,167.66	483,167.66
Expense Summary							
110-Administration	13,801.47	113,579.28	247,674.28	134,095.00	54.14%	63,147.65	63,147.65
Expense Totals	13,801.47	113,579.28	247,674.28	134,095.00	54.14%	63,147.65	63,147.65
Revenues Over(Under) Expenditures	21,816.73	371,834.92	225,325.72	0.00	0.00%	420,020.01	420,020.01
710-Transfers Out	(7,855.00)	(33,551.85)	0.00	33,551.85	0.00%	(18,272.25)	(18,272.25)

Town of Cross Roads
Revenue and Expense Report
As of September 30, 2023

210 - Municipal Development District	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year YTD Balance	Prior Year FY End Bal.

<u>Sales Taxes</u>							
-40100 Sales Tax Revenue	41,823.20	479,992.00	445,000.00	(34,992.00)	(7.86%)	486,424.66	486,424.66
Total Sales Taxes	41,823.20	479,992.00	445,000.00	(34,992.00)	(7.86%)	486,424.66	486,424.66
<u>Investment Income</u>							
-40306 Interest Revenue	0.00	17,927.20	13,000.00	(4,927.20)	(37.90%)	1,910.25	1,910.25
Total Investment Income	0.00	17,927.20	13,000.00	(4,927.20)	(37.90%)	1,910.25	1,910.25
<u>Miscellaneous</u>							
-40350 Rental Income	1,650.00	17,600.00	15,000.00	(2,600.00)	(17.33%)	13,105.00	13,105.00
Total Miscellaneous	1,650.00	17,600.00	15,000.00	(2,600.00)	(17.33%)	13,105.00	13,105.00
<u>Transfers</u>							
-40910 Transfers In	(7,855.00)	(30,105.00)	0.00	30,105.00	0.00%	(18,272.25)	(18,272.25)
Total Transfers	(7,855.00)	(30,105.00)	0.00	30,105.00	0.00%	(18,272.25)	(18,272.25)
Total	35,618.20	485,414.20	473,000.00	(12,414.20)	(2.62%)	483,167.66	483,167.66
Total Revenue	35,618.20	485,414.20	473,000.00	(12,414.20)	(2.62%)	483,167.66	483,167.66

210 - Municipal Development District	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year YTD Balance	Prior Year FY End Bal.
<u>110-Administration</u>							
<u>Contractual Services</u>							
110-53002 Advertising and Promotion	3,406.60	6,717.45	15,000.00	8,282.55	55.22%	88.81	88.81
110-53004 Software	0.00	1,692.14	1,700.00	7.86	0.46%	758.93	758.93
110-53007 Administrative Expenses	5,503.50	29,386.91	29,355.00	(31.91)	(0.11%)	19,028.74	19,028.74
110-53015 Dues and Subscriptions	0.00	375.00	4,000.00	3,625.00	90.63%	0.00	0.00
110-53022 Training and Travel	0.00	4,459.82	7,500.00	3,040.18	40.54%	0.00	0.00
110-53025 MDD Business Grant	236.37	236.37	20,000.00	19,763.63	98.82%	0.00	0.00
110-53100 Planning/Consulting	0.00	15,485.00	65,000.00	49,515.00	76.18%	4,068.75	4,068.75
110-53110 Utilities	0.00	315.00	1,500.00	1,185.00	79.00%	177.96	177.96
110-53805 Property Taxes	0.00	0.00	13,600.00	13,600.00	100.00%	0.00	0.00
Total Contractual Services	<u>9,146.47</u>	<u>58,667.69</u>	<u>157,655.00</u>	<u>98,987.31</u>	<u>62.79%</u>	<u>24,123.19</u>	<u>24,123.19</u>
<u>Maintenance</u>							
110-54018 Rental Property Repair and Maintenance	4,655.00	4,892.31	40,000.00	35,107.69	87.77%	1,510.00	1,510.00
Total Maintenance	<u>4,655.00</u>	<u>4,892.31</u>	<u>40,000.00</u>	<u>35,107.69</u>	<u>87.77%</u>	<u>1,510.00</u>	<u>1,510.00</u>
<u>Debt Service</u>							
110-56010 Debt Principal	0.00	33,591.46	33,591.46	0.00	0.00%	24,568.51	24,568.51
110-56020 Debt Interest	0.00	16,427.82	16,427.82	0.00	0.00%	12,945.95	12,945.95
Total Debt Service	<u>0.00</u>	<u>50,019.28</u>	<u>50,019.28</u>	<u>0.00</u>	<u>0.00%</u>	<u>37,514.46</u>	<u>37,514.46</u>
Total Administration	<u>13,801.47</u>	<u>113,579.28</u>	<u>247,674.28</u>	<u>134,095.00</u>	<u>54.14%</u>	<u>63,147.65</u>	<u>63,147.65</u>
<u>210-Transfers Out</u>							
<u>Capital Outlay</u>							
710-59100 Transfers Out	(7,855.00)	(33,551.85)	0.00	33,551.85	0.00%	(18,272.25)	(18,272.25)
Total Capital Outlay	<u>(7,855.00)</u>	<u>(33,551.85)</u>	<u>0.00</u>	<u>33,551.85</u>	<u>0.00%</u>	<u>(18,272.25)</u>	<u>(18,272.25)</u>
Total Transfers Out	<u>(7,855.00)</u>	<u>(33,551.85)</u>	<u>0.00</u>	<u>33,551.85</u>	<u>0.00%</u>	<u>(18,272.25)</u>	<u>(18,272.25)</u>
Total Expense	<u>5,946.47</u>	<u>80,027.43</u>	<u>247,674.28</u>	<u>167,646.85</u>	<u>67.69%</u>	<u>44,875.40</u>	<u>44,875.40</u>

10/2/2023 6:08 PM

Town of Cross Roads

Transaction Detail Report

9/1/2023 - 9/30/2023

210 - Municipal Development District**Account 210-110-53002**

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
9/6/2023	9/6/2023	Cost to print Sept 2023 newsletter - Qty 860	IMPress Graphics	97743	1025	906.60	0.00	906.60
9/12/2023	9/12/2023	Founder's Day donation from MDD to General \$2500				2,500.00	0.00	3,406.60
Total						3,406.60	0.00	

210 - Municipal Development District**Account 210-110-53007**

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
9/12/2023	9/12/2023	Mgmt Fee-Prop Mgmt Co. Aug 2023 activity Exp higher than income for MDDj rental property				148.50	0.00	148.50
9/27/2023	9/27/2023	MDD to General ckg-adjmt for salary and office exp 3rd and 4th qtr FY2023				5,355.00	0.00	5,503.50
Total						5,503.50	0.00	

210 - Municipal Development District**Account 210-110-53025**

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
9/13/2023	9/13/2023	Halff portion paid from MDD ckg - Total invoice all co's \$6963.03 - MDD share \$236.37	Halff Associates, Inc.	Halff portion paid f 1026		236.37	0.00	236.37
Total						236.37	0.00	

210 - Municipal Development District**Account 210-110-54018**

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
9/12/2023	9/12/2023	Pool Pipe Repair #2-Prop Mgmt Co. Aug 2023 activity Exp higher than income for MDDj rental property				3,755.00	0.00	3,755.00
9/12/2023	9/12/2023	Pool Pipe Repair-Prop Mgmt Co. Aug 2023 activity Exp higher than income for MDDj rental property				400.00	0.00	4,155.00
9/12/2023	9/12/2023	Glass Repair-Prop Mgmt Co. Aug 2023 activity Exp higher than income for MDDj rental property				500.00	0.00	4,655.00
Total						4,655.00	0.00	

210 - Municipal Development District**Account 210-710-59100**

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
9/12/2023	9/12/2023	Founder's Day donation from MDD to General \$2500				0.00	2,500.00	(2,500.00)
9/27/2023	9/27/2023	MDD to General ckg-adjmt for salary and office exp 3rd and 4th qtr FY2023				0.00	5,355.00	(7,855.00)
Total						0.00	7,855.00	

CROSS ROADS MDD AGENDA BRIEFING SHEET

Item 3.c. p. 1 of 9

Meeting Date:

October 12, 2023

Agenda Item:

Website Analytics – August and September 2023

Prepared by:

Kristi Gilbert, Town Administrator

Description:

Attached are the website analytics for both the months of August and September. For the month of August, we had 9,189 pageviews from 3,124 users. September had 9,740 views from 3,064 users. These are up from the July numbers of 8,259 views from 2,671 users.

The top five pages for September were:

1. Homepage
2. US 380 Projects
3. Municipal Court
4. Cross Roads Police Department
5. Search Results

August's top five pages were:

1. Homepage
2. US 380 Projects
3. Municipal Court
4. Search Results
5. Permits & Development

July's top five pages were:

1. Homepage
2. US 380 Projects
3. Municipal Court
4. Cross Roads Police Department
5. Search Results

Attachments:

August Report

September Report

A

All Users

Add comparison +

Custom

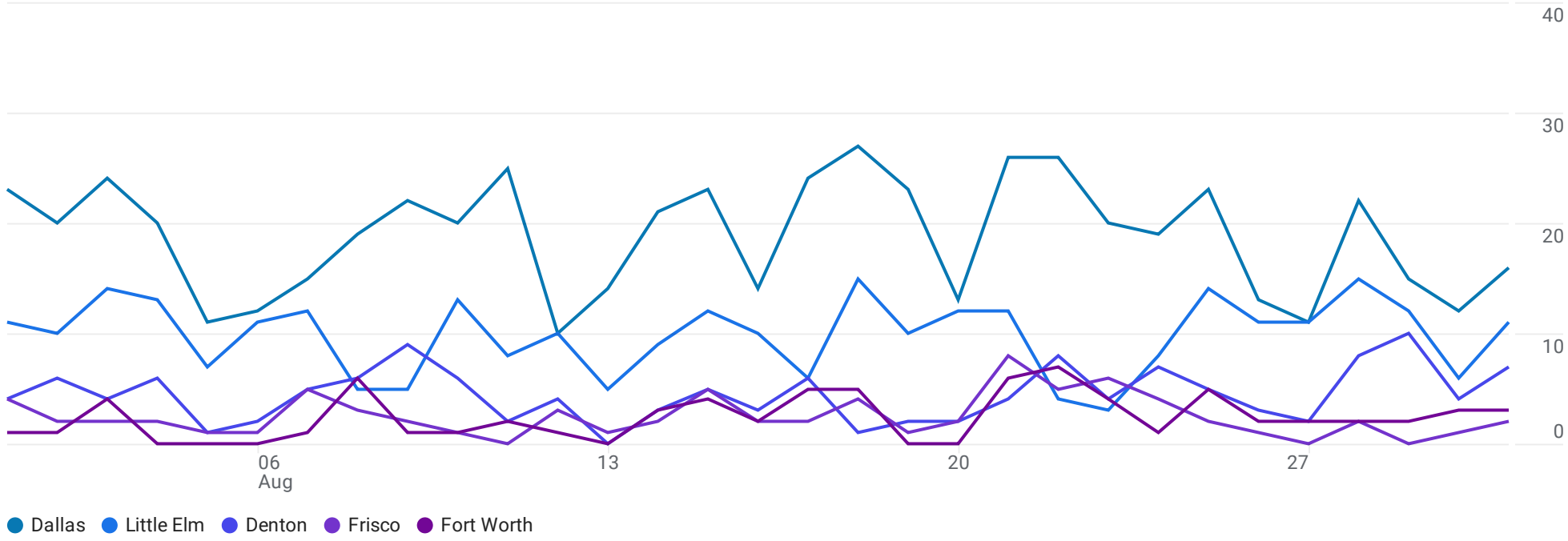
Aug 1 - Aug 31, 2023 ▾

Demographic details: City

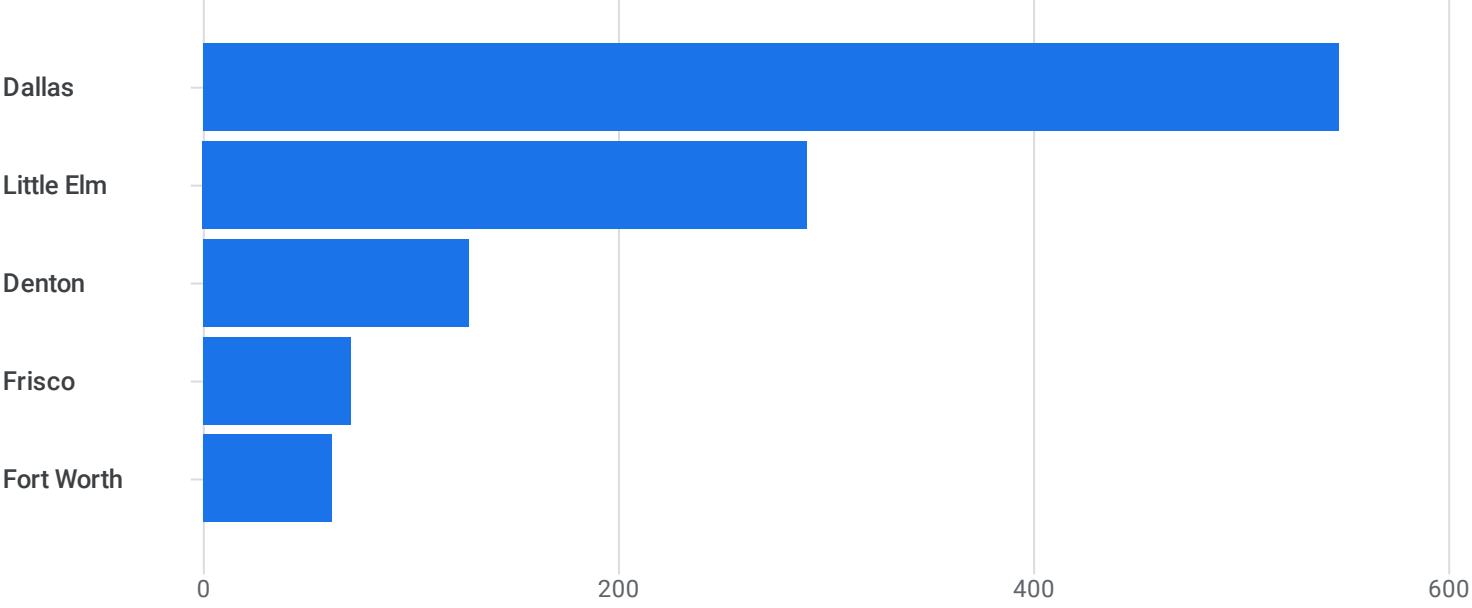
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Add filter +

Users by City over time



Users by City



🔍 Search...

Rows per page: 10 ▾ Go to: 1 < 1-10 of 841 >

City ▾ +		↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
		3,124 100% of total	3,039 100% of total	1,703 100% of total	42.79% Avg 0%	0.55 Avg 0%	0m 00s Avg 0%	16,309 100% of total	0.00	\$0.00
1	Dallas	547	497	286	41.75%	0.52	0m 00s	2,752	0.00	\$0.00
2	Little Elm	291	277	157	45.38%	0.54	0m 00s	1,482	0.00	\$0.00
3	(not set)	261	245	84	29.89%	0.32	0m 00s	992	0.00	\$0.00
4	Denton	128	117	86	55.48%	0.67	0m 00s	715	0.00	\$0.00
5	Frisco	71	66	47	51.09%	0.66	0m 00s	372	0.00	\$0.00
6	Fort Worth	62	54	54	55.1%	0.87	0m 00s	422	0.00	\$0.00
7	New York	46	46	40	85.11%	0.87	0m 00s	472	0.00	\$0.00
8	Houston	44	40	23	44.23%	0.52	0m 00s	198	0.00	\$0.00
9	Austin	42	40	19	42.22%	0.45	0m 00s	162	0.00	\$0.00
10	Columbus	42	42	3	7.14%	0.07	0m 00s	132	0.00	\$0.00

All Users

Add comparison

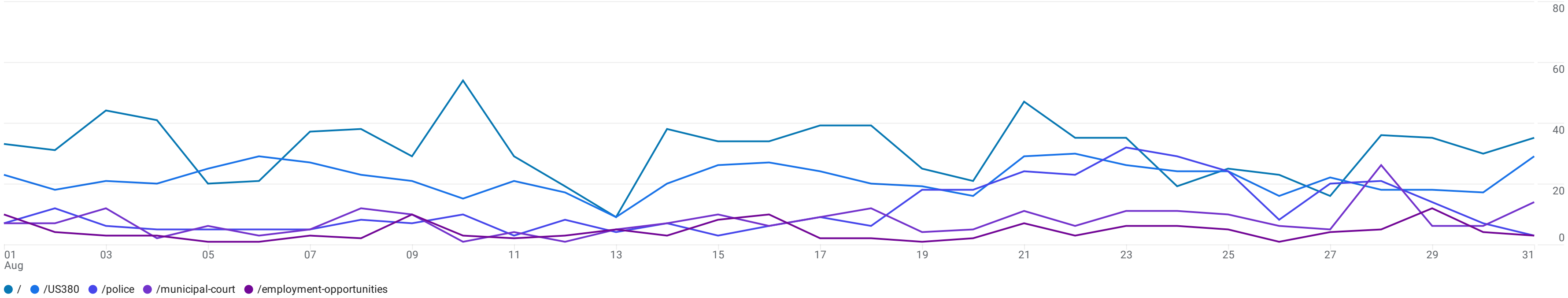
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Aug 1 - Aug 31, 2023

Landing page: Landing page

Add filter

Sessions by Landing page over time



Search...

Rows per page: 10Go to: 11-10 of 154

Landing page		↓ Sessions	Users	New users	Average engagement time per session	Conversions	Total revenue
						All events	
		3,980	3,124	3,039	0m 00s	0.00	\$0.00
		100% of total	100% of total	100% of total	Avg 0%		
1	/	971	727	650	0m 00s	0.00	\$0.00
2	/US380	675	645	638	0m 00s	0.00	\$0.00
3	/police	357	321	318	0m 00s	0.00	\$0.00
4	/municipal-court	240	184	175	0m 00s	0.00	\$0.00
5	/employment-opportunities	134	114	110	0m 00s	0.00	\$0.00
6	/foundersday	99	75	72	0m 00s	0.00	\$0.00
7	/permits	89	70	58	0m 00s	0.00	\$0.00
8	/business-directory/atwoods-ranch-home	88	86	86	0m 00s	0.00	\$0.00
9	/services/residents/pages/utilities-key-contacts	76	55	52	0m 00s	0.00	\$0.00
10	/road-projects	72	65	58	0m 00s	0.00	\$0.00

All Users

Add comparison +

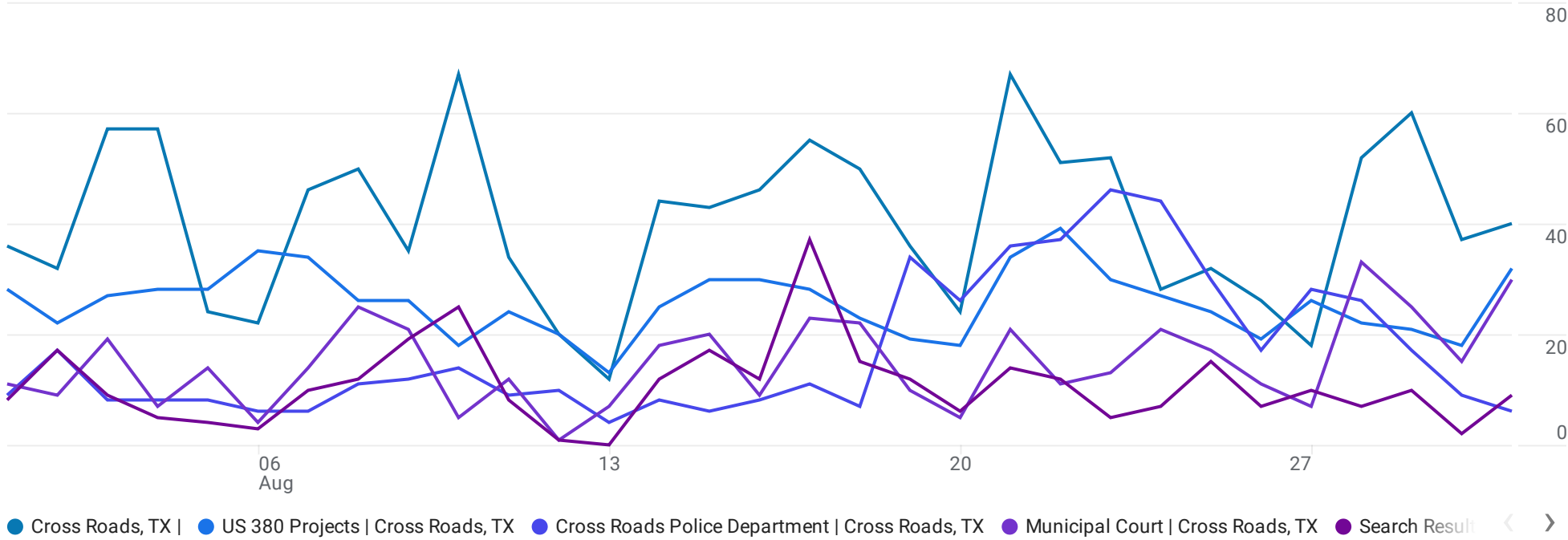
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Aug 1 - Aug 31, 2023 ▾

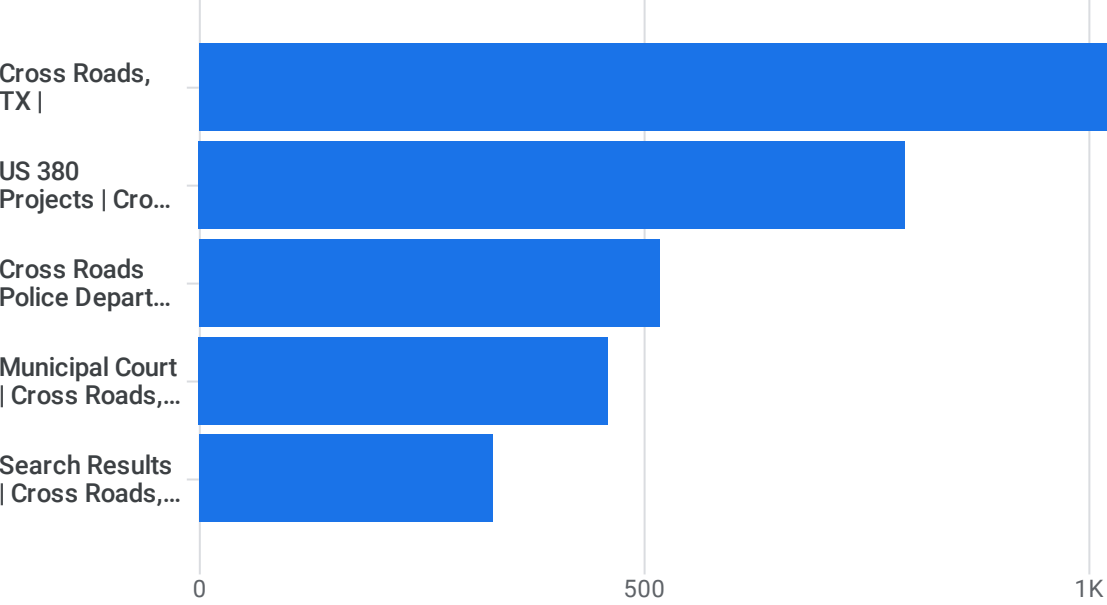
Pages and screens: Page title and screen class

Add filter +

Views by Page title and screen class over time



Views by Page title and screen class



🔍 Search...

Rows per page: 10 ▾ Go to: 1 < 1-10 of 204 >

Page title and screen class ▾		↓ Views	Users	Views per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
		9,189 100% of total	3,124 100% of total	2.94 Avg 0%	0m 00s Avg 0%	16,309 100% of total	0.00	\$0.00
1	Cross Roads, TX	1,253	807	1.55	0m 00s	2,886	0.00	\$0.00
2	US 380 Projects Cross Roads, TX	794	665	1.19	0m 00s	2,116	0.00	\$0.00
3	Cross Roads Police Department Cross Roads, TX	518	349	1.48	0m 00s	1,197	0.00	\$0.00
4	Municipal Court Cross Roads, TX	460	258	1.78	0m 00s	882	0.00	\$0.00
5	Search Results Cross Roads, TX	330	136	2.43	0m 00s	360	0.00	\$0.00
6	Employment Opportunities Cross Roads, TX	254	175	1.45	0m 00s	503	0.00	\$0.00
7	Planning and Zoning Meeting Cross Roads, TX	242	32	7.56	0m 00s	310	0.00	\$0.00
8	Permits & Development Cross Roads, TX	235	131	1.79	0m 00s	387	0.00	\$0.00
9	US 380 Current Construction (Grade Separation) Cross Roads, TX	211	148	1.43	0m 00s	225	0.00	\$0.00
10	Founder's Day Cross Roads, TX	193	115	1.68	0m 00s	373	0.00	\$0.00

A

All Users

Add comparison +

Custom

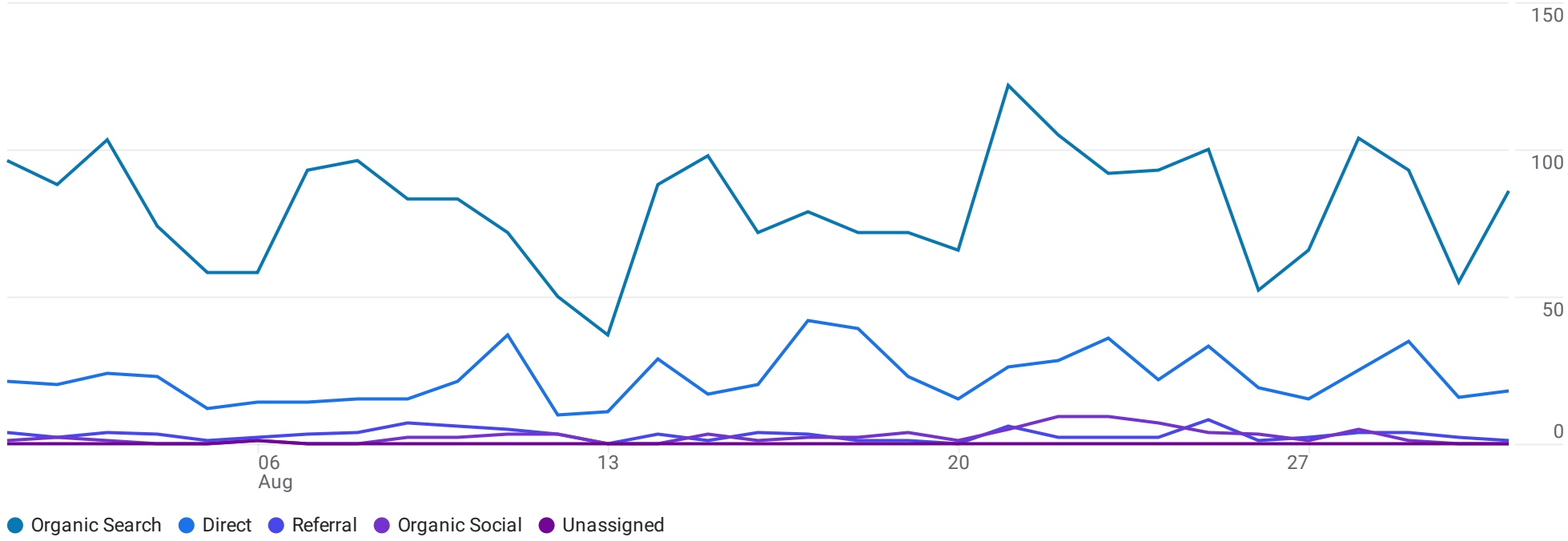
Aug 1 - Aug 31, 2023 ▾

Traffic acquisition: Session default channel group

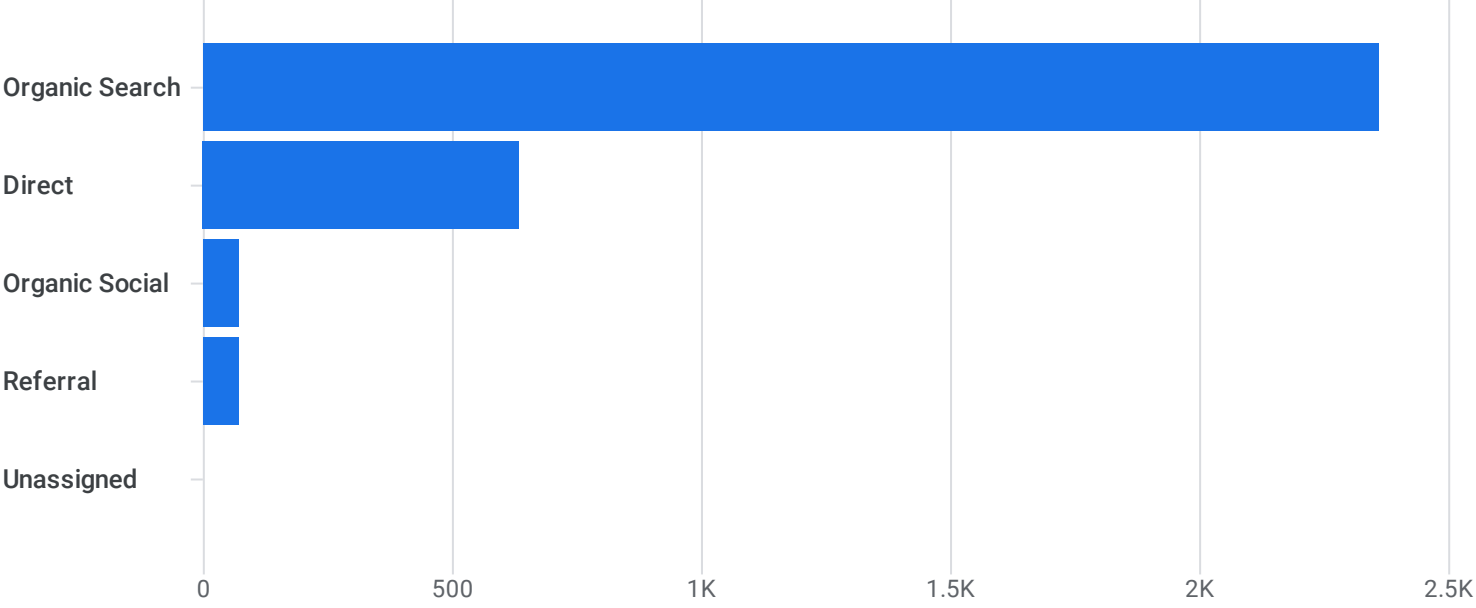
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Add filter +

Users by Session default channel group over time



Users by Session default channel group



🔍 Search...

Rows per page: 10 ▾ 1-5 of 5

Session default channel group ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾	Conversions All events ▾	Total revenue
		3,124 100% of total	3,980 100% of total	1,703 100% of total	0m 00s Avg 0%	0.55 Avg 0%	4.10 Avg 0%	42.79% Avg 0%	16,309 100% of total	0.00	\$0.00
1	Organic Search	2,360	3,000	1,253	0m 00s	0.53	4.02	41.77%	12,058	0.00	\$0.00
2	Direct	635	797	333	0m 00s	0.52	4.21	41.78%	3,355	0.00	\$0.00
3	Organic Social	72	73	28	0m 00s	0.39	4.10	38.36%	299	0.00	\$0.00
4	Referral	72	148	87	0m 00s	1.21	4.03	58.78%	596	0.00	\$0.00
5	Unassigned	1	1	0	0m 00s	0.00	1.00	0%	1	0.00	\$0.00

All Users

Add comparison +

Custom

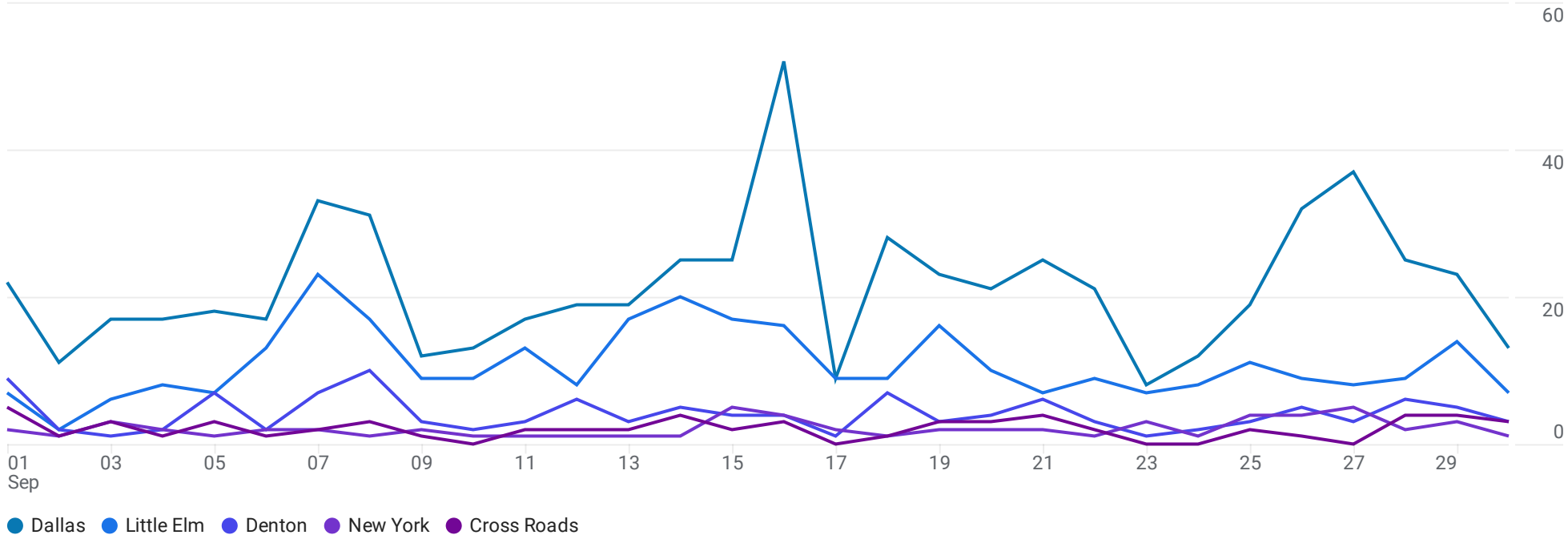
Sep 1 - Sep 30, 2023 ▾

Demographic details: City

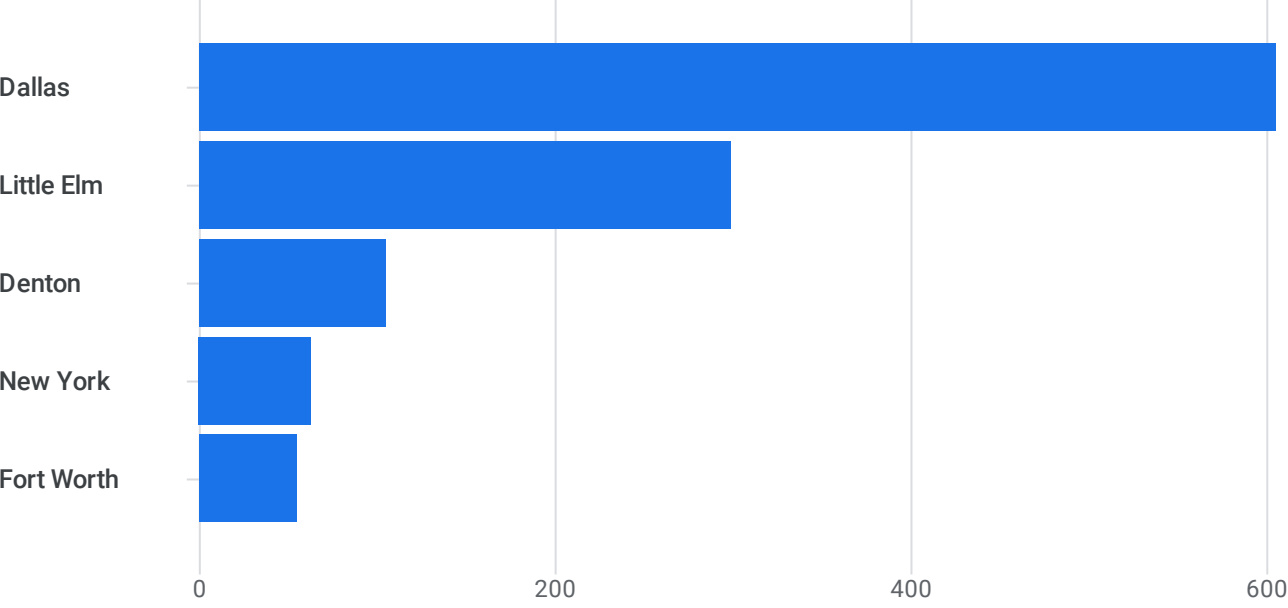
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Add filter +

Users by City over time



Users by City



🔍 Search...

Rows per page: 10 ▾

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< 1-10 of 826 >

City ▾		+	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
			3,064	2,966	1,849	45.11%	0.60	0m 00s	16,844	0.00	\$0.00
			100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total		
1	Dallas		605	552	343	41.78%	0.57	0m 00s	3,189	0.00	\$0.00
2	Little Elm		299	269	177	46.95%	0.59	0m 00s	1,567	0.00	\$0.00
3	(not set)		243	230	113	39.65%	0.47	0m 00s	1,071	0.00	\$0.00
4	Denton		105	95	89	58.94%	0.85	0m 00s	741	0.00	\$0.00
5	New York		63	62	45	68.18%	0.71	0m 00s	495	0.00	\$0.00
6	Fort Worth		55	49	32	47.76%	0.58	0m 00s	289	0.00	\$0.00
7	Frisco		50	43	38	52.78%	0.76	0m 00s	309	0.00	\$0.00
8	Cross Roads		47	33	61	67.03%	1.30	0m 00s	417	0.00	\$0.00
9	Austin		46	38	23	41.07%	0.50	0m 00s	198	0.00	\$0.00
10	Houston		38	38	18	40.91%	0.47	0m 00s	210	0.00	\$0.00

A

All Users

Add comparison +

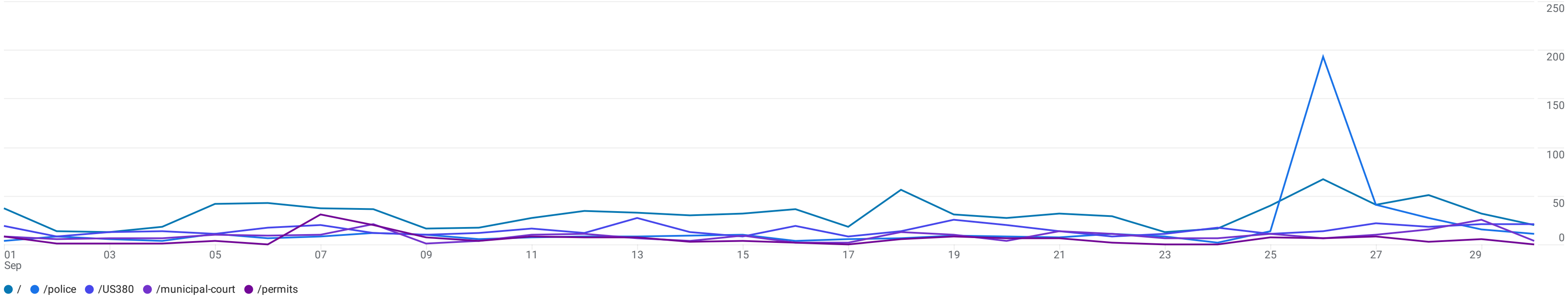
Custom

Sep 1 - Sep 30, 2023 ▾

Landing page: Landing page  ▾

Add filter +

Sessions by Landing page over time



🔍 Search...

Rows per page: 10 ▾

Go to: 1

< 1-10 of 176 >

Landing page		↓ Sessions	Users	New users	Average engagement time per session	Conversions	Total revenue
						All events ▾	
		4,099	3,064	2,966	0m 00s	0.00	\$0.00
		100% of total	100% of total	100% of total	Avg 0%		
1	/	939	674	583	0m 00s	0.00	\$0.00
2	/police	476	439	433	0m 00s	0.00	\$0.00
3	/US380	454	426	418	0m 00s	0.00	\$0.00
4	/municipal-court	259	178	168	0m 00s	0.00	\$0.00
5	/permits	164	139	125	0m 00s	0.00	\$0.00
6	/foundersday	159	128	125	0m 00s	0.00	\$0.00
7	/employment-opportunities	127	103	94	0m 00s	0.00	\$0.00
8	/town-administrator/pages/founders-day-participant-details	109	57	51	0m 00s	0.00	\$0.00
9	/road-projects	96	82	74	0m 00s	0.00	\$0.00
10	/business-directory/atwoods-ranch-home	77	75	75	0m 00s	0.00	\$0.00

All Users

Add comparison +

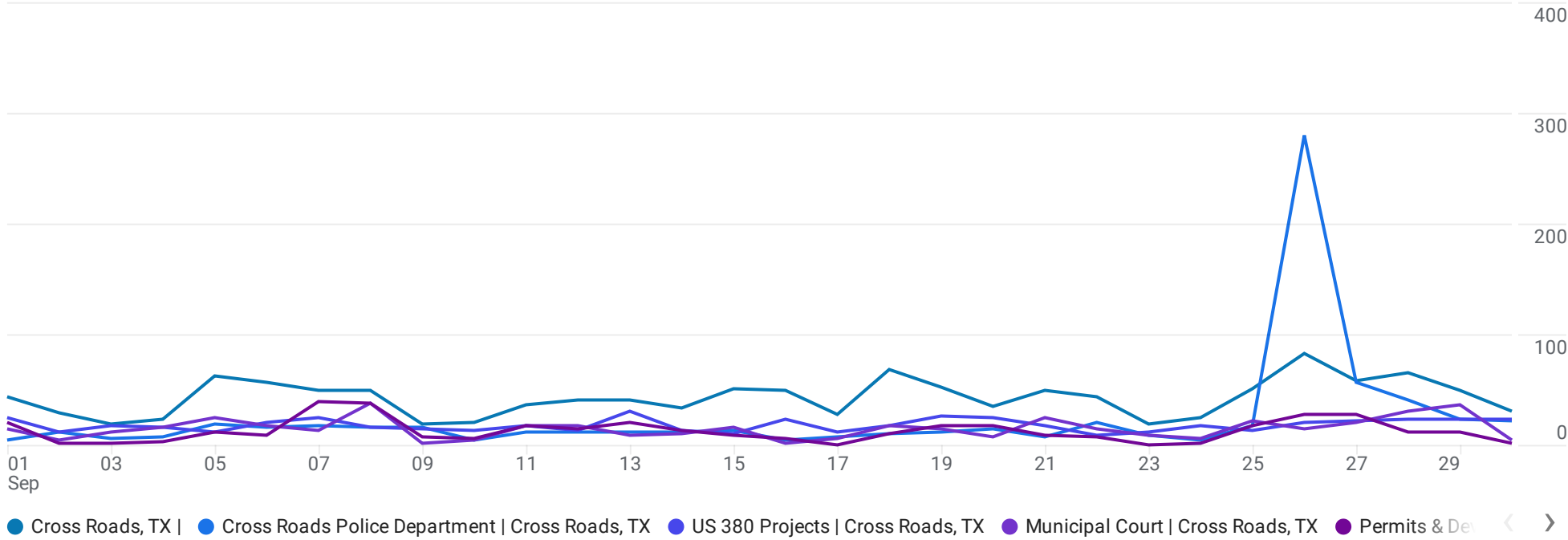
Custom

Sep 1 - Sep 30, 2023 ▾

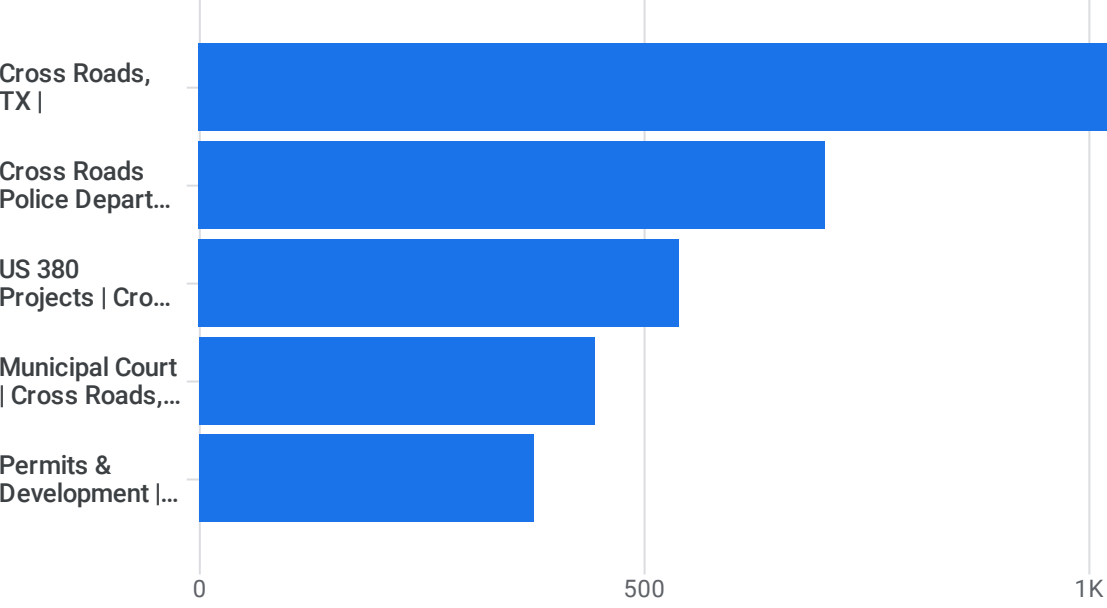
Pages and screens: Page title and screen class

Add filter +

Views by Page title and screen class over time



Views by Page title and screen class



Search...

Rows per page: 10 ▾ Go to: 1 < 1-10 of 221 >

Page title and screen class ▾ +		↓ Views	Users	Views per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
		9,740 100% of total	3,064 100% of total	3.18 Avg 0%	0m 00s Avg 0%	16,844 100% of total	0.00	\$0.00
1	Cross Roads, TX	1,276	756	1.69	0m 00s	2,807	0.00	\$0.00
2	Cross Roads Police Department Cross Roads, TX	704	490	1.44	0m 00s	1,618	0.00	\$0.00
3	US 380 Projects Cross Roads, TX	540	435	1.24	0m 00s	1,419	0.00	\$0.00
4	Municipal Court Cross Roads, TX	445	228	1.95	0m 00s	878	0.00	\$0.00
5	Permits & Development Cross Roads, TX	376	213	1.77	0m 00s	671	0.00	\$0.00
6	Employment Opportunities Cross Roads, TX	313	201	1.56	0m 00s	534	0.00	\$0.00
7	Founder's Day Cross Roads, TX	310	219	1.42	0m 00s	638	0.00	\$0.00
8	Search Results Cross Roads, TX	285	131	2.18	0m 00s	292	0.00	\$0.00
9	Planning and Zoning Meeting Cross Roads, TX	265	36	7.36	0m 00s	327	0.00	\$0.00
10	US 380 Current Construction (Grade Separation) Cross Roads, TX	206	142	1.45	0m 00s	234	0.00	\$0.00

All Users

Add comparison +

Custom

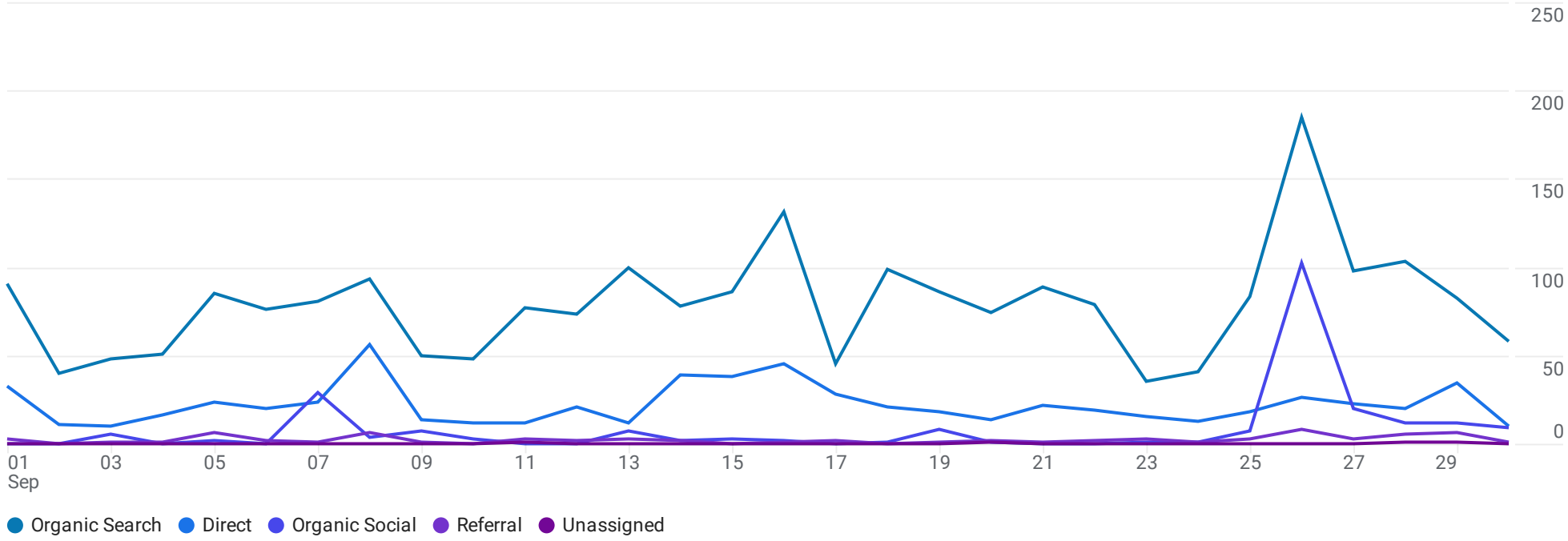
Sep 1 - Sep 30, 2023 ▾

Traffic acquisition: Session default channel group

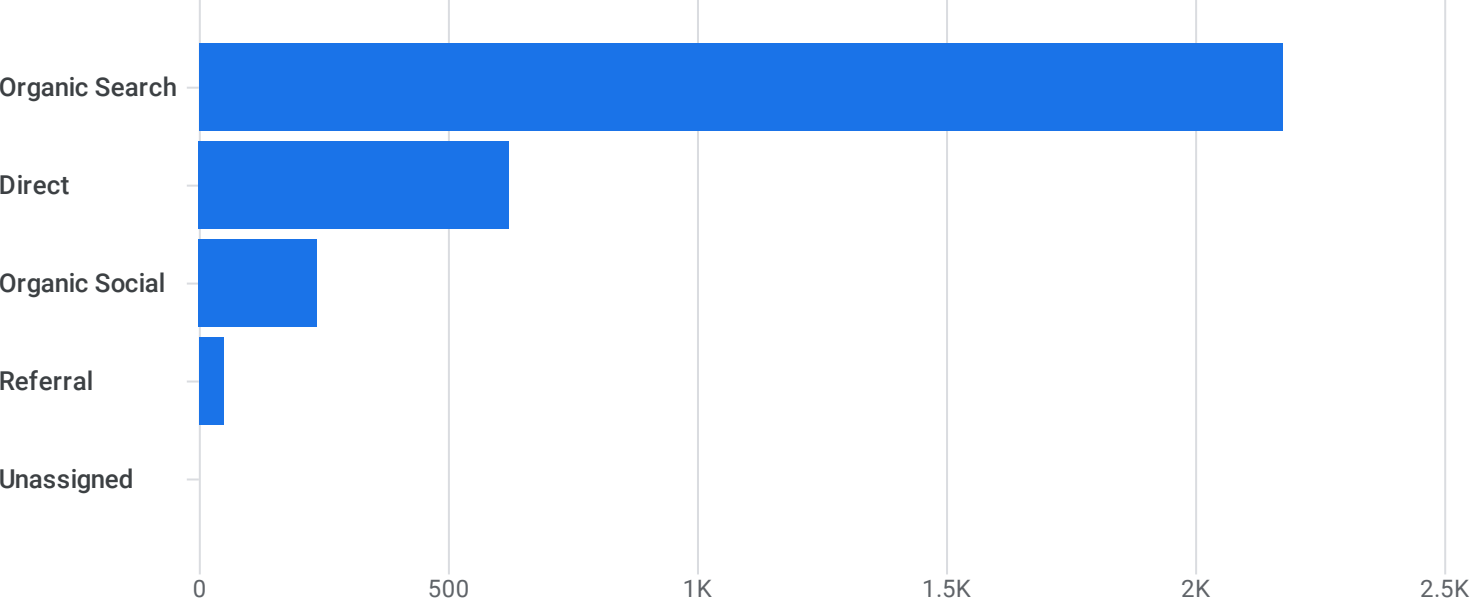
✔ ▾

Add filter +

Users by Session default channel group over time



Users by Session default channel group



🔍 Search...

Rows per page: 10 ▾ 1-5 of 5

Session default channel group ▾ +		↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾	Conversions All events ▾	Total revenue
		3,064 100% of total	4,099 100% of total	1,849 100% of total	0m 00s Avg 0%	0.60 Avg 0%	4.11 Avg 0%	45.11% Avg 0%	16,844 100% of total	0.00	\$0.00
1	Organic Search	2,175	2,887	1,311	0m 00s	0.60	4.14	45.41%	11,953	0.00	\$0.00
2	Direct	623	831	358	0m 00s	0.57	4.10	43.08%	3,406	0.00	\$0.00
3	Organic Social	237	253	97	0m 00s	0.41	3.76	38.34%	951	0.00	\$0.00
4	Referral	49	122	78	0m 00s	1.59	4.34	63.93%	529	0.00	\$0.00
5	Unassigned	4	4	0	0m 00s	0.00	1.25	0%	5	0.00	\$0.00



**MINUTES OF REGULAR MEETING
FOR MUNICIPAL DEVELOPMENT DISTRICT
THURSDAY, AUGUST 10, 2023, AT 6:00 P.M.
LOCATION: 1401 FM 424, CROSS ROADS, TEXAS 76227**

Call to Order – **6:02 P.M.**

1. Roll Call: **President Knox; Members Zuczek and Coronado. Paus arrived at 6:12 P.M.**
2. Citizen Input for Items both ON and NOT on the Agenda
None.

Item 5 moved forward.

5. Updates:
 - a. Review of Financials
 - b. Local Development Update
 - c. Website Analytics
 - d. US 380 Update

Town Administrator Gilbert gave all updates.

EXECUTIVE SESSION – 6:15 P.M. to 8:24 P.M.

3. The Municipal Development District will convene into Executive Session pursuant to the following:
 - a. Texas Government Code, Section 551.072 - Deliberation Regarding Real Property; to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person: 1151 FM 424 Lease; Project Alpha
 - b. Texas Government Code, Section 551.087 - Deliberation Regarding Economic Development Negotiations; to discuss or deliberate regarding commercial or financial information that the governmental body has received from a business prospect that the governmental body seeks to have locate, stay, or expand in or near the territory of the governmental body and with which the governmental body is conducting economic development negotiations; or (2) to deliberate the offer of a financial or other incentive to a business prospect.
 - a. Project Alpha
 - b. Project Bravo
 - c. Project Charlie
4. Take action as may be necessary or appropriate on matters discussed in Executive Session.

Item 5 moved to after Item 2.

5. Updates:

- ~~a. Review of Financials~~
- ~~b. Local Development Update~~
- ~~c. Website Analytics~~
- ~~d. US 380 Update~~

6. Discuss and consider approval of the June 8, 2023, Meeting Minutes.

Motion to approve June Meeting Minutes made by Zuczek;

Second by Coronado;

Passed 4 to 0.

7. Receive a report, discuss and consider activities related to business retention surveys and the action items received by Mundo and Associates.

Project No. 1:

Motion to approve to made by Paus;

Second by Zuczek;

Passed 4 to 0.

Project No. 2 MDD funds for Sonic sign:

Motion to deny request to provide funds for Sonic sign made by Zuczek;

Second by Paus;

Coronado voted no;

Motion to deny passed 3 to 1.

Project No. 3 food trucks:

Motion to table food truck discussion made by Paus;

Second by Coronado;

Motion to table discussion passed 4 to 0.

Project No. 4 digital welcome packet

No action.

Project No. 5 coupon program

No action.

Project No. 6 digital sign rental

No action.

8. Discuss and consider the FY 2023 Budget Amendment and the FY 2024 Proposed Budget including Council directives for project funding related to communications.

Motion to approve made by Coronado;

Second by Paus;

Passed unanimously.

9. Receive a presentation from Retail Strategies.

No presentation.

10. Request for future agenda items.

Projects 3 through 6 and business retention.

11. Adjourn – **9:29 P.M.**

John Knox, MDD President

Donna Butler, Town Secretary

CROSS ROADS MDD AGENDA BRIEFING SHEET

Item 6. p. 1 of 9

Meeting Date:

October 12, 2023

Agenda Item:

Discuss and consider activities related to business retention action items.

Prepared by:

Kristi Gilbert, Town Administrator

Description:

Mundo and Associates provided the Board with a few action items as a result of the business surveys conducted earlier this year. The Board has authorized the Town Engineer to research the design and cost of an access drive between Sonic and Rustic Furniture. The Town Engineer thought exploring a hooded left turn lane for traffic heading westbound on US 380 into a shared drive would be beneficial. Staff spoke with representatives of TxDOT regarding this request and did not receive a favorable response. The engineer is now working on the design and cost estimate for just the shared access drive.

Additionally, the Board is now funding the monthly newsletter. Included is a copy of the October newsletter. Staff is looking for recommendations for items to include to help promote the Cross Roads businesses. We have been in touch with several business owners offering advertising and featured articles free of charge, however, we have received minimal response.

Recommended Action:

Staff is seeking Board input on this item

Attachments:

October newsletter

CROSS ROADS MONTHLY

OCTOBER 2023



PRESENTED BY THE CROSS ROADS
MUNICIPAL DEVELOPMENT DISTRICT

FROM THE MAYOR'S DESK



**T. LYNN TOMPKINS, JR.
MAYOR OF CROSS ROADS**

Founders Day – we celebrated like it was 1973!

Thank you to all the community members who joined together to celebrate the founding of the Town of Cross Roads 50 years ago. Denton ISD was a wonderful host and a huge thanks to our platinum sponsor, Rustic Furniture!

There were over 75 vendors participating which included Brass Tap, Eden Hill Winery, four food trucks, blacksmith demos, Denton ISD's Career & Technology Education program from LaGrone Academy, "Baby Clay" – the world's largest brick - and pottery from the historic beehive kiln. We were entertained by many local performance groups and had a "Prize Passport" game where attendees collected passport stamps to be entered into a drawing of prizes from local businesses. There was a timeline of Cross Roads history, our Little Elm Fire and EMS partner was present and of course CRPD keeping everything safe for all to enjoy.

The grand finale of the night was Emerald City's band Party Machine who got the crowd up dancing and grooving!

I cannot name the countless volunteers from Denton Bible Church and Relate Church, Town Staff, Boards, Council Members and residents who are all about giving back to the community that made this event possible. And last of all, but not least, Kristi Gilbert and Donna Butler who put much effort into planning and organizing Founders Day.

Fiscal Responsibility delivered

One of the most important responsibilities as Mayor of Cross Roads is ensuring that we run the Town in a manner to maintain NO TOWN PROPERTY TAX. In the Town Vision 2035 maintaining that status was the top ranked desire of the community members and it has been my stated goal since before I was elected.

Running the Town without the guaranteed revenue generated by a Town property tax means we are dependent upon mostly sales tax revenue to fund critical Town functions such as staffing of Town Hall, providing police and fire protection and maintaining roads. This means that Town Council must make informed decisions to provide the best services possible to the community while protecting the bottom line.

With the expansion and construction of US 380, the Town has been anticipating a reduction in sales tax revenue and budgets were set with that in mind. With one month left to go in the fiscal year, we have achieved 98% of the budgeted revenue of \$3,838,900, indicating we will exceed the budgeted amount. On the flipside of revenues, the Town Council, Staff and I have worked hard to control expenses. With one month of the fiscal year remaining, we have spent only \$2,679,113 of the budgeted \$3,189,697 and are expecting a surplus.

I am proud of the impact the Town's financial management has had on the Town's bottom line over the last few years.

REVENUES OVER EXPENDITURES (SOURCE: TOWN OF CROSS ROADS AUDITED FINANCIALS)

2017	2018	2019	2020	2021	2022
-\$446,208	-\$429,473	\$241,067	\$453,339	\$1,525,253	\$1,728,758

It is the opinion of both myself and the current Council Members that we will continue to manage the budget so that we are maintaining the appropriate Town reserves each year, ensuring that our resident continue to enjoy the extra money in their pockets.

CROSS ROADS MDD

Cross Roads Municipal Development District (CRMDD)

The Cross Roads Municipal Development is an economic development entity whose members are appointed by the Town Council. The CRMDD is funded through a quarter of a cent sales tax from businesses within the Town of Cross Roads and within the Town’s extraterritorial jurisdiction (ETJ).

MISSION STATEMENT

"The mission of the Cross Roads Municipal Development District is to continue to grow the tax base by attracting new business, creating a family-oriented, safe town environment while preserving our small-town country living, making the community a better place to do business, live and work.

Cross Roads Municipal Development District promotes the retention, and expansion of existing business for a sustainable economy leading to job creation. We partner with elected officials, administration officials, other Town committees, and Towns people to achieve this goal."

With that mission in mind, the CRMDD has assumed the responsibility of funding the Town’s monthly newsletter in an effort to help promote the Town’s businesses. Future newsletters will contain highlights of businesses in our community in addition to the regular information that has been included in The Cross Roads Times. If you are interested in having your Cross Roads business featured in a future newsletter, please contact news@crossroadstx.gov.

Mayor’s Letter (continued from Page 1)

Cross Roads Veterans Advisory Committee

Some local Cross Roads residents have officially incorporated as a non-profit to form the Cross Roads Veterans Advisory Committee. The CRVAC’s mission is “To develop a committee of engaged citizens, actively developing and supporting a growing veteran community. With a focus on developing policies and programs that will honor veterans and establish Cross Roads as a Veteran-ready community.”

As we get ready to observe Veteran’s Day next month, please take the time to research this new group at crveterans.org.

Respectfully,

Mayor T. Lynn Tompkins, Jr.

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FOUNDER'S DAY

MUNICIPAL DEVELOPMENT DISTRICT (MDD) BOARD

The Cross Roads MDD supported and participated in this year's Founder's Day event. Residents are encouraged to visit the local businesses that sponsored or provided gifts for the event drawings.

Cross Roads Sponsors:

- Rustic Furniture
- Brass Tap
- Fifth Gear

Gifts provided by:

- Villa Grande
- Starbucks
- Bottle Cap
- Jacob's Liquor
- MOD Pizza
- Raising Canes
- Palio's
- Majestic Nails



IF YOU ARE INTERESTED IN BEING NOTIFIED FOR NEXT YEAR'S FOUNDER'S DAY CELEBRATION, EMAIL EVENTS@CROSSROADSTX.GOV



THANK YOU SPONSORS!

PLATINUM



GOLD



Cross Roads
Municipal
Development District



SILVER



BRONZE

Oncor
Half Associates
AT&T

FOUNDER'S FRIEND

Mayor Tompkins
Irving Family
Local Circuit

FOUNDER'S DAY



Photo credit to Nicholas Cruz

AROUND TOWN

HISTORICAL HIGHLIGHTS

10-28-1975

The Town Council discussed the necessity for the Town to be represented at the meetings of the Small Cities Association. Wendell and Sandra Linton were appointed as Cross Roads representatives.

10-24-1988

The Town Council approved consideration to place load and speed signs on the south side of 377 and north side of US 380 on Pottershop Road. This motion was approved to place a load limit sign for 8,000 pounds and a speed limit sign of 30 miles per hour.

10-20-1997

At the Town Council Meeting, the Town's new Comprehensive Zoning Map was explained. This map was created to be in accordance with Texas State law requiring any town to have a Comprehensive Zoning Map by September 1, 1997. This was the third Cross Roads Comprehensive Zoning Map to be created. The first in 1977 and the second in 1980.

10-25-2005

The policy and procedures for the regulation of the permitting and construction of swimming pools and fencing was approved by the Town Council.

10-15-2012

The Town Council approved the permits for locations of Walmart and CVS Pharmacy in Cross Roads.



HISTORIC PRESERVATION ADVISORY COMMITTEE

2023 is an exciting year for Cross Roads as we celebrate 50 Years!

In 1973, with a population of about 300, James Cundall and Jerry Burns, with the financial help of Denton Co-op Power, drew up a petition, talked to neighbors, then talked to more neighbors about having a town with no ad valorem tax to protect against annexation by the City of Denton. Their hard work paid off and, in an election held on May 26, 1973, residents voted 52 FOR and 21 AGAINST incorporation.

The Town of Cross Roads was incorporated on June 11, 1973, with the first election for the position of Mayor and Council Members being conducted on July 14, 1973 and the first meeting of the governing body held on July 31, 1973. In reviewing documents provided by local residents there are many letters and some news articles that help paint a picture of the Town's history, but we know that there is more available! **The Historical Preservation Committee is asking for your help with locating documents, letters, pictures, newspapers or any other materials that can help document the growth of the early Town of 300 to what we are today.**

Helping the committee with this task is the Denton County Department of History and Culture, who have agreed to help ensure proper preservation of materials, and provide resources such as display cases, display materials and assistance collecting oral histories from the residents who were there! This is a great resource being offered by Denton County and we appreciate their guidance. If you would like to serve on the Historical Preservation Committee or have materials to contribute, please reach out to Donna Butler at Town Hall at d.butler@crossroadstx.gov or 940-365-9693.

CYBERSECURITY AWARENESS



Cyber complaints and losses over the years of 2018 to 2022

ONLINE RISKS

The internet, for all of its benefits, also gives criminals and predators an easy way to reach young people. The FBI most often sees crimes against children begin when an adult:

- Forges a relationship with a young victim online and then later arranges to meet and abuse the child; or
- Coerces a child into producing sexually explicit images or videos through manipulation, gifts, or threats—a crime called sextortion.

The most important advice for parents is to have open and ongoing conversations about safe and appropriate online behavior. Other advice to consider:

- Educate yourself about the websites, software, games, and apps that your children use.
- Check their social media and gaming profiles and posts. Have conversations about what is appropriate to say or share.
- Explain to your kids that once images or comments are posted online they can be shared with anyone and never truly disappear.
- Make sure your kids use privacy settings to restrict access to their online profiles.
- Make it a rule with your kids that they can't arrange to meet up with someone they met online without your knowledge and supervision.
- Stress to your children that making any kind of threat online—even if they think it's a joke—is a crime.
- Report any inappropriate contact between an adult and your child to law enforcement immediately. Notify the site they were using, too.

PROTECT YOURSELF ONLINE

Protect Your Systems and Data

- Keep systems and software up to date and install a strong, reputable anti-virus program.
- Create a strong and unique passphrase for each online account you hold and change them regularly.
- Do not open any attachments unless you are expecting the file, document, or invoice and have verified the sender's email address.

Protect Your Connections

- Be careful when connecting to a public Wi-Fi network and do not conduct any sensitive transactions, including purchases, when on a public network.
- Avoid using free charging stations in airports, hotels, or shopping centers. Bad actors have figured out ways to use public USB ports to introduce malware and monitoring software onto devices that access these ports. Carry your own charger and USB cord and use an electrical outlet instead.

Protect Your Money and Information

- Examine the email address in all correspondence and scrutinize website URLs. Scammers often mimic a legitimate site or email address by using a slight variation in spelling. Or an email may look like it came from a legitimate company, but the actual email address is suspicious.
- Do not click the link in an unsolicited text message or email that asks you to update, check, or verify your account information. If you are concerned about the status of your account, go to the company's website to log into your account or call the phone number listed on the official website to see if something does in fact need your attention.
- Carefully scrutinize all electronic requests for a payment or transfer of funds.
- Be extra suspicious of any message that urges immediate action.
- Make online purchases with a credit card for an extra layer of protection against fraud.

Scan here for resources
and more information



The Cross Road Times
3201 US HWY 380, Suite 105,
Cross Roads, TX 76227



The Town of Cross Roads, TX

Elected Officials:

T. Lynn Tompkins, Jr., Mayor
David Meek, Mayor Pro Tem
Ron King, Council Member
Steve Zuczek, Council Member
Chris Paus, Council Member
Stephanie Housewright, Council Member

Staff:

Kristi Gilbert, Town Administrator
Shaun Short, Police Chief
Donna Butler, Town Secretary

The Cross Road Times
3201 US HWY 380, Suite 105,
Cross Roads, TX 76227

Phone: 940-365-9693
Fax: 940-665-6898
news@crossroadstx.gov

DATES TO REMEMBER

- Town Council meetings are on the 3rd Monday of each month, at 6:00 pm at the Police Department and on Zoom. Please join us and become involved in your Town.
- Planning and Zoning Commission meets the 1st Tuesday of each month, 7:00 pm at the Police Department and on Zoom.
- Park and Recreation Committee meets on the first Wednesday of each month at 6:00 pm at the Police Department.
- Municipal Development District meets on the 2nd Thursday of each month at 6:00 pm at the Police Department.

All meetings, agendas, and support materials are posted online at least 72 hours prior to the meeting. For additional information, please contact the Town Secretary.