NOTICE 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

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.

EXECUTIVE SESSION

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.

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.

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

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

9. Receive a presentation from Retail Strategies.

10. Request for future agenda items.

11. Adjourn

Upcoming Events:

- *Town Council Meeting – Monday, August 21, 2023 at 6:00 p.m.*
- *Planning and Zoning Commission Meeting – Tuesday, September 5, 2023 at 7:00 p.m.*
- *Parks and Recreation Board Meeting – Wednesday, September 6, 2023 at 6:00 p.m.*
- *Municipal Development District Meeting – Thursday, September 14, 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 August 4th, 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 accommodations 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 re moved 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

Meeting Date:
June 8, 2023

Agenda Item:
Review of Financials – June & July 2023

Prepared by:
Kristi Gilbert, Town Administrator

Description:
The attached financials are the unaudited financials as of July 31, 2023. The budget versus actuals report represents the FY 23 adopted budget. The report is reflective of ten months (83.3%) of the fiscal year. Most revenues should be tracking at 16.7% or lower, indicative of revenues at or exceeding budget projections. Most expenses should be tracking at 16.7% or higher, indicative of expenses at or lower than budget projections. Overall, MDD revenues are tracking at 14.98% and expenses are tracking at 66.86% with revenues exceeding expenditures by $32,100.67 for the month of July and $320,057.27 for the fiscal year to date.

Attachments:
June and July 2023 Budget versus Actuals
June and July Transaction Detail
June and July Balance Sheet

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

7/5/2023 2:54 PM

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							
-	42,934.94	362,621.10	516,750.00	154,128.90	29.83%	344,919.56	483,167.66
Revenue Totals	42,934.94	362,621.10	516,750.00	154,128.90	29.83%	344,919.56	483,167.66
Expense Summary							
110-Administration	11,350.70	74,664.50	222,119.28	147,454.78	66.39%	49,318.01	63,147.65
Expense Totals	11,350.70	74,664.50	222,119.28	147,454.78	66.39%	49,318.01	63,147.65
Revenues Over(Under) Expenditures	31,584.24	287,956.60	294,630.72	0.00	0.00%	295,601.55	420,020.01
710-Transfers Out	0.00	(20,134.35)	0.00	20,134.35	0.00%	(18,272.25)	(18,272.25)

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

7/5/2023 2:54 PM

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.
Sales Taxes							
-40100 Sales Tax Revenue	37,990.58	356,136.96	500,000.00	143,863.04	28.77%	353,049.85	486,424.66
Total Sales Taxes	37,990.58	356,136.96	500,000.00	143,863.04	28.77%	353,049.85	486,424.66
Investment Income							
-40306 Interest Revenue	3,494.36	10,121.64	1,750.00	(8,371.64)	(478.38%)	1,386.96	1,910.25
Total Investment Income	3,494.36	10,121.64	1,750.00	(8,371.64)	(478.38%)	1,386.96	1,910.25
Miscellaneous							
-40350 Rental Income	1,450.00	13,050.00	15,000.00	1,950.00	13.00%	8,755.00	13,105.00
Total Miscellaneous	1,450.00	13,050.00	15,000.00	1,950.00	13.00%	8,755.00	13,105.00
Transfers							
-40910 Transfers In	0.00	(16,687.50)	0.00	16,687.50	0.00%	(18,272.25)	(18,272.25)
Total Transfers	0.00	(16,687.50)	0.00	16,687.50	0.00%	(18,272.25)	(18,272.25)
Total	42,934.94	362,621.10	516,750.00	154,128.90	29.83%	344,919.56	483,167.66
Total Revenue	42,934.94	362,621.10	516,750.00	154,128.90	29.83%	344,919.56	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.
110-Administration							
Contractual Services							
110-53002 Advertising and Promotion	0.00	1,527.04	15,000.00	13,472.96	89.82%	0.00	88.81
110-53004 Software	0.00	1,692.14	1,500.00	(192.14)	(12.81%)	559.42	758.93
110-53007 Administrative Expenses	130.50	18,059.91	24,000.00	5,940.09	24.75%	18,637.24	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	60.20	3,195.95	7,500.00	4,304.05	57.39%	0.00	0.00
110-53100 Planning/Consulting	11,160.00	11,985.00	65,000.00	53,015.00	81.56%	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	11,350.70	37,150.04	132,100.00	94,949.96	71.88%	23,443.37	24,123.19
Maintenance							
110-54018 Rental Property Repair and Maintenance	0.00	0.00	40,000.00	40,000.00	100.00%	865.00	1,510.00
Total Maintenance	0.00	0.00	40,000.00	40,000.00	100.00%	865.00	1,510.00
Debt Service							
110-56010 Debt Principal	0.00	25,103.01	33,591.46	8,488.45	25.27%	16,320.18	24,568.51
110-56020 Debt Interest	0.00	12,411.45	16,427.82	4,016.37	24.45%	8,689.46	12,945.95
Total Debt Service	0.00	37,514.46	50,019.28	12,504.82	25.00%	25,009.64	37,514.46
Total Administration	11,350.70	74,664.50	222,119.28	147,454.78	66.39%	49,318.01	63,147.65
710-Transfers Out							
Capital Outlay							
710-59100 Transfers Out	0.00	(20,134.35)	0.00	20,134.35	0.00%	(18,272.25)	(18,272.25)
Total Capital Outlay	0.00	(20,134.35)	0.00	20,134.35	0.00%	(18,272.25)	(18,272.25)
Total Transfers Out	0.00	(20,134.35)	0.00	20,134.35	0.00%	(18,272.25)	(18,272.25)
Total Expense	11,350.70	54,530.15	222,119.28	167,589.13	75.45%	31,045.76	44,875.40

Town of Cross Roads
Revenue And Expense Report
As of July 31, 2023

8/4/2023 8:18 AM

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							
-	39,507.01	402,128.11	473,000.00	70,871.89	14.98%	388,469.43	483,167.66
Revenue Totals	39,507.01	402,128.11	473,000.00	70,871.89	14.98%	388,469.43	483,167.66
Expense Summary							
110-Administration	7,406.34	82,070.84	247,674.28	165,603.44	66.86%	50,381.83	63,147.65
Expense Totals	7,406.34	82,070.84	247,674.28	165,603.44	66.86%	50,381.83	63,147.65
Revenues Over(Under) Expenditures	32,100.67	320,057.27	225,325.72	0.00	0.00%	338,087.60	420,020.01
710-Transfers Out	(5,562.50)	(25,696.85)	0.00	25,696.85	0.00%	(18,272.25)	(18,272.25)

Town of Cross Roads
Revenue and Expense Report
As of July 31, 2023

8/4/2023 8:18 AM

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.
Sales Taxes							
-40100 Sales Tax Revenue	39,841.23	395,978.19	445,000.00	49,021.81	11.02%	394,983.40	486,424.66
Total Sales Taxes	39,841.23	395,978.19	445,000.00	49,021.81	11.02%	394,983.40	486,424.66
Investment Income							
-40306 Interest Revenue	3,778.28	13,899.92	13,000.00	(899.92)	(6.92%)	1,553.28	1,910.25
Total Investment Income	3,778.28	13,899.92	13,000.00	(899.92)	(6.92%)	1,553.28	1,910.25
Miscellaneous							
-40350 Rental Income	1,450.00	14,500.00	15,000.00	500.00	3.33%	10,205.00	13,105.00
Total Miscellaneous	1,450.00	14,500.00	15,000.00	500.00	3.33%	10,205.00	13,105.00
Transfers							
-40910 Transfers In	(5,562.50)	(22,250.00)	0.00	22,250.00	0.00%	(18,272.25)	(18,272.25)
Total Transfers	(5,562.50)	(22,250.00)	0.00	22,250.00	0.00%	(18,272.25)	(18,272.25)
Total	39,507.01	402,128.11	473,000.00	70,871.89	14.98%	388,469.43	483,167.66
Total Revenue	39,507.01	402,128.11	473,000.00	70,871.89	14.98%	388,469.43	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.
110-Administration							
Contractual Services							
110-53002 Advertising and Promotion	449.47	1,976.51	15,000.00	13,023.49	86.82%	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	5,693.00	23,752.91	29,355.00	5,602.09	19.08%	18,767.74	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	1,263.87	4,459.82	7,500.00	3,040.18	40.54%	0.00	0.00
110-53025 MDD Business Grant	0.00	0.00	20,000.00	20,000.00	100.00%	0.00	0.00
110-53100 Planning/Consulting	0.00	11,985.00	65,000.00	53,015.00	81.56%	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	7,406.34	44,556.38	157,655.00	113,098.62	71.74%	23,862.19	24,123.19
Maintenance							
110-54018 Rental Property Repair and Maintenance	0.00	0.00	40,000.00	40,000.00	100.00%	1,510.00	1,510.00
Total Maintenance	0.00	0.00	40,000.00	40,000.00	100.00%	1,510.00	1,510.00
Debt Service							
110-56010 Debt Principal	0.00	25,103.01	33,591.46	8,488.45	25.27%	16,320.18	24,568.51
110-56020 Debt Interest	0.00	12,411.45	16,427.82	4,016.37	24.45%	8,689.46	12,945.95
Total Debt Service	0.00	37,514.46	50,019.28	12,504.82	25.00%	25,009.64	37,514.46
Total Administration	7,406.34	82,070.84	247,674.28	165,603.44	66.86%	50,381.83	63,147.65
710-Transfers Out							
Capital Outlay							
710-59100 Transfers Out	(5,562.50)	(25,696.85)	0.00	25,696.85	0.00%	(18,272.25)	(18,272.25)
Total Capital Outlay	(5,562.50)	(25,696.85)	0.00	25,696.85	0.00%	(18,272.25)	(18,272.25)
Total Transfers Out	(5,562.50)	(25,696.85)	0.00	25,696.85	0.00%	(18,272.25)	(18,272.25)
Total Expense	1,843.84	56,373.99	247,674.28	191,300.29	77.24%	32,109.58	44,875.40

Town of Cross Roads
Transaction Detail Report
6/1/2023 - 7/31/2023

8/4/2023 8:44 AM

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

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
7/26/2023	8/2/2023	Crctn to JE-Genl ckg ck#11689-effective 08/23 Newsltr related s/be MDD Exp and MDD ckg				449.47	0.00	449.47
					Total	449.47	0.00	

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

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
6/1/2023	7/5/2023	Mgmt FEE - Property mgmt co deposit for MDD rental property - 06-01-2023 deposiut				130.50	0.00	130.50
7/6/2023	8/2/2023	Mgmt FEE - Property mgmt co deposit for MDD rental property - 07-06-23 deposit				130.50	0.00	261.00
7/10/2023	7/10/2023	MDD to General ckg-Qtrly transfer for salary and office exp $5562.50				5,562.50	0.00	5,823.50
					Total	5,823.50	0.00	

210 - Municipal Development District **Account 210-110-53022**

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
6/14/2023	6/14/2023	Travel Reimbmt Tolls & Mlg 5/21 to 5/23/23 - $7.80 Tolls and 80 miles at .655 - Tolls	T. Lynn Tompkins	Travel Reimbmt Tc	1018	7.80	0.00	7.80
6/14/2023	6/14/2023	Travel Reimbmt Tolls & Mlg 5/21 to 5/23/23 - $7.80 Tolls and 80 miles at .655 - Mlg Reimbmt	T. Lynn Tompkins	Travel Reimbmt Tc	1018	52.40	0.00	60.20
7/11/2023	7/11/2023	chgs to 6-21-23 - Nametagwizard, Uber, Cafe Americano, Mandalay Noodle Shop, COD Aviation, Horseshoe, Uber, Jose Cuervo, Las Vegas convention, Uber	Point Bank	chgs to 6-21-23	11654	1,263.87	0.00	1,324.07
7/18/2023	7/19/2023	Town received ck # 1020 from MDD-reimbmt for MDD CC chgs Town paid thru 6-21-2023				0.00	1,263.87	60.20

7/18/2023	7/19/2023	Town received ck # 1020 from MDD-reimbmt for MDD CC chgs Town paid thru 6-21-2023 - Reversal				1,263.87	0.00	1,324.07
7/19/2023	7/19/2023	Pay Town ck # 1020 from MDD-reimbmt for MDD CC chgs Town paid thru 6-21-2023	Town of Cross Roads	Pay Town ck # 10:	1020	1,263.87	0.00	2,587.94
7/26/2023	7/26/2023	*VOID* Pay Town ck # 1020 from MDD-reimbmt for MDD CC chgs Town paid thru 6-21-2023	Town of Cross Roads	Pay Town ck # 10:	1020	0.00	1,263.87	1,324.07
					Total	3,851.81	2,527.74	

210 - Municipal Development District **Account 210-110-53100**

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
6/29/2023	6/29/2023	Mundo invoice dated 06-23-23 MDD Business survey	Mundo and Associates Inc.	06-23-23	1019	9,455.00	0.00	9,455.00
6/29/2023	6/29/2023	Mundo invoice dated 06-23-23 MDD Business expansion services	Mundo and Associates Inc.	06-23-23	1019	1,705.00	0.00	11,160.00
					Total	11,160.00	0.00	

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

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
7/10/2023	7/10/2023	MDD to General ckg-Qtrly transfer for salary and office exp $5562.50				0.00	5,562.50	(5,562.50)
					Total	0.00	5,562.50	

Town of Cross Roads
Balance Sheet
As of June 30, 2023

7/5/2023 3:27 PM

Account Type	Account Number	Description	Balance	Total
210 - Municipal Development District				
Assets				
	210-10000	Operating Cash Consolidated	0.00	
	210-10090	MDD Cash / Checking xxx9987	271,039.98	
	210-10138	Texpool Municipal Development District	773,208.10	
	210-11020	Sales Tax Receivable	85,749.70	
	Total Assets		1,129,997.78	
				1,129,997.78
Liabilities				
	210-20100	Accounts Payable Consolidated	0.00	
	210-20105	Due to General Fund	0.00	
	210-21100	Accrued Wages	0.00	
	210-21115	Accounts Payable MDD	0.00	
	Total Liabilities		0.00	
Fund Balance				
	210-30050	Fund Balance Beginning	0.00	
	210-30100	Fund Balance	810,798.31	
	Total Fund Balance		810,798.31	
		Total Revenue	362,621.10	
		Total Expenses	54,530.15	
		Current Year Increase (Decrease)	319,199.47	
		Fund Balance Total	810,798.31	
		Current Year Increase (Decrease)	319,199.47	
		Total Fund Balance/Equity	1,129,997.78	
	Total Liabilities & Fund Balance			1,129,997.78

Town of Cross Roads
Balance Sheet
As of July 31, 2023

8/4/2023 8:48 AM

Account Type	Account Number	Description	Balance	Total
210 - Municipal Development District				
Assets				
	210-10000	Operating Cash Consolidated	0.00	
	210-10090	MDD Cash / Checking xxx9987	287,385.60	
	210-10138	Texpool Municipal Development District	794,975.12	
	210-11020	Sales Tax Receivable	85,749.70	
	Total Assets		1,168,110.42	
				1,168,110.42
Liabilities				
	210-20100	Accounts Payable Consolidated	449.47	
	210-20105	Due to General Fund	0.00	
	210-21100	Accrued Wages	0.00	
	210-21115	Accounts Payable MDD	0.00	
	Total Liabilities		449.47	
Fund Balance				
	210-30050	Fund Balance Beginning	0.00	
	210-30100	Fund Balance	821,906.83	
	Total Fund Balance		821,906.83	
		Total Revenue	402,128.11	
		Total Expenses	56,373.99	
		Current Year Increase (Decrease)	345,754.12	
		Fund Balance Total	821,906.83	
		Current Year Increase (Decrease)	345,754.12	
		Total Fund Balance/Equity	1,167,660.95	
	Total Liabilities & Fund Balance			1,168,110.42

CROSS ROADS MDD
AGENDA BRIEFING SHEET

Meeting Date:
August 10, 2023

Agenda Item:
Website Analytics – June and July 2023

Prepared by:
Kristi Gilbert, Town Administrator

Description:
Attached is the website analytics report as requested by the Board for both the month of June and July. Google Analytics has changed their reporting so we are unable to provide a report on direct referrals, just a summary page. For the month of June, we had 4,117 pageviews from 1,434 users. July increased to 8,259 views from 2,671 users.

The top five pages for July were:

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

June's top five pages were:

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

May's top five pages were:

1. Homepage
2. US 380 Projects
3. Search Results
4. Municipal Court
5. Employment Opportunities

Attachments:
June Report
July Report

Analytics
vt-s17
Cross Roads, TX - GA4

Go to report

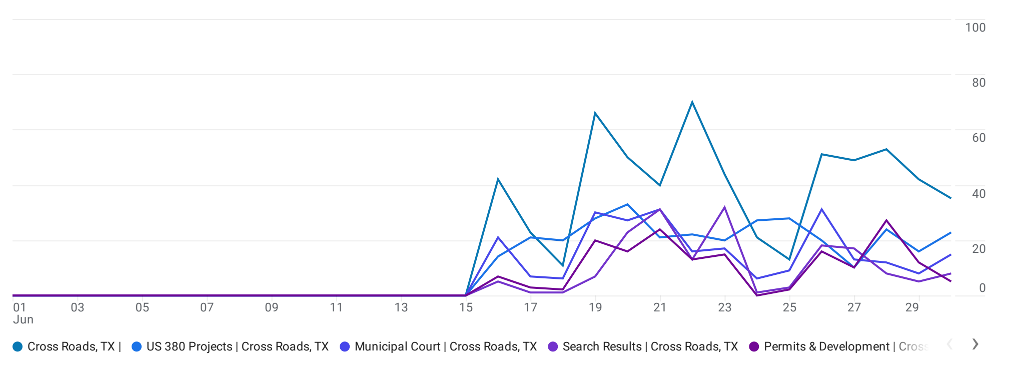
All Users | Add comparison +

Custom Jun 1 - Jun 30, 2023

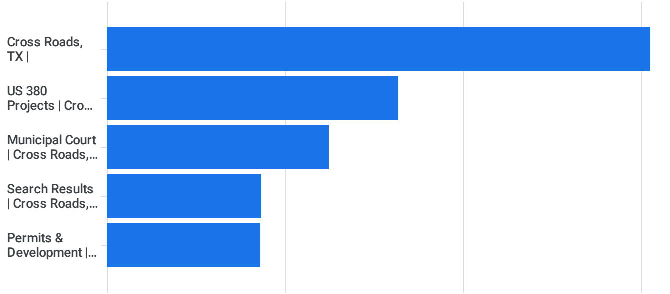
Pages and screens: Page title and screen class

Add filter +

Views by Page title and screen class over time



Views by Page title and screen class



Search...

Rows per page: 250 1-180 of 180

	Page title and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Conversions All events	Total revenue
		4,117 100% of total	1,434 100% of total	2.87 Avg 0%	0m 00s	7,393 100% of total	0.00	$0.00
1	Cross Roads, TX |	610	412	1.48	0m 00s	1,451	0.00	$0.00
2	US 380 Projects | Cross Roads, TX	327	272	1.20	0m 00s	878	0.00	$0.00
3	Municipal Court | Cross Roads, TX	249	137	1.82	0m 00s	482	0.00	$0.00
4	Search Results | Cross Roads, TX	173	66	2.62	0m 00s	177	0.00	$0.00
5	Permits & Development | Cross Roads, TX	172	93	1.85	0m 00s	292	0.00	$0.00
6	Planning and Zoning Meeting | Cross Roads, TX	121	21	5.76	0m 00s	154	0.00	$0.00
7	Employment Opportunities | Cross Roads, TX	112	77	1.45	0m 00s	230	0.00	$0.00
8	Cross Roads Police Department | Cross Roads, TX	101	75	1.35	0m 00s	230	0.00	$0.00
9	Maps | Cross Roads, TX	92	53	1.74	0m 00s	168	0.00	$0.00
10	Cross Roads Summer Market | Cross Roads, TX	88	63	1.40	0m 00s	201	0.00	$0.00
11	Permits - Residential | Cross Roads, TX	88	37	2.38	0m 00s	137	0.00	$0.00
12	Town Council | Cross Roads, TX	74	43	1.72	0m 00s	117	0.00	$0.00
13	Ordinances | Cross Roads, TX	71	36	1.97	0m 00s	121	0.00	$0.00
14	Minutes & Agendas | Cross Roads, TX	59	39	1.51	0m 00s	68	0.00	$0.00
15	Contacts Directory | Cross Roads, TX	58	39	1.49	0m 00s	73	0.00	$0.00
16	US 380 Current Construction (Grade Separation) | Cross Roads, TX	58	43	1.35	0m 00s	61	0.00	$0.00
17	Calendar | Cross Roads, TX	57	25	2.28	0m 00s	74	0.00	$0.00
18	Payment Plans | Cross Roads, TX	56	32	1.75	0m 00s	74	0.00	$0.00
19	Permits - Commercial | Cross Roads, TX	54	29	1.86	0m 00s	70	0.00	$0.00
20	Methods of Payment | Cross Roads, TX	50	30	1.67	0m 00s	61	0.00	$0.00
21	Atwoods Ranch & Home | Cross Roads, TX	46	38	1.21	0m 00s	127	0.00	$0.00
22	Find It Fast... | Cross Roads, TX	45	32	1.41	0m 00s	49	0.00	$0.00
23	Utilities & Key Contacts | Cross Roads, TX	42	33	1.27	0m 00s	96	0.00	$0.00
24	Town Council Meeting | Cross Roads, TX	41	27	1.52	0m 00s	43	0.00	$0.00
25	About | Cross Roads, TX	38	30	1.27	0m 00s	51	0.00	$0.00
26	User account | Cross Roads, TX	38	18	2.11	0m 00s	57	0.00	$0.00
27	Contact Us | Cross Roads, TX	36	30	1.20	0m 00s	53	0.00	$0.00
28	Development | Cross Roads, TX	36	25	1.44	0m 00s	51	0.00	$0.00
29	Departments | Cross Roads, TX	34	27	1.26	0m 00s	64	0.00	$0.00
30	Municipal Development District | Cross Roads, TX	34	30	1.13	0m 00s	42	0.00	$0.00
31	Founder's Day | Cross Roads, TX	33	28	1.18	0m 00s	71	0.00	$0.00
32	Cross Roads Holiday Pop-up Markets | Cross Roads, TX	31	16	1.94	0m 00s	40	0.00	$0.00
33	Planning and Zoning Special Meeting | Cross Roads, TX	28	14	2.00	0m 00s	28	0.00	$0.00
34	Services | Cross Roads, TX	28	18	1.56	0m 00s	32	0.00	$0.00
35	Development Projects | Cross Roads, TX	25	21	1.19	0m 00s	35	0.00	$0.00
36	Check out what's happening at Cross Roads Town Park! | Cross Roads, TX	24	17	1.41	0m 00s	30	0.00	$0.00
37	How can I handle my citation? | Cross Roads, TX	24	18	1.33	0m 00s	26	0.00	$0.00
38	Deferred Disposition | Cross Roads, TX	22	11	2.00	0m 00s	24	0.00	$0.00
39	Court Hearing Requests | Cross Roads, TX	21	12	1.75	0m 00s	29	0.00	$0.00
40	Driver's Safety Course | Cross Roads, TX	20	8	2.50	0m 00s	24	0.00	$0.00
41	Mill Creek Road Rehabilitation | Cross Roads, TX	20	18	1.11	0m 00s	49	0.00	$0.00
42	Plea Options for Your Case | Cross Roads, TX	20	15	1.33	0m 00s	22	0.00	$0.00
43	Volunteer Application | Cross Roads, TX	20	17	1.18	0m 00s	43	0.00	$0.00
44	Applications & Forms | Cross Roads, TX	19	13	1.46	0m 00s	19	0.00	$0.00
45	US 380 Feasibility Study (2045) | Cross Roads, TX	19	17	1.12	0m 00s	23	0.00	$0.00
46	Human Resources | Cross Roads, TX	18	12	1.50	0m 00s	27	0.00	$0.00
47	Fire & Emergency Medical Services | Cross Roads, TX	17	11	1.55	0m 00s	32	0.00	$0.00
48	Vision 2035 | Cross Roads, TX	17	12	1.42	0m 00s	20	0.00	$0.00
49	Where do I find information on the US 380 Projects? | Cross Roads, TX	17	15	1.13	0m 00s	17	0.00	$0.00
50	Inspection Requests | Cross Roads, TX	16	13	1.23	0m 00s	27	0.00	$0.00
51	Denton ISD Project Updates | Cross Roads, TX	15	15	1.00	0m 00s	37	0.00	$0.00
52	Message Sent | Cross Roads, TX	15	10	1.50	0m 00s	16	0.00	$0.00
53	| Cross Roads, TX	15	12	1.25	0m 00s	39	0.00	$0.00
54	Additional Information | Cross Roads, TX	14	13	1.08	0m 00s	20	0.00	$0.00
55	Town Administrator | Cross Roads, TX	14	13	1.08	0m 00s	18	0.00	$0.00
56	Where can I renew my drivers license? | Cross Roads, TX	14	11	1.27	0m 00s	34	0.00	$0.00
57	Business Directory - All | Cross Roads, TX	13	12	1.08	0m 00s	19	0.00	$0.00
58	History of CRPD | Cross Roads, TX	13	9	1.44	0m 00s	14	0.00	$0.00
59	Other Government Services | Cross Roads, TX	13	11	1.18	0m 00s	15	0.00	$0.00
60	Parks & Recreation | Cross Roads, TX	13	13	1.00	0m 00s	29	0.00	$0.00
61	Public Notices and Bids | Cross Roads, TX	13	9	1.44	0m 00s	26	0.00	$0.00
62	Subscribe | Cross Roads, TX	13	12	1.08	0m 00s	27	0.00	$0.00
63	Tax Rates | Cross Roads, TX	13	9	1.44	0m 00s	27	0.00	$0.00
64	Town Secretary | Cross Roads, TX	13	12	1.08	0m 00s	17	0.00	$0.00
65	Planning & Zoning Commission | Cross Roads, TX	12	10	1.20	0m 00s	18	0.00	$0.00
66	TxDOT Traffic Alert | Cross Roads, TX	12	12	1.00	0m 00s	28	0.00	$0.00
67	Boards | Cross Roads, TX	11	8	1.38	0m 00s	14	0.00	$0.00
68	Court Process | Cross Roads, TX	11	8	1.38	0m 00s	12	0.00	$0.00
69	Dockets | Cross Roads, TX	11	9	1.22	0m 00s	11	0.00	$0.00
70	Close Patrol Vacation Watch | Cross Roads, TX	10	8	1.25	0m 00s	12	0.00	$0.00
71	Local Businesses | Cross Roads, TX	10	6	1.67	0m 00s	12	0.00	$0.00
72	Open Government | Cross Roads, TX	10	10	1.00	0m 00s	12	0.00	$0.00
73	Public Information Act Request | Cross Roads, TX	10	9	1.11	0m 00s	16	0.00	$0.00
74	Save the Date! | Cross Roads, TX	10	10	1.00	0m 00s	15	0.00	$0.00
75	How do I file a Public Information Act Request? | Cross Roads, TX	9	9	1.00	0m 00s	9	0.00	$0.00
76	Residents | Cross Roads, TX	9	6	1.50	0m 00s	15	0.00	$0.00
77	Rustic Furniture Depot | Cross Roads, TX	9	9	1.00	0m 00s	27	0.00	$0.00
78	TxDOT Public Meeting for US 380 Denton County Feasibility Study | Cross Roads, TX	9	8	1.13	0m 00s	21	0.00	$0.00
79	Where do I go to register my vehicle? | Cross Roads, TX	9	6	1.50	0m 00s	21	0.00	$0.00
80	Complaints & Commendations | Cross Roads, TX	8	7	1.14	0m 00s	11	0.00	$0.00
81	Compliance Dismissals | Cross Roads, TX	8	7	1.14	0m 00s	8	0.00	$0.00
82	How Do I... Menu | Cross Roads, TX	8	6	1.33	0m 00s	10	0.00	$0.00
83	Cross Roads Summer Mega Market | Cross Roads, TX	7	6	1.17	0m 00s	14	0.00	$0.00
84	Finance Department | Cross Roads, TX	7	6	1.17	0m 00s	7	0.00	$0.00
85	Parks & Recreation Board | Cross Roads, TX	7	7	1.00	0m 00s	12	0.00	$0.00
86	How do I submit a permit application? | Cross Roads, TX	6	6	1.00	0m 00s	6	0.00	$0.00
87	Location & Directions to Court Office | Cross Roads, TX	6	3	2.00	0m 00s	8	0.00	$0.00
88	Mustang SUD Enacts Stage 2 Restrictions | Cross Roads, TX	6	6	1.00	0m 00s	18	0.00	$0.00
89	Northeast Municipal Court | Cross Roads, TX	6	3	2.00	0m 00s	10	0.00	$0.00
90	Real Estate | Cross Roads, TX	6	3	2.00	0m 00s	10	0.00	$0.00
91	T. Lynn Tompkins Jr. | Cross Roads, TX	6	5	1.20	0m 00s	17	0.00	$0.00
92	Upcoming Events | Cross Roads, TX	6	3	2.00	0m 00s	15	0.00	$0.00
93	Continuances | Cross Roads, TX	5	5	1.00	0m 00s	5	0.00	$0.00
94	Cross Roads Community Market | Cross Roads, TX	5	4	1.25	0m 00s	12	0.00	$0.00
95	Education | Cross Roads, TX	5	4	1.25	0m 00s	6	0.00	$0.00
96	Elections | Cross Roads, TX	5	5	1.00	0m 00s	7	0.00	$0.00
97	Health Inspections | Cross Roads, TX	5	2	2.50	0m 00s	5	0.00	$0.00
98	2035 Comprehensive Plan | Cross Roads, TX	4	4	1.00	0m 00s	6	0.00	$0.00
99	Budgets & Finance Reports | Cross Roads, TX	4	2	2.00	0m 00s	4	0.00	$0.00
100	Do you issue passports or marriage licenses? | Cross Roads, TX	4	3	1.33	0m 00s	7	0.00	$0.00
101	Economic Development | Cross Roads, TX	4	4	1.00	0m 00s	8	0.00	$0.00
102	Fiscal Transparency | Cross Roads, TX	4	3	1.33	0m 00s	4	0.00	$0.00
103	How do I file a police report? | Cross Roads, TX	4	4	1.00	0m 00s	8	0.00	$0.00
104	How do I request close patrol of my property when I am out of town? | Cross Roads, TX	4	4	1.00	0m 00s	6	0.00	$0.00
105	Resources | Cross Roads, TX	4	3	1.33	0m 00s	5	0.00	$0.00
106	Summer Business Hours Change | Cross Roads, TX	4	4	1.00	0m 00s	6	0.00	$0.00
107	Town Hall Closed for Independence Day | Cross Roads, TX	4	4	1.00	0m 00s	10	0.00	$0.00
108	2023 Community Market Vendor Applications now available | Cross Roads, TX	3	3	1.00	0m 00s	7	0.00	$0.00
109	Add Business to Business Directory | Cross Roads, TX	3	2	1.50	0m 00s	3	0.00	$0.00
110	Beauty By Us Beauty Supply | Cross Roads, TX	3	3	1.00	0m 00s	9	0.00	$0.00
111	Business Directory - Medical-Dental-Pharmacy | Cross Roads, TX	3	3	1.00	0m 00s	3	0.00	$0.00
112	Cross Roads Mourns the Loss of Council Member Greg Gaalema | Cross Roads, TX	3	3	1.00	0m 00s	3	0.00	$0.00
113	How do I listen to recordings of past meetings? | Cross Roads, TX	3	2	1.50	0m 00s	4	0.00	$0.00
114	Location & Directions to Court Hearing | Cross Roads, TX	3	2	1.50	0m 00s	3	0.00	$0.00
115	News | Cross Roads, TX	3	3	1.00	0m 00s	9	0.00	$0.00
116	Parks & Recreation Board Meeing | Cross Roads, TX	3	2	1.50	0m 00s	3	0.00	$0.00
117	US 380 Improvement Project Kicks Off in Denton County this Week | Cross Roads, TX	3	3	1.00	0m 00s	9	0.00	$0.00
118	US 380 will be reduced to one lane between Walmart Drive and FM 2931 | Cross Roads, TX	3	2	1.50	0m 00s	5	0.00	$0.00
119	court | Cross Roads, TX	3	1	3.00	0m 00s	3	0.00	$0.00
120	Bids for Road Construction | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
121	Business Directory - Construction | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
122	Business Directory - K | Cross Roads, TX	2	1	2.00	0m 00s	4	0.00	$0.00
123	Business Directory - Restaurant | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
124	Community | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
125	Cross Roads Mourns the Loss of a Police Officer | Cross Roads, TX	2	1	2.00	0m 00s	5	0.00	$0.00
126	Elite Healthcare, LLC | Cross Roads, TX	2	2	1.00	0m 00s	4	0.00	$0.00
127	Greg Gaalema (deceased) | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
128	How do I get a copy of an accident report? | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
129	Jack in the Box | Cross Roads, TX	2	1	2.00	0m 00s	5	0.00	$0.00
130	Jackson Hewitt Tax Preparation Office | Cross Roads, TX	2	2	1.00	0m 00s	6	0.00	$0.00
131	Krispy Kreations Cuts and Designs | Cross Roads, TX	2	2	1.00	0m 00s	6	0.00	$0.00
132	MDD Meeting | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
133	Platting Application | Cross Roads, TX	2	2	1.00	0m 00s	4	0.00	$0.00
134	Ron King | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
135	Search Results | Page 2 | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
136	Set up a building inspection? | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
137	Sylvia Phillips | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
138	Text Alerts for US 380 Project | Cross Roads, TX	2	2	1.00	0m 00s	4	0.00	$0.00
139	The Hillside Estate | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
140	Town Council Special Called Meeting | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
141	US 380 & FM 424 Traffic Light Cycle | Cross Roads, TX	2	2	1.00	0m 00s	6	0.00	$0.00
142	Upcoming Events | Page 2 | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
143	Website Disclaimer | Cross Roads, TX	2	2	1.00	0m 00s	4	0.00	$0.00
144	kgilbert | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
145	ltompkins | Cross Roads, TX	2	1	2.00	0m 00s	4	0.00	$0.00
146	2023 Candidate Packet | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
147	About Us | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
148	At Ease Chiropractic | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
149	Big Tex Trailers | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
150	Binford Fence Supply | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
151	Business Directory - Automotive | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
152	Business Directory - Professional Services | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
153	Business Directory - Retail | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
154	Chris Paus | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
155	Cost of Undersized Infastructure | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
156	Cross Roads Police | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
157	Cross Roads Summer Market ****NOTICE CANCELED**** | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
158	Donna Butler | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
159	Fall Fest | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
160	How do I add my business to the Cross Roads Business Directory? | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
161	How do I apply for a job with the Town of Cross Roads or the Cross Roads Police Department? | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
162	Internet Posting Requirements for Political Subdivisions | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
163	Juvenile/Minor Procedures | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
164	Kay Neubauer | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
165	Kristi Gilbert | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
166	Municipal Development District Meeting | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
167	November 2021 | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
168	Parks & Recreation Board Meeting | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
169	Parks and Recreation Board Meeting | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
170	Planning and Zoning Meeting - Called | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
171	Prairie House Restaurant | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
172	Professional Services Deposit Agreement | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
173	Rodney Patterson | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
174	Ruben Coronado | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
175	Search Results | Page 3 | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
176	Search Results | Page 4 | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
177	Shop Local Pop Ups 1st Saturday | Cross Roads, TX	1	1	1.00	0m 00s	4	0.00	$0.00
178	Town Roads Included in Proposed Denton County Bond Package | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
179	Wendy White-Stevens | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
180	rpatterson | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00

© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

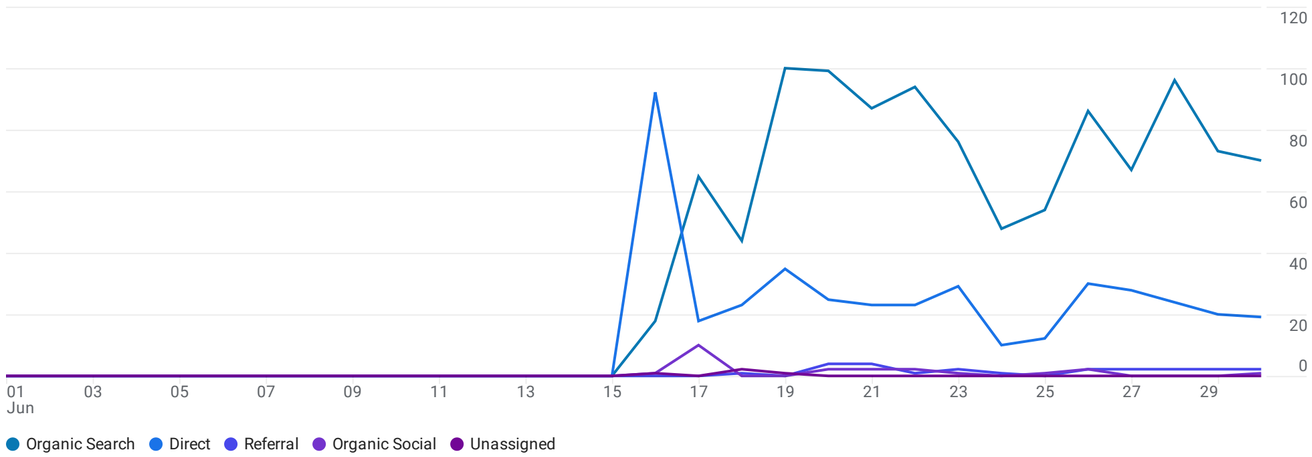
All Users | Add comparison

Custom Jun 1 - Jun 30, 2023

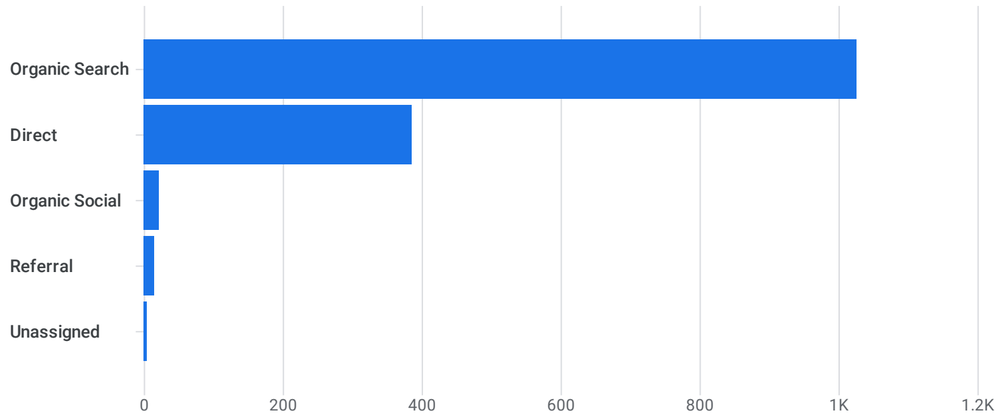
Traffic acquisition: Session default channel group

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
		1,434 100% of total	1,792 100% of total	702 100% of total	0m 00s	0.49 Avg 0%	4.13 Avg 0%	39.17% Avg 0%	7,393 100% of total	0.00	$0.00
1	Organic Search	1,026	1,239	477	0m 00s	0.46	4.12	38.5%	5,108	0.00	$0.00
2	Direct	386	487	197	0m 00s	0.51	4.19	40.45%	2,039	0.00	$0.00
3	Organic Social	22	22	4	0m 00s	0.18	3.23	18.18%	71	0.00	$0.00
4	Referral	15	38	23	0m 00s	1.53	4.24	60.53%	161	0.00	$0.00
5	Unassigned	4	4	0	0m 00s	0.00	3.50	0%	14	0.00	$0.00

© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

Analytics vt-s17 Cross Roads, TX - GA4

Go to report

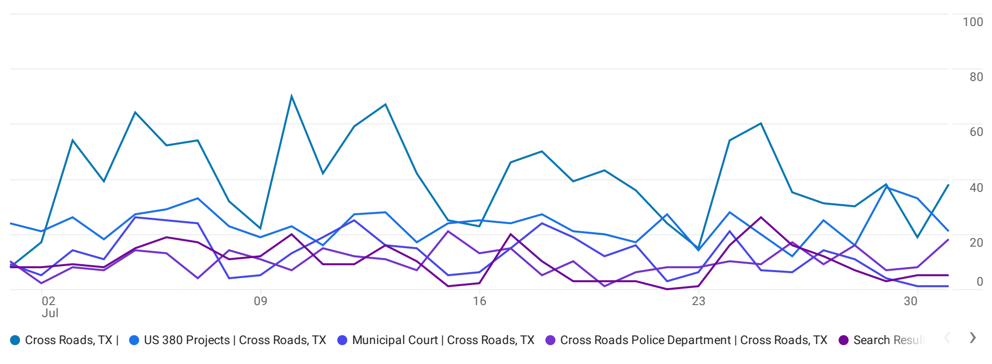
All Users | Add comparison +

Custom Jul 1 - Jul 31, 2023

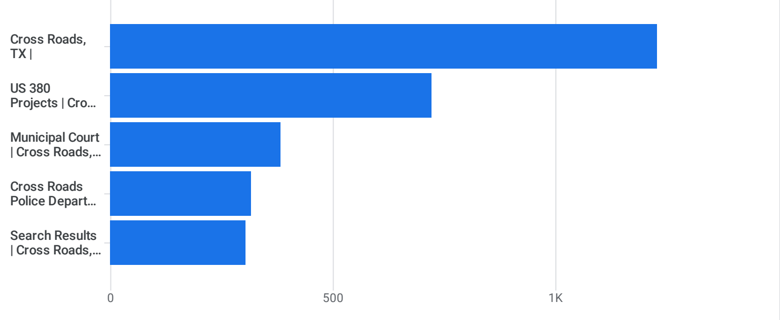
Pages and screens: Page title and screen class

Add filter +

Views by Page title and screen class over time



Views by Page title and screen class



Search...

Rows per page: 250 | 1-209 of 209

	Page title and screen class	Views	Users	Views per user	Average engagement time	Event count (All events)	Conversions (All events)	Total revenue
		8,259 (100% of total)	2,671 (100% of total)	3.09 (Avg 0%)	0m 00s	14,392 (100% of total)	0.00	$0.00
1	Cross Roads, TX |	1,228	743	1.65	0m 00s	2,783	0.00	$0.00
2	US 380 Projects | Cross Roads, TX	722	581	1.24	0m 00s	1,900	0.00	$0.00
3	Municipal Court | Cross Roads, TX	382	207	1.85	0m 00s	694	0.00	$0.00
4	Cross Roads Police Department | Cross Roads, TX	316	215	1.47	0m 00s	693	0.00	$0.00
5	Search Results | Cross Roads, TX	304	136	2.24	0m 00s	322	0.00	$0.00
6	Permits & Development | Cross Roads, TX	270	129	2.09	0m 00s	425	0.00	$0.00
7	Planning and Zoning Meeting | Cross Roads, TX	252	35	7.20	0m 00s	315	0.00	$0.00
8	Employment Opportunities | Cross Roads, TX	241	161	1.50	0m 00s	498	0.00	$0.00
9	Calendar | Cross Roads, TX	176	37	4.76	0m 00s	198	0.00	$0.00
10	US 380 Current Construction (Grade Separation) | Cross Roads, TX	172	112	1.54	0m 00s	179	0.00	$0.00
11	Minutes & Agendas | Cross Roads, TX	157	77	2.04	0m 00s	183	0.00	$0.00
12	Contacts Directory | Cross Roads, TX	143	67	2.13	0m 00s	159	0.00	$0.00
13	Permits - Residential | Cross Roads, TX	141	53	2.66	0m 00s	186	0.00	$0.00
14	Maps | Cross Roads, TX	136	88	1.55	0m 00s	262	0.00	$0.00
15	Development | Cross Roads, TX	120	74	1.62	0m 00s	173	0.00	$0.00
16	Utilities & Key Contacts | Cross Roads, TX	118	73	1.62	0m 00s	238	0.00	$0.00
17	Cross Roads Summer Market | Cross Roads, TX	117	86	1.36	0m 00s	273	0.00	$0.00
18	Town Council | Cross Roads, TX	114	65	1.75	0m 00s	170	0.00	$0.00
19	Atwoods Ranch & Home | Cross Roads, TX	103	88	1.17	0m 00s	287	0.00	$0.00
20	Ordinances | Cross Roads, TX	97	62	1.56	0m 00s	182	0.00	$0.00
21	Municipal Development District | Cross Roads, TX	93	75	1.24	0m 00s	113	0.00	$0.00
22	User account | Cross Roads, TX	84	35	2.40	0m 00s	112	0.00	$0.00
23	Denton ISD Project Updates | Cross Roads, TX	82	57	1.44	0m 00s	163	0.00	$0.00
24	Departments | Cross Roads, TX	81	65	1.25	0m 00s	176	0.00	$0.00
25	About | Cross Roads, TX	79	61	1.30	0m 00s	111	0.00	$0.00
26	Find It Fast... | Cross Roads, TX	76	55	1.38	0m 00s	77	0.00	$0.00
27	Permits - Commercial | Cross Roads, TX	75	42	1.79	0m 00s	86	0.00	$0.00
28	Contact Us | Cross Roads, TX	72	58	1.24	0m 00s	92	0.00	$0.00
29	Development Projects | Cross Roads, TX	68	37	1.84	0m 00s	81	0.00	$0.00
30	Founder's Day | Cross Roads, TX	65	46	1.41	0m 00s	120	0.00	$0.00
31	Services | Cross Roads, TX	65	48	1.35	0m 00s	77	0.00	$0.00
32	Payment Plans | Cross Roads, TX	63	33	1.91	0m 00s	77	0.00	$0.00
33	Planning and Zoning Special Meeting | Cross Roads, TX	62	31	2.00	0m 00s	62	0.00	$0.00
34	Methods of Payment | Cross Roads, TX	57	42	1.36	0m 00s	65	0.00	$0.00
35	Town Secretary | Cross Roads, TX	51	37	1.38	0m 00s	63	0.00	$0.00
36	Boards | Cross Roads, TX	50	23	2.17	0m 00s	58	0.00	$0.00
37	Town Administrator | Cross Roads, TX	50	37	1.35	0m 00s	62	0.00	$0.00
38	Planning & Zoning Commission | Cross Roads, TX	47	31	1.52	0m 00s	78	0.00	$0.00
39	Driver's Safety Course | Cross Roads, TX	41	18	2.28	0m 00s	47	0.00	$0.00
40	Parks & Recreation | Cross Roads, TX	41	32	1.28	0m 00s	78	0.00	$0.00
41	Dockets | Cross Roads, TX	39	20	1.95	0m 00s	43	0.00	$0.00
42	Deferred Disposition | Cross Roads, TX	38	25	1.52	0m 00s	44	0.00	$0.00
43	Subdivision Regulations Amendments | Cross Roads, TX	38	32	1.19	0m 00s	50	0.00	$0.00
44	US 380 Feasibility Study (2045) | Cross Roads, TX	37	32	1.16	0m 00s	43	0.00	$0.00
45	Complaints & Commendations | Cross Roads, TX	36	27	1.33	0m 00s	39	0.00	$0.00
46	Inspection Requests | Cross Roads, TX	36	22	1.64	0m 00s	61	0.00	$0.00
47	Town Council Meeting | Cross Roads, TX	35	17	2.06	0m 00s	37	0.00	$0.00
48	Message Sent | Cross Roads, TX	34	25	1.36	0m 00s	43	0.00	$0.00
49	Save the Date! | Cross Roads, TX	34	26	1.31	0m 00s	49	0.00	$0.00
50	Court Hearing Requests | Cross Roads, TX	33	23	1.43	0m 00s	37	0.00	$0.00
51	Applications & Forms | Cross Roads, TX	32	26	1.23	0m 00s	34	0.00	$0.00
52	How can I handle my citation? | Cross Roads, TX	32	23	1.39	0m 00s	43	0.00	$0.00
53	How do I file a Public Information Act Request? | Cross Roads, TX	31	17	1.82	0m 00s	36	0.00	$0.00
54	Vision 2035 | Cross Roads, TX	31	22	1.41	0m 00s	42	0.00	$0.00
55	Check out what's happening at Cross Roads Town Park! | Cross Roads, TX	30	23	1.30	0m 00s	32	0.00	$0.00
56	Where do I find information on the US 380 Projects? | Cross Roads, TX	30	27	1.11	0m 00s	30	0.00	$0.00
57	| Cross Roads, TX	29	29	1.00	0m 00s	82	0.00	$0.00
58	Public Information Act Request | Cross Roads, TX	28	14	2.00	0m 00s	38	0.00	$0.00
59	Subscribe | Cross Roads, TX	28	23	1.22	0m 00s	35	0.00	$0.00
60	Where can I renew my drivers license? | Cross Roads, TX	28	27	1.04	0m 00s	80	0.00	$0.00
61	Fire & Emergency Medical Services | Cross Roads, TX	27	18	1.50	0m 00s	45	0.00	$0.00
62	Mustang SUD Enacts Stage 2 Restrictions | Cross Roads, TX	25	18	1.39	0m 00s	63	0.00	$0.00
63	News | Cross Roads, TX	25	21	1.19	0m 00s	42	0.00	$0.00
64	Additional Information | Cross Roads, TX	24	18	1.33	0m 00s	25	0.00	$0.00
65	How Do I... Menu | Cross Roads, TX	24	16	1.50	0m 00s	28	0.00	$0.00
66	Open Government | Cross Roads, TX	24	16	1.50	0m 00s	27	0.00	$0.00
67	Residents | Cross Roads, TX	24	21	1.14	0m 00s	35	0.00	$0.00
68	Public Notices and Bids | Cross Roads, TX	23	16	1.44	0m 00s	50	0.00	$0.00
69	Cross Roads Holiday Pop-up Markets | Cross Roads, TX	22	17	1.29	0m 00s	33	0.00	$0.00
70	Human Resources | Cross Roads, TX	22	19	1.16	0m 00s	34	0.00	$0.00
71	Compliance Dismissals | Cross Roads, TX	21	18	1.17	0m 00s	21	0.00	$0.00
72	Real Estate | Cross Roads, TX	21	13	1.62	0m 00s	27	0.00	$0.00
73	TxDOT Public Meeting for US 380 Denton County Feasibility Study | Cross Roads, TX	21	19	1.11	0m 00s	59	0.00	$0.00
74	Business Directory - All | Cross Roads, TX	19	18	1.06	0m 00s	23	0.00	$0.00
75	Resources | Cross Roads, TX	19	17	1.12	0m 00s	19	0.00	$0.00
76	Volunteer Application | Cross Roads, TX	19	14	1.36	0m 00s	29	0.00	$0.00
77	Local Businesses | Cross Roads, TX	18	15	1.20	0m 00s	26	0.00	$0.00
78	Other Government Services | Cross Roads, TX	18	13	1.38	0m 00s	30	0.00	$0.00
79	Plea Options for Your Case | Cross Roads, TX	18	13	1.38	0m 00s	18	0.00	$0.00
80	Close Patrol Vacation Watch | Cross Roads, TX	17	13	1.31	0m 00s	21	0.00	$0.00
81	Krispy Kreations Cuts and Designs | Cross Roads, TX	17	11	1.55	0m 00s	41	0.00	$0.00
82	History of CRPD | Cross Roads, TX	16	15	1.07	0m 00s	19	0.00	$0.00
83	Elections | Cross Roads, TX	15	9	1.67	0m 00s	30	0.00	$0.00
84	Health Inspections | Cross Roads, TX	15	5	3.00	0m 00s	16	0.00	$0.00
85	Mill Creek Road Rehabilitation | Cross Roads, TX	15	12	1.25	0m 00s	27	0.00	$0.00
86	Summer Business Hours Change | Cross Roads, TX	15	15	1.00	0m 00s	19	0.00	$0.00
87	Court Process | Cross Roads, TX	13	9	1.44	0m 00s	16	0.00	$0.00
88	Cross Roads Community Market | Cross Roads, TX	13	8	1.63	0m 00s	28	0.00	$0.00
89	How do I file a police report? | Cross Roads, TX	13	7	1.86	0m 00s	18	0.00	$0.00
90	Location & Directions to Court Office | Cross Roads, TX	13	4	3.25	0m 00s	22	0.00	$0.00
91	Planning & Zoning Meeting | Cross Roads, TX	13	10	1.30	0m 00s	16	0.00	$0.00
92	Rustic Furniture Depot | Cross Roads, TX	13	12	1.08	0m 00s	37	0.00	$0.00
93	Where do I go to register my vehicle? | Cross Roads, TX	12	10	1.20	0m 00s	33	0.00	$0.00
94	Elite Healthcare, LLC | Cross Roads, TX	11	8	1.38	0m 00s	29	0.00	$0.00
95	Finance Department | Cross Roads, TX	11	10	1.10	0m 00s	11	0.00	$0.00
96	Parks & Recreation Board | Cross Roads, TX	11	8	1.38	0m 00s	13	0.00	$0.00
97	Search Results | Page 2 | Cross Roads, TX	11	11	1.00	0m 00s	11	0.00	$0.00
98	Add Business to Business Directory | Cross Roads, TX	10	7	1.43	0m 00s	20	0.00	$0.00
99	Upcoming Events | Cross Roads, TX	10	9	1.11	0m 00s	26	0.00	$0.00
100	2035 Comprehensive Plan | Cross Roads, TX	9	6	1.50	0m 00s	13	0.00	$0.00
101	Fiscal Transparency | Cross Roads, TX	9	6	1.50	0m 00s	17	0.00	$0.00
102	Tax Rates | Cross Roads, TX	9	6	1.50	0m 00s	19	0.00	$0.00
103	US 380 will be reduced to one lane between Walmart Drive and FM 2931 | Cross Roads, TX	9	8	1.13	0m 00s	13	0.00	$0.00
104	TxDOT Traffic Alert | Cross Roads, TX	8	8	1.00	0m 00s	14	0.00	$0.00
105	US 380 & FM 424 Traffic Light Cycle | Cross Roads, TX	8	6	1.33	0m 00s	18	0.00	$0.00
106	Budgets & Finance Reports | Cross Roads, TX	7	5	1.40	0m 00s	9	0.00	$0.00
107	Community | Cross Roads, TX	7	6	1.17	0m 00s	7	0.00	$0.00
108	Economic Development | Cross Roads, TX	7	7	1.00	0m 00s	14	0.00	$0.00
109	How do I get a copy of an accident report? | Cross Roads, TX	7	6	1.17	0m 00s	13	0.00	$0.00
110	How do I submit a permit application? | Cross Roads, TX	7	6	1.17	0m 00s	7	0.00	$0.00
111	Join our Team! | Cross Roads, TX	7	6	1.17	0m 00s	7	0.00	$0.00
112	Juvenile/Minor Procedures | Cross Roads, TX	7	7	1.00	0m 00s	13	0.00	$0.00
113	Municipal Development District Meeting | Cross Roads, TX	7	6	1.17	0m 00s	7	0.00	$0.00
114	Northeast Municipal Court | Cross Roads, TX	7	4	1.75	0m 00s	16	0.00	$0.00
115	Parks and Recreation Board Meeting | Cross Roads, TX	7	5	1.40	0m 00s	7	0.00	$0.00
116	Business | Cross Roads, TX	6	4	1.50	0m 00s	6	0.00	$0.00
117	Continuances | Cross Roads, TX	6	5	1.20	0m 00s	6	0.00	$0.00
118	FAQs | Cross Roads, TX	6	6	1.00	0m 00s	6	0.00	$0.00
119	Town Hall Closed for Independence Day | Cross Roads, TX	6	5	1.20	0m 00s	8	0.00	$0.00
120	US 380 Improvement Project Kicks Off in Denton County this Week | Cross Roads, TX	5	3	1.67	0m 00s	12	0.00	$0.00
121	About Us | Cross Roads, TX	4	2	2.00	0m 00s	5	0.00	$0.00
122	Beauty By Us Beauty Supply | Cross Roads, TX	4	4	1.00	0m 00s	12	0.00	$0.00
123	Cross Roads Mourns the Loss of Council Member Greg Gaalema | Cross Roads, TX	4	4	1.00	0m 00s	8	0.00	$0.00
124	How do I apply for a job with the Town of Cross Roads or the Cross Roads Police Department? | Cross Roads, TX	4	4	1.00	0m 00s	4	0.00	$0.00
125	How do I request close patrol of my property when I am out of town? | Cross Roads, TX	4	4	1.00	0m 00s	4	0.00	$0.00
126	Location & Directions to Court Hearing | Cross Roads, TX	4	4	1.00	0m 00s	4	0.00	$0.00
127	MDD Called Meeting | Cross Roads, TX	4	2	2.00	0m 00s	4	0.00	$0.00
128	Platting Application | Cross Roads, TX	4	3	1.33	0m 00s	6	0.00	$0.00
129	Town Roads Included in Proposed Denton County Bond Package | Cross Roads, TX	4	3	1.33	0m 00s	6	0.00	$0.00
130	Website Disclaimer | Cross Roads, TX	4	4	1.00	0m 00s	6	0.00	$0.00
131	At Ease Chiropractic | Cross Roads, TX	3	3	1.00	0m 00s	9	0.00	$0.00
132	Binford Fence Supply | Cross Roads, TX	3	2	1.50	0m 00s	7	0.00	$0.00
133	Cross Roads Sept Mega Market | Cross Roads, TX	3	2	1.50	0m 00s	3	0.00	$0.00
134	Cross Roads Summer Mega Market | Cross Roads, TX	3	3	1.00	0m 00s	3	0.00	$0.00
135	Development Application | Cross Roads, TX	3	3	1.00	0m 00s	3	0.00	$0.00
136	Education | Cross Roads, TX	3	2	1.50	0m 00s	3	0.00	$0.00
137	Jackson Hewitt Tax Preparation Office | Cross Roads, TX	3	3	1.00	0m 00s	9	0.00	$0.00
138	Ottomatic Threads | Cross Roads, TX	3	2	1.50	0m 00s	5	0.00	$0.00
139	The Hillside Estate | Cross Roads, TX	3	3	1.00	0m 00s	7	0.00	$0.00
140	The Villages of Cross Roads Park Improvement Q&A | Cross Roads, TX	3	1	3.00	0m 00s	6	0.00	$0.00
141	ltompkins | Cross Roads, TX	3	3	1.00	0m 00s	4	0.00	$0.00
142	Cross Roads Mourns the Loss of a Police Officer | Cross Roads, TX	2	2	1.00	0m 00s	6	0.00	$0.00
143	Cross Roads Winter Festival | Cross Roads, TX	2	2	1.00	0m 00s	4	0.00	$0.00
144	David Lawson | Cross Roads, TX	2	1	2.00	0m 00s	4	0.00	$0.00
145	Denton County Road Bond Package Cross Roads East/West Collector | Cross Roads, TX	2	2	1.00	0m 00s	4	0.00	$0.00
146	Discount Tire | Cross Roads, TX	2	2	1.00	0m 00s	6	0.00	$0.00
147	Do you issue passports or marriage licenses? | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
148	Fall Fest | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
149	How do I listen to recordings of past meetings? | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
150	I Am Dog Rescue's Fall Bark in the Park | Cross Roads, TX	2	2	1.00	0m 00s	6	0.00	$0.00
151	Kristi Gilbert | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
152	News | Page 2 | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
153	Parks & Recreation Board Meeing | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
154	Public Notice for 7557 US 377 | Cross Roads, TX	2	1	2.00	0m 00s	4	0.00	$0.00
155	Search Results | Page 3 | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
156	Search Results | Page 4 | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
157	Town Council Special Called Meeting | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
158	Town Council Work Session | Cross Roads, TX	2	1	2.00	0m 00s	2	0.00	$0.00
159	Upcoming Events | Page 2 | Cross Roads, TX	2	2	1.00	0m 00s	2	0.00	$0.00
160	rpatterson | Cross Roads, TX	2	2	1.00	0m 00s	5	0.00	$0.00
161	2015 Comprehensive Plan with 2021 Amendments (Superseded) | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
162	2023 Community Market Vendor Applications now available | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
163	Archived Budgets & Finance Reports | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
164	August 23, 2022 Hazard Mitigation Meeting | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
165	Bark in the Park - Cross Roads | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
166	Bid Notice - Street Rehabilitation | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
167	Bids for Road Construction | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
168	Business Directory - Construction | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
169	Business Directory - J | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
170	Business Directory - Professional Services | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
171	Business Directory - Restaurant | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
172	Business Directory - Retail | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
173	Committee to Elect Tompkins for Mayor - SPAC April 7, 2022 | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
174	Cross Roads Dec Market | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
175	Cross Roads Oct Market | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
176	Cross Roads Podcast | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
177	Cross Roads Police Department Officially Opens! | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
178	I AM DOG RESCUE | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
179	Jack in the Box | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
180	January 2023 Council Retreat | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
181	KJE | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
182	MDD Meeting - Canceled | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
183	MDD Meeting | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
184	Madison Gotthardt | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
185	Metro by T-Mobile | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
186	National Night Out 2022 | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
187	National Night Out | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
188	Planning & Zoning Committee Meeting Agenda Archive - 2019 | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
189	Prairie House Restaurant | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
190	Prime Creative Marketing | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
191	Professional Services Deposit Agreement | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
192	Public Comment Request | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
193	Roads Committee Meeting | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
194	Rodney Patterson | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
195	Sally Beauty | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
196	Search Results | Page 5 | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
197	Search Results | Page 6 | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
198	Set up a building inspection? | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
199	Shelly Huss | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
200	Sign Up for e-Newsletter | Cross Roads, TX	1	1	1.00	0m 00s	2	0.00	$0.00
201	Starbucks Coffee Company | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
202	T. Lynn Tompkins Jr. | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
203	Town Hall Closed Thursday Morning | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
204	Various, Alternating Lane Closures to Continue on US 380 Week of February 20th | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
205	court | Cross Roads, TX	1	1	1.00	0m 00s	3	0.00	$0.00
206	dbutler | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
207	kgilbert | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
208	sshort | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00
209	szuczek | Cross Roads, TX	1	1	1.00	0m 00s	1	0.00	$0.00

© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

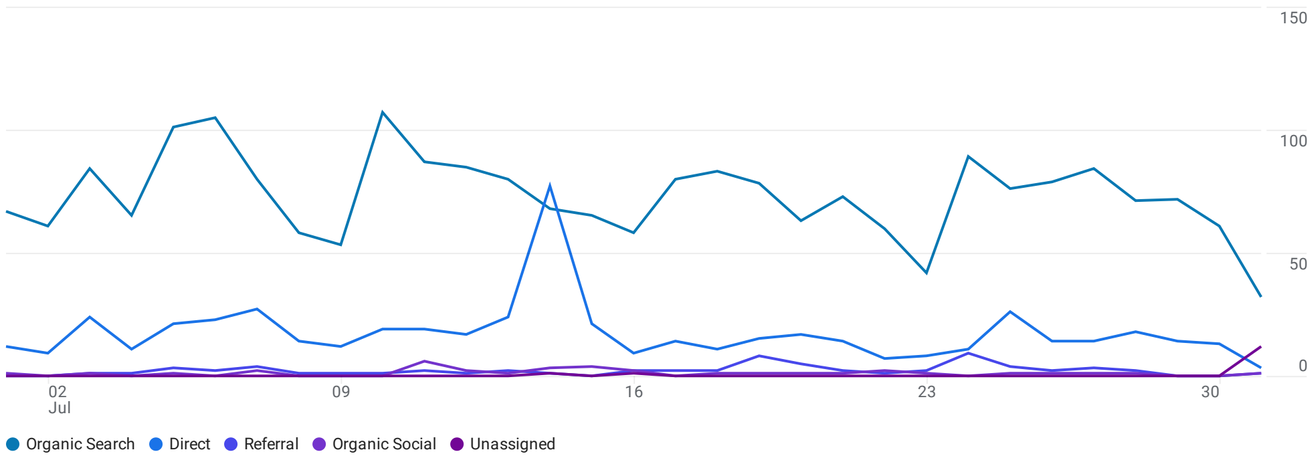
All Users | Add comparison

Custom Jul 1 - Jul 31, 2023

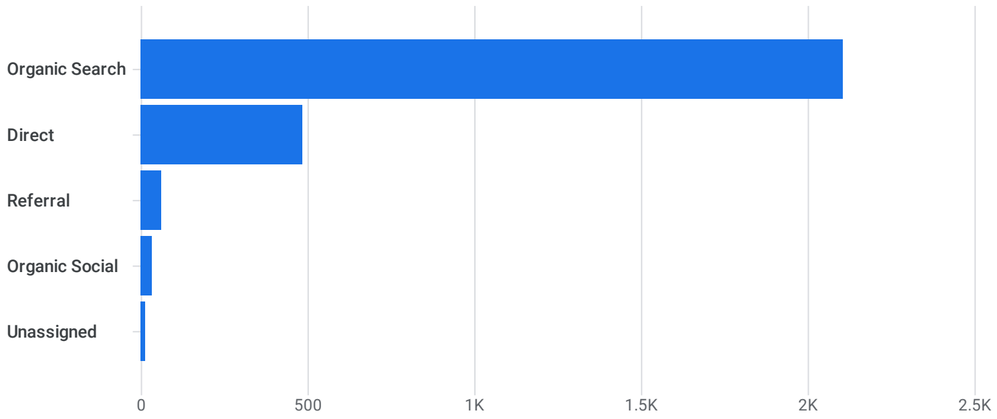
Traffic acquisition: Session default channel group

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
		2,671 100% of total	3,421 100% of total	1,425 100% of total	0m 00s	0.53 Avg 0%	4.21 Avg 0%	41.65% Avg 0%	14,392 100% of total	0.00	$0.00
1	Organic Search	2,106	2,688	1,107	0m 00s	0.53	4.08	41.18%	10,967	0.00	$0.00
2	Direct	485	640	269	0m 00s	0.55	4.41	42.03%	2,825	0.00	$0.00
3	Referral	61	77	32	0m 00s	0.52	5.18	41.56%	399	0.00	$0.00
4	Organic Social	33	36	15	0m 00s	0.45	3.78	41.67%	136	0.00	$0.00
5	Unassigned	14	15	0	0m 00s	0.00	4.33	0%	65	0.00	$0.00

© 2023 Google | Analytics home | Terms of Service | Privacy Policy | Send feedback

MINUTES OF REGULAR MEETING
FOR MUNICIPAL DEVELOPMENT DISTRICT
THURSDAY, JUNE 8, 2023, AT 6:00 P.M.
LOCATION: 1401 FM 424, CROSS ROADS, TEXAS 76227

Call to Order – **6:00 P.M.**

1. Roll Call: **President Knox; Members Paus and Zuczek. Coronado and Berry were absent.**

2. Citizen Input for Items both ON and NOT on the Agenda
   Stuart Tilley – impact of construction on US 380 to Sonic's revenue; asked that MDD consider assistance

3. Discuss and consider appointment of a Vice President for the Municipal Development District.
   Motion to appoint Steve Zuczek Vice President of MDD made by Paus;
   Second by Knox;
   Passed 3 to 0.

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

   Town Administrator Kristi Gilbert gave the reviews and updates.

5. Discuss and consider approval of the May 11, 2023, Meeting Minutes.
   Motion to approve May meeting minutes made by Paus;
   Second by Zuczek;
   Passed 3 to 0.

6. Presentation by Sylvia Phillips on business activities and the need for acquiring easements for Mustang Special Utility District.
   Sylvia Phillips gave presentation on business activities and the need for acquiring easements for Mustang SUD.

7. Receive a report, discuss and consider activities related to business retention surveys.
   Pam Mundo gave a report on business retention surveys conducted by herself and MDD Members Paus and Coronado.

   Motion to approve $3,500.00 to Pam Mundo for research and report of top 5 businesses in need of MDD assistance made by Zuczek;
   Second by Paus;
   Passed 3 to 0.

Motion to request Council amend Park budget to move $20,000 from Reserved Funding to Grant Line Item made by Paus;
Second by Knox;
Zuczek voted no;
Passed 2 to 1.

<u>EXECUTIVE SESSION</u> – MDD did not convene into Executive Session

8. 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: FM 424

    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

9. Take action as may be necessary or appropriate on matters discussed in Executive Session.
   No action - MDD did not convene into Executive Session

10. Request for future agenda items.
    Executive Session, Pam Mundo, Sylvia's recommendation, and budget amendment.

11. Adjourn – **7:47 P.M.**

CROSS ROADS MDD
AGENDA BRIEFING SHEET

Meeting Date:
August 10, 2023

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

Prepared by:
Kristi Gilbert, Town Administrator

Description:
The Board previously hired Mundo and Associates to conduct interviews with key businesses to determine what their current concerns are and if they have any suggestions that the Town can do to help. At the June 8th meeting, the Board further authorized Mundo to identify five specific action items the Board could move forward with as a result of the interviews. Ms. Mundo will be at the meeting to provide an update on the interviews and action items.

Recommended Action:
The Board may want to take action on certain items depending on Pam Mundo's action report.

Attachments:
Included under separate cover

CROSS ROADS MDD
AGENDA BRIEFING SHEET

Meeting Date:
August 10, 2023

Agenda Item:
Discuss and consider the FY 2023 Budget Amendment and the FY 2024 Proposed Budget including Council directives for project funding.

Prepared by:
Kristi Gilbert, Town Administrator

Description:
The Board has previously taken action that requires an amendment to the FY 2023 budget, in addition to the need to adjust revenues to reflect reduced sales tax receipts.

FY 2023 ADJUSTMENTS:

- Decrease in Sales Tax Revenue based on YTD collections.
- Increase in Software based on actual expenses of sales tax reporting software.
- Increase in Administrative Expenses as authorized at the March 7, 2023 meeting to take on 33% of the Communications Coordinator position and increase the contribution towards the Town Administrator and Town Secretary's salary from 7% to 10% based on workload.
- Addition of $20,000 allocated for MDD Business Grants as authorized at the June 8, 2023 Board meeting.
- The MDD may wish to consider utilizing some of their Advertising and Promotions funds to help sponsor the Town's Founder's Day Event.

Also included is the FY 2024 proposed budget for consideration and recommendation to the Town Council. Per Section 7.6 of the MDD bylaws, the Board shall adopt a proposed budget at least thirty (30) days prior to the commencement of each fiscal year which begins October 1st. The budget must also be approved by the Town Council. With the timing, the budget must be presented to the Town Council prior to their August 21st meeting.

At the June Council Retreat, the Council discussed initiatives they would like to see the MDD work on in the 2024 Fiscal Year. The memo from Council is attached for reference. The initiatives include increasing communication efforts with a heavy focus on Cross Roads businesses in the form of a monthly mailed newsletter compiled by Staff, continuing to utilize Mundo and Associates for business interviews, and hiring consultants related to Project Alpha and to perform a sales tax audit. The proposed Fiscal Year 2024 budget considers these initiatives.

FY 2024 PROPOSED BUDGET:

- Decrease in Sales Tax Revenue based on current collections.
- Increase in Interest Revenue based on current revenues.

- Increase in Rental Income per the property management company's recommended lease rate.
- Increase in Advertising and Promotion expenses to reflect the cost of monthly mailed newsletters at a monthly cost of approximately $1,200 - $1,800 per month depending on the number of pages.
- Increase in Software to add an additional module to incorporate the boundaries of the MDD (Cross Roads ETJ) not just the Town limits.
- Increase in Administrative Expenses to reflect the full cost of the Communications Coordinator at approximately 16 hours per week; 10% of the weighted cost of the Town Administrator, Town Secretary and Accounts Payable Technician based on workload for a total of approximately $57,500. This line item also includes approximately $2,700 per year for the property management company for 1151 FM 424.
- Addition of Property and Liability Insurance for the property located at 1151 FM 424.
- Increase in Training and Travel to provide funds for a Basics of Economic Development Class for each member at approximately $800/each; International Council of Shopping Centers (ICSC) Red River Conference at $550/person (5 people); ICSC Las Vegas Conference at approximately $2,500/person (2 people).
- Decrease in Planning/Consulting to $50,000 with the expectation this would be used for services provided by Mundo & Associates, costs associated with Project Alpha and for a sales tax audit.
- Decrease in Rental Property Repair to $10,000 based on current expenditures.

Recommended Action:
Recommend approval of the FY 2023 Amended Budget and the FY 2024 Proposed Budget.

Attachments:
Memo from Council – June 14, 2023
FY 23 Proposed Budget Amendment
FY 24 Proposed Budget

JUNE 14, 2023

TO: JOHN KNOX, PRESIDENT

FROM: STEVE ZUCZEK, COUNCIL LIAISON TO MDD
T. LYNN TOMPKINS, JR., MAYOR
KRISTI GILBERT, TOWN ADMINISTRATOR

SUBJECT: REPORT ON JUNE 2023 COUNCIL RETREAT

CC: MDD BOARD MEMBERS
TOWN COUNCIL MEMBERS

As you are aware, the Town Council conducted a planning retreat the first weekend of June. During that retreat, the Council had an opportunity to discuss projects and challenges each of the Town's boards are facing.

The Council came to a consensus with regard to items of interest to the Municipal Development District (MDD). The Mayor has committed to meet with the Council Liaison and Chairperson on a monthly basis to assist in moving projects forward.

General direction from the Council includes the following:

- Continue utilizing Mundo & Associates for business interviews.
- Increase communication efforts to assist businesses which includes the following:
    - Bringing the mailed newsletter in house and publish and mail on a monthly basis.
    - Seek advertising for the newsletter
    - Feature businesses in the newsletter and provide business highlights
    - The newsletter will be advertised as "Provided by the Cross Roads Municipal Development District"
    - Cover the full cost of the Communications Coordinator to coordinate the newsletter publication, website updates and general communication
    - The anticipated cost of the entire program is approximately $30,000 per year
- Hire consultant related to Project Alpha – to be detailed further at a future meeting.
- Pay for 10 temporary blue driveway signs.
- Engage a consultant to perform a sales tax audit.
- Re-evaluate the installation of a digital sign in three years.

FISCAL YEAR 2023 PROPOSED AMENDMENT
210 - MUNICIPAL DEVELOPMENT DISTRICT

Account #	Account Description	Category	FY 23 Approved	FY 23 Proposed Amend 1
REVENUES - MUNICIPAL DEVELOPMENT FUND - 210				
210-40100	Sales Tax Revenue	Sales Tax	$ 500,000.00	$ 445,000.00
210-40306	Interest Revenue	Investment Income	$ 1,750.00	$ 13,000.00
210-40350	Rental Income	Miscellaneous	$ 15,000.00	$ 15,000.00
210-40620	Debt Proceeds	Other Income	$ -	$ -
210-40910	Transfers In	Transfers	$ -	$ -
TOTAL REVENUES - MUNICIPAL DEVELOPMENT FUND			**$ 516,750.00**	**$ 473,000.00**
EXPENSES - MUNICIPAL DEVELOPMENT FUND - 210				
210-110-53002	Advertising and Promotion	Contractual Services	$ 15,000.00	$ 15,000.00
210-110-53004	Software	Contractual Services	$ 1,500.00	$ 1,700.00
210-110-53007	Administrative Expenses	Contractual Services	$ 24,000.00	$ 29,355.00
210-110-53015	Dues and Subscriptions	Contractual Services	$ 4,000.00	$ 4,000.00
210-110-53022	Training and Travel	Contractual Services	$ 7,500.00	$ 7,500.00
210-110-53025	MDD Business Grant	Contractual Services	$ -	$ 20,000.00
210-110-53100	Planning/Consulting	Contractual Services	$ 65,000.00	$ 65,000.00
210-110-53110	Utilities	Contractual Services	$ 1,500.00	$ 1,500.00
210-110-53805	Property Taxes	Contractual Services	$ 13,600.00	$ 13,600.00
210-110-54018	Rental Property Repair	Maintenance	$ 40,000.00	$ 40,000.00
210-110-56010	Debt Principal	Debt Service	$ 33,591.46	$ 33,591.46
210-110-56020	Debt Interest	Debt Service	$ 16,427.82	$ 16,427.82
210-110-56030	Debt Issuance Costs	Contractual Services	$ -	$ -
210-110-58007	Capital Improvements	Capital Outlay	$ -	$ -
210-710-59100	Transfers Out	Capital Outlay	$ -	$ -
TOTAL EXPENSES - MUNICIPAL DEVELOPMENT FUND			**$ 222,119.28**	**$ 247,674.28**
Net Income			$ 294,630.72	$ 225,325.72
Beginning Balance FY 21		$ 530,343.00	$ 736,157.13	$ 736,157.13
Ending Balance FY 22		$ 736,157.13	$ 1,030,787.85	$ 961,482.85

FY 2024 PROPOSED BUDGET
210 - MUNICIPAL DEVELOPMENT DISTRICT

Account #	Account Description	Category	FY 23 Approved	FY 23 Amend 1	FY 24 Proposed
REVENUES - MUNICIPAL DEVELOPMENT FUND - 210					
210-40100	Sales Tax Revenue	Sales Tax	$ 500,000.00	$ 445,000.00	$ 438,000.00
210-40306	Interest Revenue	Investment Income	$ 1,750.00	$ 13,000.00	$ 22,100.00
210-40350	Rental Income	Miscellaneous	$ 15,000.00	$ 15,000.00	$ 19,200.00
210-40620	Debt Proceeds	Other Income	$ -	$ -	$ -
210-40910	Transfers In	Transfers	$ -	$ -	$ -
TOTAL REVENUES - MUNICIPAL DEVELOPMENT FUND			**$ 516,750.00**	**$ 473,000.00**	**$ 479,300.00**
EXPENSES - MUNICIPAL DEVELOPMENT FUND - 210					
210-110-53002	Advertising and Promotion	Contractual Services	$ 15,000.00	$ 15,000.00	$ 35,000.00
210-110-53004	Software	Contractual Services	$ 1,500.00	$ 1,700.00	$ 3,500.00
210-110-53007	Administrative Expenses	Contractual Services	$ 24,000.00	$ 29,355.00	$ 60,000.00
210-110-53010	Property and Liability Insuranc	Contractual Services	$ -	$ -	$ 1,500.00
210-110-53015	Dues and Subscriptions	Contractual Services	$ 4,000.00	$ 4,000.00	$ 4,000.00
210-110-53022	Training and Travel	Contractual Services	$ 7,500.00	$ 7,500.00	$ 12,000.00
210-110-53025	MDD Business Grant	Contractual Services	$ -	$ 20,000.00	$ 20,000.00
210-110-53100	Planning/Consulting	Contractual Services	$ 65,000.00	$ 65,000.00	$ 50,000.00
210-110-53110	Utilities	Contractual Services	$ 1,500.00	$ 1,500.00	$ 1,500.00
210-110-53805	Property Taxes	Contractual Services	$ 13,600.00	$ 13,600.00	$ 14,000.00
210-110-54018	Rental Property Repair	Maintenance	$ 40,000.00	$ 40,000.00	$ 10,000.00
210-110-56010	Debt Principal	Debt Service	$ 33,591.46	$ 33,591.46	$ 33,591.46
210-110-56020	Debt Interest	Debt Service	$ 16,427.82	$ 16,427.82	$ 16,427.82
210-110-56030	Debt Issuance Costs	Contractual Services	$ -	$ -	$ -
210-110-58007	Capital Improvements	Capital Outlay	$ -	$ -	$ -
210-710-59100	Transfers Out	Capital Outlay	$ -	$ -	$ -
TOTAL EXPENSES - MUNICIPAL DEVELOPMENT FUND			**$ 222,119.28**	**$ 247,674.28**	**$ 261,519.28**
Net Income			$ 294,630.72	$ 225,325.72	$ 217,780.72
Beginning Balance FY 21		$ 530,343.00	$ 736,157.13	$ 736,157.13	$ 961,482.85
Ending Balance FY 22		$ 736,157.13	$ 1,030,787.85	$ 961,482.85	$ 1,179,263.57