

The Cross Roads Times

Quarterly Publication of the Town of Cross Roads, Texas 76227 (Denton County)



Town Hall expansion and renovation progress

From the Mayor's Desk

by Steve Smith, Mayor

Summer 2014 Update

It was in July 2012 when I wrote my first article for the Cross Roads Times as your Mayor. In that article I announced that Walmart was officially a property owner within our town, CVS had been issued a building permit, and that the town had just under \$1M in cash assets. At that time our businesses were producing \$25M in taxable merchandise sales annually. I also mentioned in that article that two of the major factors in my decision to file for the Mayor's seat were the great chemistry of the council and positive momentum we were beginning to see in the 380 commercial corridor.

Two years later those businesses, along with several others, have opened with great success. Our business community now produces over \$75M in taxable sales annually, we have over \$1.5M in cash assets, the council continues to be a

phenomenal group, and the momentum along the 380 corridor continues to thrive.

I am honored and excited to continue as your Mayor for another term, and privileged to work along side such a dedicated group of staff and volunteers. I thank each of you for the opportunity and trust you have placed in each of us.

In this article I primarily want to give you updates on Town projects which have been completed or are nearing completion.

Town Project Updates

Road projects are now complete well ahead of the August estimated completion date. Mill Creek is no longer a dirt road filled with potholes and now has a smooth asphalt surface. Dr. Griffin, which was completely impassable, has also been asphalted and has opened, providing a link from New

Articles

From the Mayor's Desk	1
Mosquito Reminder	2
Shannon's Shout Out	3
NEPD	3
Aubrey Area Library	4
Dining in Cross Roads	5
Cross Roads Park	5
The Presidio@3eighty	6
Smokin Crow	7

Hope Rd. to Hwy 377. Speed bumps along Fishtrap Rd. have been removed. Section repairs were completed on both Historic Lane and S. Pottershop Road. Pothole repairs, tree trimming and right of way maintenance has also been completed.

In our town park you will find a beautiful new fence with stone columns, wider asphalt drives, and a new paved parking area.

Continued on Page 2

From the Mayor's Desk (continued)



The road and park projects cost a total of about \$450k and were made possible from both our increased sales tax revenues and \$200k in funding made available by County Commissioner Hugh Coleman.

The town hall expansion and renovation is also well underway. Once completed it will be in line with our commercial requirements while providing us with ample room to grow. New technology aides will help

us in our communication efforts with our citizens and visitors.

The traffic light at Hwy 380 and Fishtrap/Moseley Rd. has been signed-off on by all parties and is still scheduled to begin construction this fall.

Commercial / Residential Development

OP3 and OP4 are almost complete. Some portions have already progressed to the tenant finish-out phase. Within days of you reading this, Starbucks will open, with Fuzzy's, Super Cuts, Honey Dental, UPS Store, Sally Beauty and others all following shortly thereafter.

McDonalds is also at the completion stages and plans to open in the coming weeks.

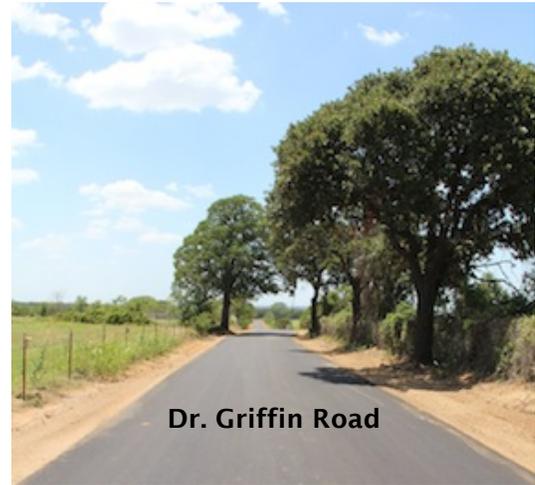
Chicken Express has submitted preliminary plans to build next to the new McDonalds.

From a residential standpoint, the Village at Cross Roads is almost built out. Oak Hill Ranch (off Naylor) hopes to begin moving dirt in the coming months. We are now hearing from builders that they are searching for buildable lots, which are becoming scarce.

I truly encourage all of our citizens to get involved in some fashion within our city. Please sign up for e-alerts on our website www.crossroadstx.gov, and like our Town of Cross Roads Facebook page. Your involvement could also start by simply attending a meeting that most interests you. We are always seeking new volunteers who are looking for ways to help. Volunteer applications are available at Town Hall. This town is successful due to the hard work and diligent efforts put forth by its volunteer citizens and staff. For this I am very proud to represent you as Mayor.



Mill Creek Road



Dr. Griffin Road



Mosquito Reminder by Becky Ross

Mosquito season is in full swing this summer and it will technically last through September, but here in Texas, mosquitoes have the ability to hatch year round. With our much needed summer storms so far this year, we have lots of potential for standing water. Get rid of standing water in which mosquitoes can breed. If there are any places around your home where water collects such as water-holding containers, house cooler drains and ponds, you may be raising mosquitoes. Empty what you can and treat what you can't. You can treat standing water with mosquito dunks that are available at Town Hall to residents of Cross Roads. Adult flying mosquitoes frequently rest in grass, shrubbery or other foliage. To further prevent mosquito bites that could transfer West Nile, use insect repellents that contain DEET, picaridin, oil of lemon eucalyptus or IR3535. Always follow label directions. Store insect repellent at the front and back doors of your home and apply when you go outside. Keep extra repellent in outdoor areas such as patios and decks.

Shannon's Shout Out by Shannon DePrater, Town Secretary

Financial Transparency

Do you want to know about your town's financial status? The Town of Cross Roads is committed to transparent government, including the Town's finances. While the Town does not collect Ad Valorem Taxes, the Town's transparent government does promote accountability and provide information to its citizens to allow them to see exactly where the Town's collected City, and Sales and Use Tax Allocations are spent.

The Town Staff has gathered its financial information into one spot - the Financial Transparency Webpage - whose URL is https://crossroadstx.gov/financial-transparency/. Please take a look. On this website you will find a links to Council members, the Texas State Comptroller's website, current budget and past budgets, monthly financial reports, audit statements, and the disbursement registers.

November Special Election

At the August 18th Town Council Meeting, Council will call a Special Election to reauthorize the Sales and Use Tax, at the rate of one-fourth of one percent, to be allocated to Street Maintenance and Repair. This Special Election will be held on November 4, 2014. This Sales and Use Tax, should it pass, will continue providing revenue for maintenance and repair of existing municipal streets. The Special Election was originally scheduled for May and Council voted in March to move to November because the Town would have had to pay the full cost for using the Copeland Building as

a voting site, because all neighboring Towns, including Cross Roads, were able to cancel their general elections. Moving the Special Election to November saved the Town from the high cost of utilizing the building on its own. This is another way the Council continues to be fiscally responsible.

Please visit the Election webpage in the upcoming months because Early Voting and Election Day information will be posted as it arrives from Denton County.

Volunteers Wanted!

The Town Council is seeking residents who are willing to spend a few hours a month serving the community. Cross Roads is blessed with amazing volunteers and the tradition of active resident volunteers is what has made our community strong. If you have the time, passion and/or interest in any of the board or commission positions listed below, please apply.

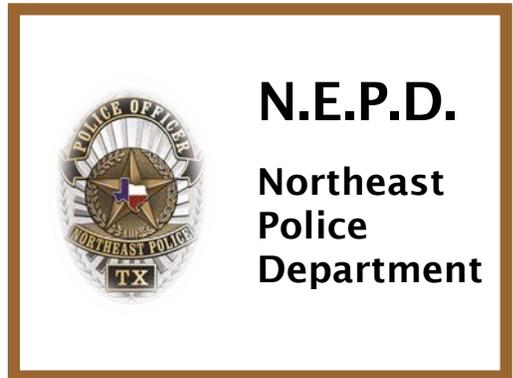
Thank you for serving the Cross Roads Community!

Applications will be accepted beginning Monday, July 21, 2014 through 5:00 p.m. Friday, August 15, 2014 for the following Committees:

- Comprehensive Planning Committee
• Road Repair Committee
• Park Committee
• Planning and Zoning Commission

- MDD
• NEPD Commission
Applications will be available online and at Town Hall, located at 1401 FM 424, beginning Monday, July 21, 2014.

Inquiries or questions should be directed to Shannon DePrater, Town Secretary at 940-365-9693 or by email at s.deprater@crossroadstx.gov



The Northeast Police Department would like to say thank you to the residents who have taken advantage of the new Vacation Watch Program. Since the information in the mailer was sent to our residents, the program has seen a dramatic increase in use. I hope the residents see the potential of this program to keep their property safe while they are out of town. We would like to encourage even more participation from others. One of our main goals at the department is the safety of our citizens and their property. This program helps to keep us informed of certain areas around town where the potential for crime might increase. The forms for the Vacation Watch are available on

Continued on Page 4

N.E.P.D. (continued)

our website, the Town of Cross Roads' website, and City of Krugerville's website.

The Northeast Police Department is in the planning stages for participating in National Night Out. This is a program designed to help the citizens of a community get to know their police department and interact with the officers. As the planning continues, information about the event, as well as requests for volunteers, will be posted on our website and our Facebook page.

"Serving Cross Roads and Krugerville"

Chief James Edland

**100 Kruger Road, Krugerville,
TX 76227**

940-365-2029

WWW.NORTHEASTPOLICE.NET

Aubrey Area Library News

A big THANK YOU from the library goes to the Town of Cross Roads for supporting the Summer Reading Program!

As of July 2, 2014, the library has seen a 213% increase in the number of people who have signed up for the summer reading program, as compared to the summer of 2013. Everyone who turns in a reading log is placed in the drawing to win Barnes and

Noble gift cards. The more you read, the more completed logs you turn in, and the more chances you have to win. Reading out loud to the children this summer also counts as time spent reading. Did you know that reading aloud is also of great benefit to older children, even teens? Reading aloud builds vocabulary, increases attention span, and provides exposure to formal sentences with deftly drawn story lines and rich word pictures. We often converse in a casual shorthand and reading aloud can reveal the beauty and nuances of our language. Reading aloud can be an inexpensive and fun way to provide quality family time and build those all-important neural pathways that make future learning of anything more attainable.

When you turn in your logs, let the library staff know what books you most enjoyed. Reading logs are available in the library, on our Facebook page, and on our website.

Saturday, August 2 at 1:00 PM the Summer Reading Program winners will be drawn and announced.

Seniors in Motion meet on Tuesdays at 10:00 and Thursdays at 9:00 in the library Community room. Beginning Monday, August 25th a new express class will be held on Mondays at 12:00 in Aubrey City Hall.

Saturday, October 4, the 29th annual Peanut Festival will be held at the Aubrey Festival Grounds in Downtown Aubrey <http://aubreypeanutfestival.com/>



Room set for High Tea

In January 2015, Aubrey Area Library will host Downton Aubrey Tea, high tea at the library in the fashion of Masterpiece Theatre's Downton Abbey. Call or email the library to be added to the emailing list regarding this upcoming event.

Trivia Night will be held on April 18, 2015. This notice should provide you with plenty of time to get your teams together!

The **Community Room** at the library offers 4000 square feet of space, which is available for rental for private events. Call the library for details.

We are open at the following times:

Tuesdays, Wednesdays, and Thursdays from 10:00 – 7:00

Saturdays from 10:00 – 3:00

Aubrey Area Library

226 Countryside Drive

Aubrey, TX 76227

940-365-9162

www.ci.aubrey.tx.us

Dining in Cross Roads *by Bill Sheehy, President, Municipal Development District*

As the Town of Cross Roads continues to grow with robust commercial development, we also seek those additional businesses that our citizens have expressed a desire to see here. One of the desires expressed by many citizens is for additional full service restaurants. While we currently have Prairie House and Villa Grande, the growth of our commercial area along U.S. 380 suggests the opportunity for additional full service restaurants such as Applebee's or Chili's, for example.

Some restaurant chains have indicated that we are simply too small for them to consider at this

time. We suspect they really do not yet fully understand the rapidly evolving market dynamics of this area.

We continue to look for ways to make desirable businesses more aware of the market potential in the Cross Roads location. Within five miles of Cross Roads there is a population of over 33,000, and within 15 miles it approaches 600,000. On a daily basis, there are now (as of June) over 43,000 vehicles passing through Cross Roads on U.S. 380 every day. Many of you can attest to this if you regularly commute.

And speaking of successful

businesses, of the 340 Texas Walmart Superstores, the Cross Roads location has become one of the top 5 performing Walmart locations in the entire state! Any time you attract that many customers to a location for shopping, the prospects for new businesses rise dramatically.

So when you visit any of your favorite out-of-town full service restaurants, let their management know that we would love for them to consider Cross Roads and suggest they contact Town Hall for more information. We'll be happy to greet them!



What's New in Cross Roads Park? *by Gale Bacon*

You may have noticed a few changes in our Town Park. Last fall, Sal Fazzino built and installed three additional picnic tables, and First Texas Homes generously donated the concrete pads. This spring, we installed a new park grill adjacent to the new tables. The new tables are also under the shade of our beautiful Post Oak trees, and there is always a good breeze, even during the hot Texas summers.

The park driveway and new fence projects are completed. The

graveled driveways have been paved and widened to make way for two cars passing, and new improved culverts have been installed. The driveways, including the parking area, will be asphalted by the end of the summer.

The fence has been installed along FM424 and Fishtrap. The park fence has the same look as the existing fence at Village of Cross Roads: wrought iron with stone pillars.

Our 3rd annual community Farmers Market in the park runs through August 30th. Dunn Farms and Blalock Farms are having a fantastic season.

The Cross Roads Park location is considered an extension of the Denton Farmers Market. On several weekends, Dunn Farms had to request an additional produce delivery from their counterparts at the Denton

Continued on Page 6

Cross Roads Park

(continued)



New park grill

farmers market.

We hope you are enjoying the community Farmers Market, and thank you for making this the best market season to date!

The Presidio@3eighty

by Larry Fisher



Shari Trusty

Shari Trusty plans to open her new 17,000 square-foot executive suites office building in mid-July. And it's already fully leased! Dr.

Joe Smith DDS, Cross Roads Dental, whose sign already decorates the front of the building, expects to move in as soon as the building opens. Additional Presidio@3eighty tenants will include a chiropractor, OB/GYN practice, and the headquarters for an oil field pipeline supplier.

Shari has enthusiastically embraced the potential for business development and growth in Cross Roads and has already submitted a preliminary plat to construct a second and even larger (19,500 square-foot) professional office center on the same site. She strongly believes a major reason for the success of Presidio@3eighty is its upscale building design and landscaping. Shari wants her tenants to be proud of their workplace. She feels the building's Texas Country design and attention to details helped make it easy to attract clients.

The Cross Roads area has been home to Shari and her husband (Dr. Kelby Trusty – Total Eyecare & Eyewear Gallery in Denton) for

20 years. While living here, Shari worked in the home development business for many years and fell in love with the concepts of site selection, building design, and construction. Several years ago, fulfilling her newfound passion for commercial construction, Shari managed the design and construction of their Total Eyecare site at Unicorn Lake and then worked in partnership with her husband managing their optometry business.

Planned development along our U.S. 380 commercial corridor and the prospects for future growth are what motivated Shari to purchase property along 380 a few years ago, at a time when the national economy was struggling and other investors were becoming more cautious. It's a decision that's proving highly successful as our Cross Roads business community grows with the addition of The Presidio@3eighty.



The Presidio@3eighty



Smokin Crow

by Larry Fisher

Smokin Crow
10000 US Hwy 380
Suite 100
940-365-9444

www.vaporUSAwholesale.com

Dave Crow started Smokin Crow in April 2012. At that point, he was a Director of Operations for a large homebuilder in DFW. After 20 plus years of smoking, he was searching for something that would help him get off of real cigarettes. He was coughing every morning and knew he needed to quit. After some searching he found the e-cigarette alternative. Dave says it gave him the same satisfaction as a real cigarette, plus after a couple of weeks of just using this product, his horrible morning cough went away and he started feeling better.

Based on his experiences as a customer of e-cigarettes, he decided that customers needed better quality merchandise, a better customer experience, and a retailer that stood behind a relatively unknown product. That is when he and a friend started their business in his garage, and began selling e-cigs with friends, at vape meets, flea markets, and online. He then got into the wholesale side of the business, providing other shop owners with

high quality Smokin Crow products.

In a relatively short period of time, Dave and his friend had generated enough capital to start his first retail store. Late last year he quit his full time job to create a business of which he and his employees could be proud. He wanted his stores to be welcoming for all customers from 18 to any age, and he didn't want the stores to have a smoke or head shop feel. Once you step inside a Smokin Crow, you'll know what Dave means- beautiful scraped wood floors, attractive product displays, and a friendly, helpful staff.

What Dave liked most about Cross Roads was the location and the growth he was seeing. He kept driving by this location and saying to himself, "This is a perfect spot!" Finally, in spite of some initial nervousness, he took the plunge and set up Smokin Crow here in Cross Roads. Business has expanded from there and they just opened their second store in Addison.

Dave offers anyone who brings in this article 30% off a starter kit, or a free 30ml bottle of his Smokin Crow brand e-liquid. He also gives the military, police, and fire personnel a discount of 25% to show his appreciation for their service. (ID is required for discount.) Smokin Crow also has a rewards program. After 15 points earned, customers can get a free bottle of Smokin Crow e-liquid or 25% off their next purchase. However, just like their regular retail sales, this is limited to adults 18 years of age or older.



Dave Crow

Town of Cross Roads, Texas

Steve Smith, Mayor

Tony Russo, Mayor Pro Tem

Larry Fisher, Council Member

Wally Kille, Council Member

Bruce Birdsong, Council Member

Alan Hauf, Council Member

Shannon DePrater, Town Secretary

Becky Ross, Planning Director

Susan Zambrano, Admin. Assistant

Jeanie Burch, Editor

Cross Roads Town Hall

PHONE: 940-365-9693

FAX: 469-375-5905

www.crossroadstx.gov

TOWN HALL MEETING SCHEDULE



Planning and Zoning Commission meeting 1st Tuesday of the month

Park Board meeting 2nd Tuesday of the month

Comprehensive Planning Committee meeting 2nd Wednesday of the month

Northeast Police Commission meeting 3rd Thursday of the month

Road Repair Committee meets quarterly on the Wednesday before Council meeting

Staff meeting 1st Monday of the month at 3 pm

Town Council meeting 3rd Monday of the month

All meetings start at 7:00 pm, or will be posted if different. All meetings are open to the public and held at Town Hall. Please call Shannon DePrater at Town Hall if you would like to join a committee to serve your community.

Please sign up at www.crossroadstx.gov to receive agendas and updates delivered electronically.



PRST STD
US Postage
PAID
Aubrey, TX
Permit No. 28

Town of Cross Roads

1401 FM 424

Cross Roads, TX 76227