

**FERGUSON SPECIAL BUSINESS DISTRICT (FSBD)**  
**Agenda for Presentation to Ferguson City**  
**May 28<sup>th</sup>, 2025 at 4:00PM**  
**Location: 313 S Florissant Rd, Ferguson, MO 63135**

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## **I. Call to Order**

- Welcome and Introductions
  - Statement of Purpose: To present the FSBD's current state, proposed initiatives, and funding request for Council review and approval.
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## **II. FSBD Overview**

- Mission Statement: *"To support economic development, promote local businesses, attract new investment, and promote community engagement through strategic marketing and development initiatives to enhance the vitality of the South Florissant corridor."*
  - Current Board Members and Roles
  - Summary of FSBD Boundaries and District Scope
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## **III. Financial Report**

- Current Budget Overview
  - Funds Spent YTD
  - Remaining Balance and Funding Constraints
  - Questions for City Staff
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## **IV. Accomplishments to Date**

- Community Events (e.g., StreetFest, Northern Lights, Christmas Fest/Toy Drive)
  - Tornado Relief Truck Efforts
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## **V. New Business / Proposals**

- Board Members and Vacancies
  - E. Andreal Hoosman
  - Alyce Herndon
  - Rosie Byrd
  - Maurice King
  - Aigner Smith

- Plan to fill 4 Open Vacancies
  - Proposed Use of Remaining FY Budget Funds
  - Upcoming Projects or Events
    - FSBD Mixer / Open House
  - Budget Plan for the Remaining 24-25
  - 2025-26 Fiscal Year Budget for City Council
  - New Proposed Logo
  - Community Surveys
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## **VI. Discussion Items for Council Input**

- 2024-25 Budget Reallocations / Approvals
    - Clarify the Council Notes of Bob McGartland Carrying funds into the next FY
  - Policy or Operational Clarifications on Using Fund and Paying Vendors
  - “Ferguson Renaissance” Marketing Strategy
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## **VII. Closing Remarks**

- Summary of Action Items
- Contact Person for Follow-Up:  
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**Phone:** 314-477-9338