

# **Ferguson Special Business District Board Meeting Minutes**

Date: 10/23/2025

Location: Zoom Link sent by President Andreal Haywood-Hoosman

Prepared by: Tashauna Parker, Secretary

## **1. Call to Order**

The meeting of the Ferguson Special Business District Board was called to order by President Andreal Haywood-Hoosman at 4:05pm.

## **2. Attendance**

President: Andreal Haywood-Hoosman - Present

Vice President: Kalonda Kent - Present

Treasurer: Maurice King III - Present

Secretary: Tashauna Parker – Present

Member: Aigner Smith - Absent

Member: Rosie Byrd - Present

Member: Loraine McGregory - Present

Member: Johnny Little - Present

Member: Tony Davis - Present

Council Liaison: Mayor Jones - Absent

Council Liaison: Naquittia Noah - Present

Staff Liaison: Dave Musgrave - Absent

Guests: Barbara Sills – Outfront Media

## **3. Mission**

To support economic development, promote local businesses, attract new investments and promote community engagement.

## **4. Approval of Previous Minutes**

The minutes from the meeting on 10/20/25 were reviewed. A motion to approve the minutes was made by Rosie Byrd, seconded by Tony Davis, and carried unanimously.

## **5. New Business**

### **A. Ferguson Business District Advertising Discussion**

The board reviewed advertising opportunities to enhance visibility and engagement for the Ferguson Business District.

- Advertising Options: Five creative options were presented, including digital and static billboards. Limited space and high costs were noted as primary challenges.
- Lottery Pool Proposal: A lottery system was suggested for businesses to apply for advertising slots fairly.
- Poster Campaign: A \$4,500 package for 10 community posters was discussed as a cost-effective option.
- Rotation Calendar: Proposed to allow all businesses equal promotional opportunity.
- Inclusivity: Members emphasized ensuring marketing materials reflect the diversity of Ferguson businesses and avoid the perception of exclusivity.
- Logo and Branding: Maurice will assist in gathering logos and materials for consistent district branding.
- Follow-Up: The advertising company will provide a presentation packet outlining available options and pricing for further review.

Action Items:

- Review budget details and prepare for next discussion.
- Schedule a meeting with the advertising company.
- Develop a presentation packet summarizing all options.
- Form a subcommittee to oversee advertising and holiday promotions.

Budget Notes:

Funds will be reviewed for potential allocation toward billboard or poster advertising, along with additional costs related to holiday marketing, entertainment, and décor.

### **B. Holiday Event Planning**

The board discussed plans for the upcoming Holiday Event to encourage unity among Ferguson businesses and community members.

- A “White Elephant” holiday celebration was proposed to foster inclusivity and participation.
- Event Date: Tentatively scheduled for Wednesday, December 17, 2025, accommodating approximately 75–100 attendees.
- Venue: A larger venue will be selected to ensure comfort and accessibility.

- Outreach: The board agreed to invite all Ferguson businesses to promote inclusion. Plans include distributing invitations throughout the business corridor.
- Special Events Application: Must be submitted as soon as possible to confirm event logistics.
- Representation: Members agreed on the importance of maintaining a welcoming, inclusive, and festive environment for all.

#### **C. Holiday Street Fest Event Planning**

- Entertainment: Plans include hiring a DJ and a Santa Claus, with an emphasis on diverse community representation.
- Décor & Setup: Discussion included securing Christmas trees, décor, and gifts.
- Proposed Date: December 6, 2025

Action Items:

- Submit the Special Events Application.
- Confirm the final event date and venue for "White Elephant".
- Invite all Ferguson business owners to the events.
- Finalize DJ, Santa, and décor details for Street Fest.
- Prepare a run-of-show for board approval.

#### **D. Meeting Day Change**

- The board decided to change the board meeting days to the 4<sup>th</sup> Wednesday of the month at 4pm.

### **6. Adjournment**

A motion to adjourn was made by Johnny Little and seconded by Tony Davis. The meeting was officially adjourned at 5:02 PM.

Minutes submitted by:

Tashauna Parker  
Secretary, Ferguson Special Business District Board