

Ferguson Special Business District Board Meeting Minutes

Date: 10/23/2025

Location: Zoom Link sent by President Andreall 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 Andreall Haywood-Hoosman at 4:05pm.

2. Attendance

President: Andreall 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 4th 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