

Ferguson Special Business District Board Meeting Minutes

Date: 11/19/2025

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 4:14pm.

2. Attendance

President: Andreal Haywood-Hoosman - Present

Vice President: Kalonda Kent - Present

Treasurer: Maurice King III - Absent

Secretary: Tashauna Parker – Present

Member: Aigner Smith - Absent

Member: Rosie Byrd - Present

Member: Loraine McGregor - Present

Member: Johnny Little - Present

Member: Tony Davis - Present

Council Liaison: Mayor Jones - Absent

Council Liaison: Naquittia Noah - Present

Staff Liaison: Dave Musgrave - Present

Guests: None

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 10/23/25 were reviewed. A motion to approve the minutes was made by Aigner Smith, seconded by Kalonda Kent, and carried unanimously.

5. Old Business

A. Budget Overview

- It was confirmed that approximately \$20,000 remains in the current budget.
- The board reviewed the status of invoices from Out Front Media.
- There was discussion about unresolved items from last year's budget and the need to clear them promptly.

B. Clarification on Budget Allocation & City Policies

- The board was reminded that city funding ends on June 30, and any unspent funds roll over into the next fiscal year.
- Members discussed the importance of submitting all outstanding invoices to ensure accurate financial reporting and avoid complications.
- Clarification was provided that all billboard-related invoices received were paid from last year's budget.
- Follow-up is needed with Maurice to ensure all remaining invoices are submitted.

C. Handling Extra Funds & Budget Amendments

- A question was raised regarding the process for handling additional sponsor funds.
- It was explained that any budget amendments or additional spending must be approved by City Council.
- The group emphasized the need for transparency and proper handling of extra funds.
- It was clarified that funds cannot be set aside as a lump sum for future needs; they must be allocated to specific, approved purposes.
- It was advised that budget planning for the next fiscal year should begin in February or March.

6. New Business

A. Holiday Event Planning & Vendor Coordination

I. Event Committee

- A small committee will be formed to finalize event details and develop a confirmed budget.

II. Vendor Logistics

- Currently, 10 vendors are registered for the December event.
- Vendor layout and spacing were discussed, including table placement, children's activity zones, and walkable flow.
- Vendors should be fully set up by 1:00 PM so the event can begin promptly at 3:00 PM.

III. Food Vendor Coordination

- Only one food vendor has responded to required paperwork; follow-up is needed to confirm participation.

B. Event Operations & Programming

I. Proposed Event Schedule

- Music: **3:00 PM – 4:30 PM**
- Santa arrival: **3:30 PM**
- Tree lighting: **5:30 PM**
- Recommendation: Mayor should speak before the tree lighting while daylight remains.

II. Setup & Takedown

- The city will provide setup and takedown crews, as confirmed during the meeting.

III. Toy Drive & Distribution

- Board members will coordinate a collaborative toy drive with local businesses.
- Toy purchases will be capped at \$1,000.
- A team of three shoppers (Kalonda, Lorraine, and Tony) will be assigned to purchase toys.
- A clear distribution timeframe must be established for fairness.

IV. Volunteer Coordination

- A Signup Genius will be created to manage volunteer roles.
- Holiday-themed attire is encouraged for all volunteers.

V. Sponsorship & Donations

- Sponsorship letters will be sent to banks and local businesses.
- Vendors may be asked to contribute snacks or small items to enhance the event experience.
- Printed posters and flyers are needed for promotion.

7. Action Items

Immediate

- Organize a small committee to finalize event plans and budget.
- Follow up with the food vendor regarding paperwork.
- Determine the maximum number of vendors allowable at the location.
- Contact Maurice to confirm all previous fiscal year invoices have been submitted.

8. Adjournment

A motion to adjourn was made by Rosie Byrd and seconded by Lorraine McGregor. The meeting was officially adjourned at 5:02 PM. The next planning meeting will be held on 12/03/25 at 4 PM.

Minutes submitted by:

Tashauna Parker

Secretary, Ferguson Special Business District Board