

Ferguson Special Business District Board Meeting Minutes

Date: 02/25/2026

Location: Haywood Hoosman Realty. 313 S. Florissant Rd Ferguson, MO 63135

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 4:17pm.

2. Attendance

President: Andreall 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: Tony Davis - Present

Member: Hope Breedlove - Absent

Member: Vacant

Council Liaison: Mayor Jones - Absent

Council Liaison: Naquittia Noah - Present

Staff Liaison: Nathan Mai-Lombardo - Absent

Staff Liaison: Luke Borkowski - Present

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 1/28/26 were reviewed. A motion to approve the minutes was made by Tony Davis, seconded by Rosie Byrd, and carried unanimously.

5. Annual Event Calendar Review

I. Quarterly Business Socials

The Board confirmed the following dates for quarterly business socials:

- **March 4**
- **June 3**

- **September 2**
- **December 2**
- Each social will have a designated budget allocation.
- The Board emphasized the importance of maintaining a consistent schedule and strong promotion.

II. Cinco de Mayo Celebration

- Scheduled for **May 5**.
- Event plans include:
 - Food trucks.
 - Live music.
- Required county permits (liquor and food/vendor approvals) must be secured in advance.

III. Juneteenth Collaboration

- A collaborative effort with the City of Ferguson is underway.
- FSBD plans to host and coordinate an **art component** as part of the celebration.
- A confirmed City contact person for coordination is needed.

IV. Street Fest & Mannequin Challenge

- Planned for **late September**.
- The Street Fest will feature a **Mannequin Challenge**, where:
 - Businesses sponsor designers.
 - Mannequins are created using recyclable materials.
 - Judging will focus on creativity and storytelling.
- Consideration of extending the Ferguson Market into September as the Street Fest venue.

V. Halloween Event

- Potential combination of a Halloween celebration with a community 5K run.
- Further logistics and permits to be determined.

VI. Winterfest

- Winterfest will include:
 - Santa Claus.
 - Tree lighting components.
- Event continues to be a well-received community gathering.

VII. Sista Strut & Pink Saturday

- The district will participate in and support **Sista Strut** activities.
- **Pink Saturday** will be hosted on the same day as Sista Strut.
- Businesses will be encouraged to offer themed promotions, special treats, and community engagement activities to increase district visibility and participation.

6. Marketing & Promotional Materials

- Production of promotional stickers and potential T-shirt options discussed.
- Deadline established for sticker proofs and pricing to allow time for alternate vendor selection if necessary.
- Approximately:
 - 100 event flyers to be printed.
 - 20 larger window collateral pieces to be produced.
- Name tags to be prepared for upcoming events and district walks.

7. Website & Digital Infrastructure

- Concerns raised regarding the current district website.
- Discussion included:
 - Restoring or creating a new FSBD-owned website.
 - Securing a new domain if necessary.
 - Establishing a budget line for website development and maintenance.
 - Potential coordination with a website manager or alternative support plan.
- Importance of having a centralized platform for event promotion and business listings emphasized.

8. Treasurer Resignation

- The current Treasurer has indicated potential resignation due to personal circumstances.
- The Board will begin recruitment efforts for a replacement Treasurer.

9. Board Recruitment & Membership

- Discussion regarding criteria for new members, including:
 - Good standing with tax obligations.

- Commitment to consistent attendance and engagement.
- Potential candidates from within the community were identified for outreach.
- The importance of maintaining a committed and reliable board structure was emphasized.

10. Additional Community & Legislative Updates

- Introduction of local grant programs supporting facade improvements and revitalization efforts.
- Discussion of potential state tax changes and their possible impact on local businesses.
- Emphasis on maintaining consistency with event scheduling to build community trust and participation.

Action Items

I. Governance & Administration

- Confirm the public comment submission and communication process with City administration and report clarification to the Board.
- Invite Marsha (website manager) to an FSBD meeting to coordinate website support or develop a plan for a new FSBD-owned site.
- Establish a budget line for a new domain and website maintenance.
- Recruit and confirm a new Treasurer.

II. Events & Programming

- Review and confirm dates/locations for quarterly business socials (first event March 4).
- Identify and confirm the City contact for Juneteenth collaboration and clarify FSBD's art component role.
- Obtain county permits (liquor and food/vendor approvals) for the May 5 Cinco de Mayo event.

III. Marketing & Outreach

- Obtain sticker pricing and deliver proofs by Friday; engage alternate vendor if necessary.
- Print and distribute:
 - ~100 event flyers.
 - ~20 larger window collateral pieces.
 - Name tags for events.

- Compile and distribute event calendar via newsletter and email blast.

11. Adjournment

A motion to adjourn was made by Kalonda Kent and seconded by Rosie Byrd. The meeting was officially adjourned at 5:14 PM. The meeting will take place on Wednesday March 25, 2026 at 4PM.

Minutes submitted by:

Tashauna Parker

Secretary, Ferguson Special Business District Board