

**The Town of Selbyville
Economic Development Committee
Minutes of Meeting September 18, 2023**

The meeting was called to order by Chairwoman Carol Cary at 3:30 P.M. Also in attendance were Committee Members Mayor Rick Duncan, Town Administrator Stacey Long, Administrative Assistant Loryn Rose, Scott Smith of Edward Jones, Lauren Weaver and Emily Gaither of the Bethany-Fenwick Area Chamber of Commerce (BFACC), Leigh Scott of the Next Step Learning Center, and Diana Granados of La Sierra. Committee Member Zach Evans of Mountaire Farms was absent.

The meeting was properly posted.

See the attached meeting summary provided by Emily Gaither of the BFACC.

There being no further business to discuss Chairwoman Cary adjourned the meeting.

Selbyville Economic Development Committee Meeting

Monday, September 18, 2023

3:30 PM

Emily Gaither, BFACC

Attendees: Dr. Carol Cary, Mayor Rick Duncan, Stacey Long, Loryn Hanley, Lauren Weaver, Emily Gaither, Kelly Kline, Scott Smitt, Leigh Scott, Diana Granados

- Plan to keep meetings on 3rd Monday of the month
 - Later start time for remainder of 2023; start at 4:15PM moving forward
- Purpose of the Economic Development Committee is to get businesses into Selbyville
- Meeting agenda:
 - What does the town mean to us?
 - Work on a possible tagline
 - Discuss existing activities and plan for future activities
 - Discuss available grants and funding to support
- Before starting the meeting discussion Leigh expressed need for town support of existing businesses
 - Happy current business owners will help attract new businesses
 - Want to feel that the town and council cares about the businesses, checking in on them and caring about their success
 - Closer town and business relationship desired
- “What the town means to us” discussion:
 - People who have lived here their whole lives
 - Small town, cozy, traditions
 - Still want newcomers to feel welcome, new developments bringing in new residents
 - Keep the ‘hometown’ feel while developing
- Downtown Development Group started this work years ago
 - We can find the old records and update them
 - Maps, town plan, development documents
- Group would like to see more restaurants downtown
 - Georgia House priority to fill
- Boutiques, pet stores, retail focus needed downtown

- Positioning Selbyville as pet friendly is a huge opportunity with so many pre-restrictive beaches nearby
- Town council is (relatively) new and fully devoted to moving forward
 - Goal to build economics and sustainability
 - Town staffing and personnel needs are important for sustainable growth
 - Current staff stretched extremely thin
- Mayor Duncan talking with Millsboro City Manager and Middletown about economic development efforts
- Bethany-Fenwick Area Chamber dedicated to economic development in Selbyville and working with Stacey and Loryn outside of the committee meetings to gather existing documentation, organize and communicate information with the group, and help lead committee efforts
- Tagline discussion:
 - Lauren explained her hometown, Lititz, is a 'destination because of their history,' a sentiment that echoes in Selbyville
 - Current town tagline is 'Proud of its Past and Future'
 - "A town for all seasons" – with a signature community event in each season, visitors and residents can feel like they can visit anytime and something is going on
- Planning for the future of the committee:
 - Do we have all of the key players in the room?
 - Do we have adequate representation from each sector?
 - Need to ensure we cover both downtown Selbyville and the Rt. 113 businesses
- Strengths, Weaknesses, Opportunities, and Threats (SWOT):
 - Strengths already identified include: ample parking, walkable layout, multiple schools in town or nearby, gymnastics, dance, and daycare businesses in town bringing families to Selbyville daily, town park development, library renovation
 - Opportunities already identified include: developing a new resident packet, developing a visitor guide

Action Items:

- Emily and Lauren (BFACC) to find existing SWOT analysis and other Downtown Development documents and share with the group via Google drive
- Emily and Lauren to set time with Stacey and Loryn before next committee meeting, to begin the 'background' work on economic development toolkit for Selbyville

Next Committee Meeting: Monday, October 16, 2023; 4:15 PM