

**The Town of Selbyville
Economic Development Committee
Minutes of Meeting November 20, 2023**

The meeting was called to order by Chairwoman Carol Cary at 4:15 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), Zach Evans of Mountaire Farms, and Diana Granados of La Sierra. Committee Member Leigh Scott of the Next Step Learning Center 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, November 20, 2023

4:15 PM

Emily Gaither, BFACC

Committee Members in Attendance: Dr. Carol Cary, Mayor Rick Duncan, Stacey Long, Loryn Hanley, Lauren Weaver, Emily Gaither, Zach Evans, Scott Smith, Diana Granados

Other Attendees: Linda St. Clair & Vicky H. with Fenwick Island Lions Club, Club president and secretary respectively.

Meeting Agenda:

- Discussions on Visioning & Action Development Sections of the Economic Development Toolkit

Meeting Minutes:

Work on visioning statement for the committee:

- This is different from the 'tagline' or marketing vision for the Town
- Visioning statement is to be used internally by the Committee to keep discussions on strategic focus streamlined and focused around an agreed upon vision
- Example provided: "Selbyville is a thriving place to live and do business"
- Why do people move here?
 - Affordability and proximity to amenities
 - Small hometown community
 - Taxes, low crime rate, safe area
- Should we change the example wording of "is" and "thriving" to be more forward thinking?
 - "Selbyville will be..."
 - Keywords like "welcoming" "accessible" and "opportunities"
 - "it's easy to do business here [in Selbyville]"
 - Want to honor history while moving forward
 - Embrace who we are!
 - Highlight the town's diversity of culture, businesses (size/scale/scope), inclusivity
 - Decision to keep the "is" from the example statement because the visioning statement is the end goal, as the committee looks to the future of what Selbyville is
- "Selbyville is a welcoming place to live and do business" – current visioning statement

- This can be adjusted and added to as we progress, but serves as a current baseline for strategic focus discussions

Using the SWOT analysis (Key Facts sheet) to discuss areas of strategic focus:

- “The whole idea when I put this committee together was to attract new business in town” – Mayor Duncan
- How can the town also do better to promote existing businesses
- Strategic areas presented by the Chamber for discussion:
 - Choose a few of the following to focus on the next couple of years
 - “Business Attraction”
 - Permitting changes (licensing digitally)
 - Incentive programs (\$ and other resources)
 - Rules & regulations
 - Voting process updates
 - “Business Retention & Expansion”
 - Overlap with business attraction
 - Combine with above
 - “Town & Community Events”
 - Focus on event growth
 - Committee agrees the town can focus on improving existing events rather than adding to annual calendar right now
 - “Communication”
 - Town social media
 - AV system for Town Hall
 - Town mailings
 - Digitizing records
 - Business Resource Center online
 - Language accessibility
 - Access for new businesses
 - La Plaza connections
 - Event communication improvements
 - “Downtown Improvement & Beautification”
 - Infrastructure investment
 - Signage
 - park project
 - connecting Church St. to the park
 - town walkability

- Chamber maps per town,
 - Business sponsored décor and signage
- Strategic areas decided on for committee focus over next couple of years:
 - “Business Attraction, Retention, and Expansion”
 - “Communication”
 - “Downtown Improvement & Beautification”
- The Chamber will take notes on each strategic area from 11.20.23 meeting and create a streamlined focus map with individual tasks per strategic area, to be discussed at upcoming meetings
- Discuss goals for each task in 3 month, 6 month, 12 month increments
- The Town has already started many of the strategic tasks discussed and is in a great position to continue growth in all areas of focus

Other Discussion:

- Fenwick Lions Club, Linda and Vicky in attendance
 - Selbyville Lions Club folded previously and was absorbed by Fenwick Island Lions Club
 - Currently in a phase of rebuilding
 - Looking for places to hold events like annual pancake breakfast and spaghetti dinner
 - Discussed hosting at Selbyville VFC
 - Lions clubs are the largest volunteer organization in the world
 - Indian River Leo Club is the largest in the state
 - Gave positive feedback on Old Timers’ Day layout
 - Set up well, good use of the space
 - Would love to get tractors back
- Discussed bringing farmers’ market to Selbyville
 - Get on the circuit since the town has the space for it
- Highlight expertise in town staff as a benefit to doing business in Selbyville
 - This is a differentiator for Selbyville compared to other towns
 - Build webpage for town staff & their expertise
 - Highlight human capital
- La Sierra – Diana – discussed what brought their business to Selbyville
 - Good place to establish business with Mountaire workforce in town
 - Previous trouble with business expansion
 - Promotions through word of mouth, Facebook, their website
 - Updates on town page would be good for business owners



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Action Items:

- Chamber and town staff to create strategic area focus map with streamlined tasks in 3 identified areas (business attraction, retention, and expansion; communication; downtown improvement & beautification)
- Chamber and town staff to rank tasks in order of priority for discussion at upcoming meetings
 - December meeting discuss 1st priority task in each strategic area
 - January meeting discuss 2nd priority task in each strategic area
 - February meeting discuss 3rd priority task in each strategic area
 - Etc.

Next Committee Meeting Proposed: Monday, December 11, 2023; 4:15 PM