

**The Town of Selbyville
Economic Development Committee
Minutes of Meeting January 22, 2024**

The meeting was called to order by Chairwoman Carol Cary at 4:00 P.M. Also in attendance were Committee Members Mayor Rick Duncan, Town Administrator Stacey Long, Administrative Assistant Loryn Rose, Emily Gaither of the Bethany-Fenwick Area Chamber of Commerce (BFACC), and Zach Evans of Mountaire Farms. Committee Members Leigh Scott of the Next Step Learning Center, Scott Smith of Edward Jones, Lauren Weaver of the BFACC, and Diana Granados of La Sierra were 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, January 22, 2024

4:00 PM

Emily Gaither, BFACC

Committee Members in Attendance: Dr. Carol Cary, Mayor Rick Duncan, Stacey Long, Loryn Hanley, Emily Gaither, Zach Evans

Meeting Agenda:

- Discuss Strategic Focus Map for Committee

Meeting Minutes:

Strategic Area 1: Communication

- Priority 1 – Town social media / plan
 - Agree that this could be priority 1 and it ties into other strategic focus areas
 - Future additions to town staff for marketing personnel are worth investigating; no current staffing to manage town social media
 - Rephrase Priority 1 to “Investigate Hiring a Part Time Marketing & Communications Position for Town of Selbyville Staff”
 - This could be a Communications Director/Coordinator
 - Looking for part time, maybe 2-days a week
 - Could we reach out to other towns who have part time marketing personnel to share personnel? Have someone do 2 days in one town and 2 days in Selbyville?
 - They could also respond to all requests and comments on social media
 - This role would need to go into the budget
 - Economic Development Committee expenses are in budget, but not enough for another staff member
 - Current Administrative Assistant role posted is mainly for billing, business licensing right now, not planned to have capacity for marketing
 - Step number 1 is to see what is already budgeted
 - Would love to hire someone who speaks multiple languages, language accessibility is included in communication goals for town

- Look into Southern Delaware Tourism funding for marketing; grant assistance available?
- Goal of the council to create more engagement and touchpoints with the community
 - The AV system in town hall already in place
 - Town council meetings can be shared on socials once they're recorded
- Town already has a good amount of content in place that can go on social media, so you're not starting from scratch
- Other goals in communication strategic focus include event communication improvements (which social media will help), town mailings, digitizing records, an online business resource center, and language accessibility
 - Online resource center can be linked to the Chamber's new business website when that goes live

Strategic Area 2: Business Attraction, Retention, and Expansion

- Priority 1 – Incentive Programs
 - We can look into other towns' incentive packages
 - Stacey can do 'all calls' with the City Manager Association of Delaware (CMAD)
 - This is a survey to all city managers, and data is collected and distributed to everyone in the group
 - We can look into Downtown Development Districts and other incentive programs
 - How do we create an incentive program for business retention?
 - This does not need to be monetary, what can we celebrate businesses?
 - Do business shout outs on electric memo board
 - Could do a trophy/plaque for business celebrations/recognition? Present at town hall
- Other goals in business attraction, retention, and expansion include looking at town rules & regulations, and voting process updates

Strategic Area 3: Downtown Improvement & Beautification

- Priority 1 – Décor & Signage
 - This is a relatively easy priority; can start by looking into signs/banners for town lamp posts
 - Would need the town branding kit complete before ordering; logo, tagline, colors; "A Town for All Seasons" is a previously drafted tagline
 - Some banners could be standard and then others could be swapped in for holidays and events
 - Look into business sponsorships for banners
 - Signage includes walkability & wayfinding goal

- Walkability & wayfinding – town is already ‘walkable’
 - Signage for the key points in town would be nice
 - Crosswalks will be important
 - Comment in January town hall meeting on wheelchair accessibility
 - We do not want to promote walkability without accessibility
 - Stacey has experience with streetscape enhancement project in Dagsboro
 - Could be fun to have a town park ‘mascot’ sculpture
 - Do a naming contest, etc.
 - Chamber is producing town maps for the towns we serve, including Selbyville
- Other goals in downtown improvement and beautification include looking into infrastructure investments, the park project (grand opening, connecting Church St. to the park, mural, bench dedications, etc.)

Other Discussion:

- Messaging about growth is important to keep streamlined and accurate
 - Understandably so, people can hear ‘economic development’ or ‘growth’ and think that only encompasses expansion or new building/business
 - This committee is focused on growing in depth of connection and communication, with residents, visitors, existing businesses, etc. as well as attracting new business in Selbyville
 - Growth & development can also be referred to as ‘enrichment, support and opportunity’
 - Slow growth with a vision is the only sustainable growth plan
- Survey opportunities
 - Survey for a town tagline? Input could help shape the tagline or we could receive a winning submission
 - Survey the businesses to see what they like about doing business in Selbyville and what can be improved?
- Big goal of the town and this committee is to always maintain Selbyville’s heritage and history as we grow

Action Items:

- Chamber to look into state tourism funding for marketing personnel
- Town staff to check other town social media/marketing job postings
- Chamber to look at other town social media accounts to get starting point for Selbyville social media plan
- Town to look into what currently budgeted for Economic Development



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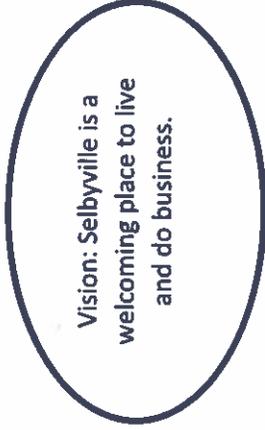
- Town to survey other towns through CMAD, for information on their business incentive programs
- Chamber to compile information on Downtown Development Districts and other incentive programs
- Town to get quote(s) for downtown banners

Next Committee Meeting Proposed: Monday, February 19, 2024; 4:00 PM

- **This is President's Day; do we reschedule?**

SELBYVILLE ECONOMIC DEVELOPMENT COMMITTEE

STRATEGIC FOCUS MAP



Communication:

- Priority 1 – Investigate hiring a part time position for Marketing & Communications on Selbyville Town Staff
- Event Communication Improvements
- Town Mailings
- Digitizing Records
- Business Resource Center Online
- Language Accessibility
- AV System for Town Hall - Done



Business Attraction, Retention & Expansion:

- Priority 1 – Incentive Programs
- Permitting (Licensing Digitally) – Done
- Rules & Regulations
- Voting Process Updates

Downtown Improvement & Beautification:

- Priority 1 – Décor & Signage
- Look Into Infrastructure Investment Park Project
- Church St. Connections to Town Park
- Walkability / Wayfinding
- Town Map – Chamber, Done