

**The Town of Selbyville  
Economic Development Committee  
Minutes of Meeting February 26, 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), Lauren Weaver of the BFACC, Diana Granados of La Sierra, and Zach Evans of Mountaire Farms. Committee Members Leigh Scott of the Next Step Learning Center and Scott Smith of Edward Jones 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, February 26, 2024**

**4:00 PM**

**Emily Gaither, BFACC**

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

Other Attendees: Kelly Kline with the Selbyville Public Library

### Meeting Agenda:

- Continue discussions on the strategic area map and continue organizing action items for prioritized tasks.
- Discussion on action items from January meeting.

### Meeting Minutes:

#### January Action Items:

- **Chamber to look into state tourism funding for marketing personnel**
  - February follow up: Tourism funding goes through Delaware Tourism Office partners (nonprofits), not directly through municipalities
  - Tourism is in the legislative session right now, with a requirement for overnight stay
    - Overnight stay doesn't need to be physically in Selbyville
    - House Bill 168 – State Accommodations Tax up for vote in March
    - Rental properties would be paying in to infrastructure
    - Lots of rental properties in Selbyville
- **Town staff to check other town social media/marketing job postings**
  - February follow up: Stacey put out a survey to town managers asking if they had job postings for marketing and what they entailed and very few other towns do
    - Milford has an Economic Development and Community Engagement Manager
    - Rehoboth has a Communications Manager
    - Seaford has a Marketing Assistant
    - South Bethany has the Town Manager and a Committee cover marketing
    - Bethany Events Manager run the town social media for events

- **Chamber to look at other town social media accounts to get starting point for Selbyville social media plan**
  - February follow ups: Group reviewed sample of social media posts from the Town of Berlin's Facebook page and the Downtown Lititz, PA, Facebook page (attached)
- **Town to look into what currently budgeted for Economic Development**
  - February follow up: \$5000 budgeted total; \$2000 for events, \$3000 misc.
- **Town to survey other towns through CMAD, for information on their business incentive programs**
  - February follow up: Stacey surveyed town managers and the only one who said 'yes' was Delmar
    - Phased in and out tax incentive
  - Surprising that Millsboro said they do not offer business incentives but are seeing so much growth
  - There is a request in to Middletown for their incentives; Lauren talked to Bill Pfaff and he will follow up
- **Chamber to compile information on Downtown Development Districts and other incentive programs**
  - February follow ups: Lauren talked with Bill Pfaff, head of the Economic Development office for Sussex County
    - Main incentives are tax credits or waiving fees
    - It's really up to what the Town is willing to budget
    - The easiest path forward is to waive fees for what you want, as that has less of a long term financial implication
    - Bill is able to come and talk with the Town staff about incentive programs and details
    - County incentive focus is on site ready locations
  - Other incentive for existing businesses is to use the town sign in front of town hall for business shout outs
    - Run a registration sheet on a first come first serve basis, with town keeping record of requests
- **Town to get quote(s) for downtown banners**
  - February follow up: \$240 per banner and equipment needed; separate \$3000 rental fee for forklift to hang banners
    - Town just got new Christmas décor for the streetlights, and the brackets for those will impede any banner brackets on streetlights
    - Banners were constantly hit previously, because of the current streetlight placement

- Consider standalone poles with banners for events, where they won't need a forklift for install, won't be hit by passing cars because they won't be on the streetlights, and mirror based on other local towns who use this system
  - They could also be strategically placed at town entrance points a few weeks ahead of a big event
- Additional discussion on town social media and marketing:
  - Indian River HS has a marketing and media pathways program the town could tap into and a work study program for seniors
  - The pathways program is sophomores – seniors
  - We could also look into a student internship
    - DelTech and Salisbury have internship opportunities
    - These would be paid internships
  - Town has hired their new administrative assistant who can assist with social media and marketing, or relieve some of Loryn's workload so she can help with social media and marketing
    - Loryn to try and launch town Facebook page by March 4<sup>th</sup> town council meeting
  - Town and library look into sharing staffing and personnel for communications
    - This could be a great crossover, close in proximity
    - Could share costs
    - Public service local government and nonprofit work is great for resumes
  - Town can make a social media calendar to use annually, so other personnel to fill in if Loryn or dedicated marketing staff is out of town; this will help with the town's brand voice and consistency across marketing
- Other discussion:
  - Historical Society holding an event in May, 100<sup>th</sup> birthday celebration for Townsend
    - Scott Collins is point contact
    - Fundraising dinner for the fire house
    - Chamber is willing to help run ticket sales through online portal
    - Would love for the Historical Society to join the Chamber
  - Dr. Cary is connecting with Sullivan's Landscaping to see if they will continue doing the planters downtown
  - Chamber is almost done creating the town map handout for Selbyville
  - 2024 Discover Guides arrived at Chamber week of 2/26
  - Focus for the next meeting will be strategic bucket 2, business attraction, retention, expansion, and incentives
    - Look at current processes and procedures to clean up



---

36913 Coastal Hwy.  
Fenwick Island, DE 19944  
thequietresorts.com  
p. 302-539-2100

**Action Items:**

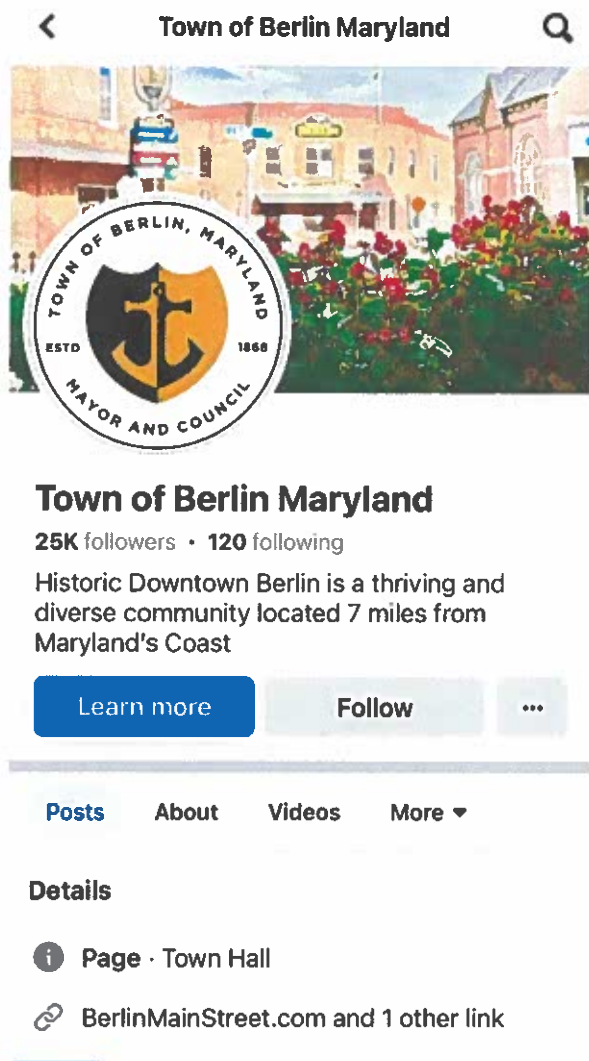
- Chamber to ask Bethany Beach Public Works about their event banners & poles, for supplier information and install details.
- Chamber to send draft for marketing internship posting to Town for reference of marketing intern requirements.
- Kelly to look at FY2025 budget for the library, to investigate budget for a shared marketing resource.

**Next Committee Meeting: Monday, March 18, 2024; 4:00 PM**

## Town Social Media Examples – Berlin, MD & Lititz, PA

Types of Posts (for example):

- First Responder Recognition
- Town Meeting Agendas and Updates
- Town Hours & Closing Notices
- Event Updates & Reminders
- Shop Small & New Business Welcomes
- Links to Digital Area Guide & Town Maps



**Town of Berlin Maryland**  
25K followers • 120 following

Historic Downtown Berlin is a thriving and diverse community located 7 miles from Maryland's Coast

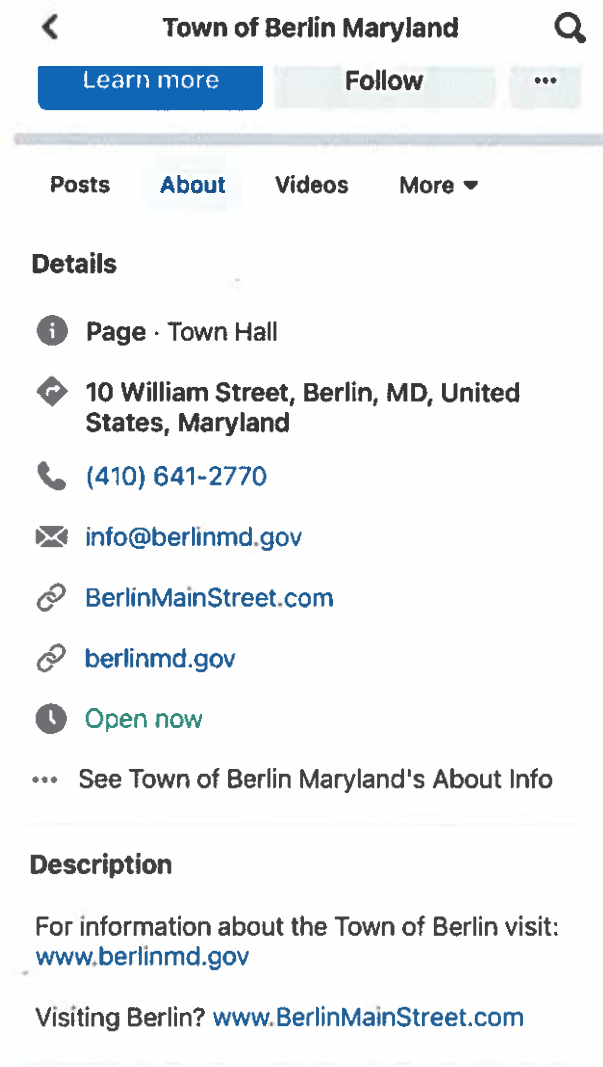
[Learn more](#) [Follow](#) ...

**Posts** About Videos More ▾

**Details**

**i** Page · Town Hall

[BerlinMainStreet.com](#) and 1 other link



**Town of Berlin Maryland**

[Learn more](#) [Follow](#) ...

**Posts** **About** Videos More ▾

**Details**

**i** Page · Town Hall

**📍** 10 William Street, Berlin, MD, United States, Maryland

**📞** (410) 641-2770

**✉** [info@berlinmd.gov](mailto:info@berlinmd.gov)

**🔗** [BerlinMainStreet.com](#)

**🔗** [berlinmd.gov](#)

**🕒** Open now

... See Town of Berlin Maryland's About Info

**Description**

For information about the Town of Berlin visit: [www.berlinmd.gov](http://www.berlinmd.gov)

Visiting Berlin? [www.BerlinMainStreet.com](http://www.BerlinMainStreet.com)



Town of Berlin Maryland

4h · 🌐

The agenda packet for tonight's Regular Session meeting of the Mayor & Council at 7PM is available by clicking below. <https://conta.cc/3OVu71a>



web-extract.constantcontact.com

Mayor & Council Meeting Information



Like



Comment



Copy



Share



Town of Berlin Maryland

2d · 🌐

The agenda packet for the next Work Session meeting of the Planning Commission on Wednesday, February 28th at 5:30 PM is available by... See more



Town of Berlin Maryland

6d · 🌐



Town of Berlin Maryland

Feb 15 · 🌐

🎵 A Vintage & Vinyl Celebration in the Town of Berlin Maryland for Record Store Day on Saturday, April 20, 11a-3p



< Downtown Lititz  



**Downtown Lititz**  
27K likes · 31K followers

Friends, welcome to Lititz. Here, parks abound and rows of historic buildings house quaint shops and yummy eateries, creating a special kind of magic - a town that feels like home and like vacation, all at the same time.

[Learn more](#) [Message](#)

[Like](#) 

[Posts](#) [About](#) [Videos](#) [More ▾](#)

Details

< Downtown Lititz  

[Posts](#) [About](#) [Videos](#) [More ▾](#)

---

 **Downtown Lititz**   
Feb 13 · 

We are so excited for the newest addition to our Main St!

**Earth to Lititz** [Follow](#)

 26 1 comment

 Like  Comment  Copy  Share









< Downtown Lititz  

[Learn more](#) [Message](#)

[Like](#) 

[Posts](#) [About](#) [Videos](#) [More ▾](#)

**Details**

-  [Page · Shopping District](#)
-  [Broad and Main Street , Lititz, PA, United States, Pennsylvania](#)
-  [\(717\) 626-6332](#)
-  [venturelititz@lititzpa.com](mailto:venturelititz@lititzpa.com)
-  [lititzpa.com](http://lititzpa.com)
-  [Always open](#)
-  [Rating · 4.7 \(289 Reviews\)](#)
-  [See Downtown Lititz's About Info](#)

**Page transparency**

[See all](#)

Facebook is showing information to help you understand the purpose of this Page.





**Downtown Lititz is at Lititz Fire Company No. 1.**

3d · Lititz, PA · 🌐

A big shout-out to the Lititz Fire Department for sending over some of their fantastic team members to share their fire truck and equipment with the kids at Funderland. You truly made a bunch of kids' days! Grateful for your time and dedication. #CommunityHeroes #LititzFireDept #GratitudeGalore

Photo by Julie Liz Photography



**Downtown Lititz**

Feb 15 · 🌐

Have you gotten a chance to see the new Experience Lititz Guide? It is now digitally available on our website <https://ititzpa.com/plan-your-trip...> See more



111

5 comments 12 shares

Like Comment Copy Share



**Downtown Lititz**

4d · 🌐

Hey there, ice enthusiasts! Who's pumped for another weekend filled with stunning works of art? We sure are!

Check out this awesome shot captured by the talented Tom Roe Photography featuring "The Lion," sponsored by Lititz Oral Surgery. It was definitely one of the standout sculptures from last weekend! Can't wait to see what this weekend has in store for us. Bring on the creativity and inspiration!



**Downtown Lititz is feeling loved.**

Feb 14 · 🌐

Looking for a last-minute gift for your favorite person? The shops of Lititz have you covered! Stop by and share the LOVE

For every dollar spent with a small business, roughly \$.67 stays in the local community and small business, donate 250% more than large businesses to local non-profits and charities.

#shopsmaill #shoplocalfirst #shoplocal

