

**The Town of Selbyville  
Economic Development Committee  
Minutes of Meeting June 17, 2024**

The meeting was called to order by Mayor Rick Duncan at 4:00 P.M. Also in attendance were Committee Members Councilwoman Dr. Carol Cary, Town Administrator Stacey Long, HR Specialist Loryn Rose, Administrative Assistant Mackenzie Long, Emily Gaither of the Bethany-Fenwick Area Chamber of Commerce (BFACC), Zach Evans of Mountaire Farms, and Bill Gorsuch of Delmarva Design Center. Committee Members Lauren Weaver of the BFACC, Diana Granados of La Sierra, and Leigh Scott of the Next Step Learning Center were absent. Additional attendees included Public Works Supervisor Kevin Murray and Kelly Kline of the Selbyville Public Library.

The meeting was properly posted.

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

There being no further business to discuss Mayor Duncan adjourned the meeting.

## **Selbyville Economic Development Committee Meeting**

**Monday, June 17, 2024**

**4:00 PM**

**Emily Gaither, BFACC**

Committee Members in Attendance: Stacey Long, Zach Evans, Emily Gaither, Mayor Rick Duncan, Mackenzie Long, Kelly Kline, Bill Gorsuch, Loryn Rose

Other Attendees: Kevin Murray

### **Meeting Agenda:**

- Discussions on changing the day the committee meets
- Discussions related to Old Timers' Day
- Discussions on banners
- Discussions related to the review of the town's sign code
- Discussions on any action items from April 15, 2024, meeting

### **Meeting Minutes:**

#### **Discussions on changing the day the committee meets**

- Is there a day and time that better accommodates new committee members or better serves the schedules of current members?
- Plan for the 2<sup>nd</sup> Monday of the month moving forward, and 9AM instead of 4PM

#### **Discussions related to Old Timers' Day**

- 155 cars registered
- The event went very smoothly; positive feedback from visitors, vendors, volunteers, town staff, & local businesses
- Discussed staging the cars in the SDSA parking lot next year and parking them in groups of 3 or 5, by number
  - Classic cars have issues idling while they're waiting for the car in front of them to park, so if we stage the cars and call them over in small groups, we'll have less of an issue with overheating
  - This will slow the parking process down, but we can start the process earlier

- We are open to vehicles other than cars, like tractors, motorcycles, etc. and want to promote them in the future

#### Discussions on banners

- DAR have reached out to promote their Hometown Heroes banners in Selbyville; they will organize the collection of the hero's images, etc.
- Limitations in town where banners can and can't go, as they'll conflict with Christmas Lights, vehicles will hit the banners when driving by, or they'll obstruct the sidewalk
  - Idea discussed to hang banners in the town park, to help promote the park and since it fits in with Phase 3 of the park project
  - Could survey the town about the hometown heroes
  - Need a better understanding of how many banners it would be
  - Committee decision to get more information on what is needed for the hometown hero banner program but is open to the idea
- Event banners and town banners that the committee has discussed in the past can be purchased as a standalone object the town sets up leading up to an event, and would not require a forklift; they would be placed near town entry points

#### Discussions related to the review of the town's sign code

- Town sign code is 'ancient' and could use review for inconsistencies
- There is the generic sign code and then each zoning district has even more specifics on sign usage
- The overall goal is for the main generic sign code to apply in most every instance, with only a few special cases where the code would need exception
  - Right now, almost every instance is a special exception
- When Delmarva Design Center was reviewing the sign code, it states any LED sign needs to be changed once an hour, which was prohibitive
- Commercial signs are not regulated in the sign code, there is a separate permit process
- **Action Item: Committee members to review sign code for areas that need adjusting or show clear inconsistencies within the code by the July 8<sup>th</sup> committee meeting**
- **Action Item: Committee to give the code to AECOM for review after July 8<sup>th</sup> committee meeting, and AECOM can provide suggested adjustments to the code**

#### Discussions on any action items from April 15, 2024, meeting

- J. Conn Scott 100<sup>th</sup> anniversary celebration: Mayor Duncan following up with Scott family
  - Could present a plaque at town council in the fall

### Other Discussion

- Discussed a commercial for the Town of Selbyville
  - Delmarva Design Center has experience with WRDE and can give pricing estimates
  - We could also look into a Delmarva Life Segment
- Mackenzie and Terri are working on new business licensing software
- Discussed streaming town meetings live on FB or Youtube
  - Alternatively, we could post the recording of the Zoom meeting on FB after the meeting
  - Posting videos of the meetings can cause issues with video clips taken out of context, etc.

### **Action Items:**

- Committee members to review sign code for areas that need adjusting or show clear inconsistencies within the code by the July 8<sup>th</sup> committee meeting
- Committee to give the code to AECOM for review after July 8<sup>th</sup> committee meeting, and AECOM can provide suggested adjustments to the code

**Next Committee Meeting: Monday, July 8, 2024; 9:00 AM**