

The Town of Selbyville
Economic Development Committee
Minutes of Meeting July 8, 2024

The meeting was called to order by Mayor Rick Duncan at 9:00 A.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, Diana Granados of La Sierra, and Kelly Kline of the Selbyville Public Library. Committee Members Lauren Weaver of the BFACC, Bill Gorsuch of Delmarva Design Center, and Leigh Scott of the Next Step Learning Center 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 Mayor Duncan adjourned the meeting.

Selbyville Economic Development Committee Meeting

Monday, July 8, 2024

9:00 AM

Emily Gaither, BFACC

Committee Members in Attendance: Emily, Loryn, Stacey, Dr. Cary, Kelly, Mackenzie, Diana, Zach, Mayor Duncan

Meeting Agenda:

- Discussions on banners
- Discussions related to the review of the town's sign code
- Discussions on permitted uses in the Historic Business District
- Discussions on any action items from June 17, 2024, meeting

Meeting Minutes:

Discussions on banners

- Local chapter of the Daughters of the American Revolution (DAR) have reached out about getting Hometown Heroes banners in Selbyville, like they have done in other neighboring towns
 - Committee discussed needing more information from the DAR on the program to better understand the timeline of implementation, how Hometown Heroes are submitted/selected, and price
 - **Action Item: Stacey to reach out to DAR to get the specifics and better understand the town's investment in the program**
 - Committee discussed banner placement if they were implemented
 - Options include around Selbyville town park and on Cemetery and Main St., starting on Cemetery
- **Action item: get exact pricing on "welcome to Selbyville" banners or town banners for events**

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

- Goal is for the committee to review the sign code for inconsistencies within itself and areas that could use clarification; if edits are defined and approved by the committee, AECOM would rework the code

- Sign code is convoluted, has lots of different size requirements for signs, setback requirements, and definitions listed at the start and not later in the document
- We could group the signs by like kind in the document
- Stacey did reach out to AECOM after the June Economic Development meeting, and they will get a proposal together for their work to rewrite the code once the committee gives edits
- All sign permits go through the Building Inspector, not Planning and Zoning Committee
- Code comments/edits:
 - Maintenance, like repainting signs in the same color should not need a permit by the building inspector; “aesthetic maintenance” doesn’t need a permit
 - Does the temporary sign section need to be adjusted for development or construction?
 - The committee could still make a supplemental document for businesses, to lead them through the sign permitting and approval process; describe where to start based on the district they’re in, what steps to follow, etc.

Discussions on permitted uses in the Historic Business District

- Have AECOM also look at the historic business code and make sure it’s compatible with the general sign code
- Church St. is in the Historic Business District

Discussions on any action items from June 17, 2024, meeting

- J. Conn Scott 100th anniversary recognition at August town council meeting
- Could dedicate an area in Town Hall for plaques or commemorative items for businesses and organizations that have longevity

Other Discussion

- Dr. Cary reviewing the Economic Development Toolkit to help the committee move faster on some ongoing tasks
 - Committee reviewed some drafts of mission statements and taglines for the town
 - Favorite tagline: “Rooted in History, Growing with Opportunity”
 - Favorite mission statement: “The mission of Selbyville is to honor our rich history and traditions while actively building a vibrant, inclusive future for all. We are committed to fostering community growth, supporting local businesses, and ensuring a high quality of life for every resident.”
 - Favorite vision statement: “By 2026, through a collaborative process with residents, businesses, community organizations, and schools, Selbyville will enhance and

strengthen our social and economic future, creating a vibrant and resilient community for generations to come.”

- **Action Item: Mayor and Council review and approve tagline, mission statement, and vision statement in August town council meeting.**
- Ribbon cutting at Lower Shore Immediate Care of Selbyville, July 16th; open house 12 – 4 PM with ribbon cutting at 2 PM
- Business coffee meeting at Sasha’s Jewels on July 19th, 8:30 – 9:30 AM
- Mayor Duncan recommended a Senior Softball game in conjunction with Old Timers’ Day 2025
 - This could be a great idea for Friday night, the day before the festival, overlapping or before/after Salem Church’s Friday block party the night before Old Timers’

Action Items:

- **Action Item: Stacey to reach out to DAR to get the specifics and better understand the town’s investment in the program**
- **Action Item: Mayor and Council review and approve tagline, mission statement, and vision statement in August town council meeting.**
- **Action item: get exact pricing on “welcome to Selbyville” banners or town banners for events**

Next Committee Meeting: Monday, August 12, 2024; 9:00 AM