

The Town of Selbyville
Economic Development Committee
Minutes of Meeting August 12, 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 Mais of the Bethany-Fenwick Area Chamber of Commerce (BFACC), Bill Gorsuch of Delmarva Design Center, and Kelly Kline of the Selbyville Public Library. Committee Members Lauren Weaver of the BFACC, Zach Evans of Mountaire Farms, and Diana Granados of La Sierra were absent.

The meeting was properly posted.

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

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

Selbyville Economic Development Committee Meeting

Monday, August 12, 2024

9:00 AM

Emily Mais, BFACC

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

Meeting Agenda:

- Continue discussions on the Strategic Focus Map and continue organizing action items for prioritized tasks
- Discussions on any action items from July 8, 2024, meeting

Meeting Minutes:

Continue discussions on the Strategic Focus Map and continue organizing action items for prioritized tasks

- Council voted in August town council to approve the mission statement, vision statement, and tagline drafted in July Economic Development Committee meeting
 - How should we promote those and make them visible to the community? – Social media and town website
- Committee discussed who is responsible for going out and talking to businesses to attract business in Selbyville
 - Some towns have a business development manager, some towns have their admin staff work on business attraction
 - Certain Chambers can have the capacity for business attraction but it's not the only function of a Chamber, and the BFACC is supportive of the process but cannot be the sole party tasked with business development in Selbyville
 - The Economic Development Office for Sussex County, Excite Sussex, is the main entity that is constantly working on business development in the county, and could work with the town specifically on how to attract certain types of business to Selbyville
 - Excite Sussex recently filmed a video on businesses in Selbyville and why to do business in Selbyville which is an example of a marketing tool they create and use to attract business development in town
 - **Action Item: Loryn to link video on town website and socials**

- **Action Item: Emily to upload video to Chamber website and promote via socials**
 - Town would like to keep building out businesses on Route 113, like a Chick Fil A
 - It would be a helpful resource for prospective businesses to have access to a portfolio of open properties in the town of Selbyville, so they know what's available
- Committee discussed who is responsible for talking to property owners to see if they want to sell their land
 - There are companies who solicit landowners to develop, but they're usually just linking a property owner with a business
 - **Action Item: invite Daniel Bunting to the next Economic Development Committee meeting to discuss business prospecting, since he has experience bringing businesses to Selbyville**
- Committee discussed polling the residents or surrounding areas to see what kind of businesses they want
 - Like what do you want to see downtown and what do you want to see on Rt. 113?
 - Town's comprehensive plan is up for the 5 year renewal in August of 2025, so the town can include a survey in the mail and online to poll the residents on what they'd like to see in the new comprehensive plan
 - The library can help support survey completion with media center (computers) or paper surveys in house
 - KCI or AECOM can make the survey, as they've done it in the past
- It could be nice to do a business spotlight for Selbyville businesses to learn who is coming to town, when a new business is coming in
- Committee revisited discussion on doing a town commercial
 - A Delmarva Life segment is a good option - \$750 for 5-minute segment
 - WRDE and Coastal Style magazine also good options
- Discussed a dedicated space on the town website for businesses
 - Chamber website does have a business directory that you can filter by town, but it is only Chamber member businesses; any business is welcome to join the Chamber if they want to be included there
 - Stacey is working on a list of open spaces and annexation plans for the town's comprehensive plan update and can include that online for prospective businesses
- DelDOT is a known drawback for businesses looking to come to Delaware
 - Is there any way the Mayor can work with them to ease regulations?
 - Previous councils have tried, with little to no success
 - Stacey and Mayor Duncan have a DelDOT Transportation Improvement District (TID) with DelDOT after the Economic Development Committee meeting where they will

listen to DelDOT's plans for public transportation in the area; the meeting with DelDOT and Sussex County

- Park Project Phase 3 underway
 - Beautification and walkability
 - Sidewalks put in on Cemetery Rd. down to Rt. 113
 - Stacey is also working on walkability to the library, from the park to Main St.

Discussions on any action items from July 8, 2024, meeting

- Mayor and council approved AECOM's quote for updating the sign code in August town council meeting
- Mayor and council approved Hometown Heroes banner program with the DAR in August town council meeting
 - Stacey working with DAR; likely will launch in Spring of 2025
- Rescheduled recognition of J. Conn Scott 100th anniversary to September town council meeting

Other Discussion

- Library renovations are well underway! The last day of regular library service in the current building is September 27th
 - The library will be moving in the month of October and will make grand opening announcements once complete, with ribbon cutting ceremony
- How to incorporate park into this year's Trunk or Treat?
 - In the future, the town could do hayrides in the park
 - This year, the library can do a story stroll through the park
 - Storyboard signs are available for the library to check out and set up for the event; they're heavy duty and can stay out for a month or so, so it would be great promotion for the park in October
 - **Action Item: Kelly to look into Story Stroll for the park around Trunk or Treat**

Action Items:

- **Action Item: Loryn to link video on town website and socials**
- **Action Item: Emily to upload video to Chamber website and promote via socials**
- **Action Item: Invite Daniel Bunting to the next Economic Development Committee meeting to discuss business prospecting, since he has experience bringing businesses to Selbyville**
- **Action Item: Committee to review Historic Business District codes and make any recommendations to the Planning and Zoning Committee for updates**
- **Action Item: Kelly to look into Story Stroll for the park around Trunk or Treat**



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Next Committee Meeting: Monday, September 9, 2024; 9:00 AM