

The Town of Selbyville
Economic Development Committee
Minutes of Meeting September 9, 2024

The meeting was called to order by Councilwoman Dr. Cary at 9:00 A.M. Also in attendance were Committee Members HR Specialist Loryn Rose, Administrative Assistant Mackenzie Long, Emily Mais of the Bethany-Fenwick Area Chamber of Commerce (BFACC), and Kelly Kline of the Selbyville Public Library. Committee Members Mayor Rick Duncan, Town Administrator Stacey Long, Lauren Weaver of the BFACC, Zach Evans of Mountaire Farms, Bill Gorsuch of Delmarva Design Center, and Diana Granados of La Sierra were absent. Daniel Bunting of Bunting Construction was also in attendance.

The meeting was properly posted.

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

There being no further business to discuss Councilwoman Dr. Cary adjourned the meeting.

Selbyville Economic Development Committee Meeting

Monday, September 9, 2024

9:00 AM

Emily Mais, BFACC

Committee Members in Attendance: Emily, Dr. Cary, Mackenzie, Loryn, Kelly

Other Attendees: Daniel Bunting

Meeting Agenda:

- Discussions on Business Attraction and Development
- Discussions on Trunk or Treat Communications and Promotions
- Review Map of Selbyville
- Discussions on Any Action Items from August 12, 2024, Meeting

Meeting Minutes:

Discussions on Business Attraction and Development

- How do we really go about tracking down businesses that can come to Selbyville?
 - When Bunting Development acquires a property, Daniel goes to businesses he wants to see in town; a third party can also do this like a listing broker or a tenant broker
 - A PR firm would be helpful to know who you really appeal to; local advertising is mainly going to reach businesses who already know Selbyville and what's here
 - It would be helpful when going and talking to businesses, to have a plan on what the town can offer them as an incentive – government incentives, etc.
 - Option to waive impact fees, etc.
 - The Town could write incentives into their Comprehensive Plan updates
 - Could work with Sussex County Economic Development Office on this
 - Cost of capital can be a deterrent for businesses
- It's helpful to have the infrastructure in place for the businesses you want to attract into town
 - For example, having the zoning and water capacity here for restaurants
- Keep focus for business development on Rt. 17, Main St., Church St., and Rt. 113
 - 113 is currently cut into multiple half acre parcels, so anyone looking to bring their business to 113 would likely need multiple parcel; the swamp on one side is also a hindrance

- Businesses looking for a new location tend to care more about what already exists in that town, not what is coming
 - For example, the housing developments that are already here and completed are what a business is paying more attention to than the future housing developments
 - Daniel recommends the Town prepares for the next 5 or so years, so when all of the coming houses are built you can attract business immediately
- Another big draw for businesses coming to a new town is year-round attraction, like the events and tourism initiatives
 - Opportunity for the town to capitalize on the sports tourism industry
 - Partner with other local sports organizations like Ocean City, Delmarva Aces, Factory Sports Frankford, River Soccer Club
 - There are a couple of 30-acre parcels that the town could acquire/purchase in the future, without water or sewer so they're unlikely to be housing developments and could be good for sports fields/facilities the Town could rent to other local organizations
- Recommendation to continue clean-up efforts in town for Main St. and Church St. to help attract new businesses
 - Rehabilitating older buildings
 - Any chance to clean up the Georgia House property; discuss with owner
 - Older Victorian homes could be rehabilitated and rezoned to neighborhood business
 - Parking along Church St. & Main St. might need road widened; sidewalks widened for walkability and accessibility
 - Clean up tax ditches: Rt. 17, Mill Pond, Fire Hall
 - Tax ditches are maintained by local tax ditch managers, and if these tax ditches are cleaned out and manicured they could show streams and add to beautification of the town
 - Power wash the cemetery wall
 - Clean up around Mountaire; put the onus on Mountaire
 - Continue Town Park beautification efforts, and identify opportunities to acquire the land around the park
 - Signage on Rt 113 to point people to Main St.
- Town plans for beautification and business development can be worked into the Comprehensive Plan updates in 2025
- It could be worth looking into selling some random parcels of land the Town owns, to potentially purchase more advantageous parcels
- Town could talk to Beebe, AGH, or Nemours about outpatient facilities in town, would bring new job opportunities too

- A list of vacant properties on the town website would be helpful
- Many larger chains, like an Applebees or Chick Fil A, won't even look at a new location if it doesn't meet certain prerequisites, like being at an intersection with a traffic light
- Kingfisher Development hoping to be on the October Town Council agenda for final approval with the town
- Opportunity to zone larger parcels with split zoning, like zone the first couple hundred feet of a property as general commercial; this can make the price of land more palatable
- Opportunity to bring apartments to Rt 113. And require an office manager onsite and other quality control measures put in place by the Town
- It would be helpful to take a real long look at the Town's future land use maps ahead of the Comprehensive Plan Updates
 - Need to see what makes sense in Selbyville in 10 years, and how to keep zoning to have the services here to support the people moving in and the people already here
 - Daniel can work closely with the town on this and advise
 - Does the Town need to look into hiring/dedicating a person to only work on business development?

Discussions on Trunk or Treat Communications and Promotions

- Sponsor and vendor information going out the Week of September 16
- Chamber to help promote on websites

Review Map of Selbyville

- Chamber staff creating town specific maps; will have Selbyville's ready in October Economic Development Meeting
- Can stock at Town Hall and Library
- Will also be online and in stock at Chamber Information Centers

Discussions on Any Action Items from August 12, 2024, Meeting

- How can we promote the tagline, mission statement, etc. from August meeting?
 - Use on new town signage
 - Kelly has list of local artists we could RFP for a mural, etc.

Action Items:

- **Town to contact tax ditch managers, or Sussex County to determine who the tax ditch managers are, for maintenance**

Next Committee Meeting: Monday, October 14, 2024; 9:00 AM