

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

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

Selbyville Economic Development Committee Meeting

Monday, December 9, 2024

9:00 AM

Emily Mais, BFACC

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

Meeting Agenda:

- Review the discussions and any action items from October 14, 2024, meeting
- Review of what the committee has accomplished in 2024 and what is in progress
- Map out plan for 2025 priorities and committee member assignments
- Discussions on the committee's budget for 2025

Meeting Minutes:

- Discussed regulations for short term rentals by the Town; developments/communities can make their own restrictions via HOA, but Town can also put regulations in place
 - Town should get their proposed regulations and rules for short term rentals in writing for Council approval; can look at similar rules and regulations by neighboring towns
- Quotes for adding the new town tagline to existing Selbyville signs (by 84 Lumber and Mumford's) came in
 - **Action Item: Stacey to also get quotes for updating other smaller signs with the tagline (on Rt 54, on Rt 17, on Rt 20)**
 - Option for businesses to sponsor any new signage directing people into Selbyville
 - **Action Item: Chamber to check with the Southern Sussex Rotary about sign on Rt. 54**
 - Other signage around town could be added/planned in 2025 for wayfinding downtown, like wayfinding to the park and library, or a self-guided walking tour of historic sites in town (can use template from Historic Walking Tour at Old Timers' Day)
 - Any new town signage for Economic Development would need to be included in 2025 budget (February deadline) if not already covered
- 2024 Committee Accomplishments:
 - New form created and mailed with business license renewal for business spotlights
 - Town of Selbyville Facebook page created and utilized for event communications, business spotlights, town announcements, council meetings, and more

- Town digitizing records and finished digitizing business licensing
- Sign Code edits are complete by committee, with AECOM drafting edits for final Town Council approval in 2025
- Park Project is complete through Phase 3 and Phase 4 playground equipment for 5-12 y/o application was completed and approved, but town is now waiting for PO to be signed and then will put the equipment out to bid
- New town tagline, mission statement, and vision statement completed and approved by Town Council; in process of implementing in Town Hall and on existing signage around Selbyville. Tagline, mission statement, and vision statement added to town website.
- Map of Selbyville made by the Chamber is complete
- In Progress:
 - Hometown heroes banner discussion started, but won't see movement on that project until Spring of 2025 due to Hometown Hero timeline
 - Town event banners and generic Selbyville banners discussed and town is getting quotes
 - **Action Item: Chamber to send sizing for our event banners and the agreement we have with towns to display them, for Selbyville to mimic or start their banner program with**
- Planning for 2025:
 - Town looking into accepting online payments
 - **Action Item: Chamber to send contact information for Mercantile Processing Inc., close Chamber partner**
 - Prioritize expanding upon existing events in 2025
 - Trunk or Treat expansion to the park
 - Library fundraising events already in the works
 - Salem Church community events in the works
 - Expansion of Old Timers' Day into the Friday of Fathers' Day Weekend
 - Town implementation of rules and regulations for short term rentals; inspections, licensing, etc.; explore verbiage and legislation.
 - Finalize Hometown Hero banner program
 - Plan for personnel for Economic Development on Town staff; add budget and plan for a part- or full-time person to help relieve Town staff duties or specifically cover economic development tasks
 - Compile list of vacant properties in Town for 2025 as a resource for new businesses

Next Committee Meeting: Monday, February 10, 2025; 9:00 AM