

The Town of Selbyville
Economic Development Committee
Minutes of Meeting February 10, 2025

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

Selbyville Economic Development Committee Meeting

Monday, February 10, 2025

9:00 AM

Emily Mais, BFACC

Committee Members in Attendance: Kelly, Loryn, Mackenzie, Stacey, Mayor Duncan, Bill, Diana, Zach

Meeting Agenda:

- Review the discussions and any action items from December 9, 2024, meeting.
- Discussions on promoting Selbyville in Coastal Style Magazine – Speaker: Andrea Elgin from Coastal Style Magazine
- Review mission statement, vision statement, and tagline sign proofs from Ad Art

Meeting Minutes:

- Town Hall meeting room will have a projector on the left wall (when facing council seats)
- Stacey received quotes for the signage to install in the Town Hall meeting room
 - Clear plexi with brushed aluminum stand offs
 - Place vision statement over the glass double doors
 - Place mission statement on right wall (when facing council seats)
 - Place tagline under the town seal
 - Total \$785 for all three signs
 - Stacey also received quotes for \$160 for additions to 'Welcome to Selbyville' signs (4)
- Andrea Elgin – Coastal Style Magazine
 - Presenting on how the magazine can help Selbyville Economic Development
 - 6 issues a year, each issue runs for 2 months
 - What is Selbyville hoping to accomplish this year (and beyond) and how can marketing through Coastal Style help with this?
 - One of the biggest goals is to get more restaurants in town, and more businesses in general; increasing services and apparel options in town so you don't have to go far for what you need
 - Attract developers for Rt. 113 corridor to build shopping centers
 - Showed Snow Hill ad in the Jan/Feb issue, and how it highlights different local businesses as a co-op with the Town of Snow Hill; businesses rotate each issue and the cost is shared

- This co-op between businesses and the Town of Selbyville is an option for Selbyville; town staff would need to confirm business participation and manage payments for the co-op
 - Ideas for Selbyville advertising: run a story or an ad highlighting the town's history, feature the town's events in all seasons, business co-op pages encouraging shopping and dining in Selbyville
 - Coastal Style also offers ad design and web design, plus digital advertising and custom print publishing in addition to the magazine
 - **Action Item: Andrea to send full partner pricing plans for Selbyville to review**
- 4 food trucks in town or coming to town, 2 in State Farm lot, and 2 by Church Street Fabrics
 - Do an event or highlight when they are all open
- Town staff currently demoing different online payment systems (Lisa), also trying to add online payments to the system they currently use
- Park Project is in phase 4, waiting on the PO to be signed
 - Everyone agrees on getting a bigger sign for the town park and increasing visibility
- Sign code edits – town received recommendations back on how to edit the sign code, from AECOM; needs to be scheduled at an upcoming Planning & Zoning meeting
- Town adopted a multi-use district ordinance
- New business coming on the Georgia House lot; doing construction on another building first and then moving on to the Georgia House lot
- Vacant properties list started by Stacey and will be a long-running project for the town
- **Action Item: discuss business incentives in greater detail at April Economic Development Committee meeting; incentives for both new and existing businesses; see if Sussex County Economic Development can attend meeting to discuss what has worked in similar towns, as we have not gotten a lot of input when polling other town managers on what has been successful**
- **Action Item: Chamber to set first planning meeting with town and businesses for Old Timers' Day 2025**
- Trunk or Treat 2025 confirmed for October 18th
 - Discuss how to expand into the park
- Selbyville Public Library has a new solar project starting late winter/early spring
 - Also have new staff members joining the team
 - 10% discount on room reservations at the library for Chamber members
 - Library currently sees over 3000 people a month
 - Library also has electric vehicle chargers and next closest charging station is Bayside

Next Committee Meeting: Monday, April 14, 2025; 9:00 AM