

The Town of Selbyville
Economic Development Committee
Minutes of Meeting April 14, 2025

The meeting was called to order by Councilwoman Dr. Carol Cary at 9:00 A.M. Also in attendance were Committee Members HR Specialist Loryn Rose, Emily Mais of the Bethany-Fenwick Area Chamber of Commerce (BFACC), Kelly Kline of the Selbyville Public Library, and Diana Granados of La Sierra. Committee Members Town Administrator Stacey Long, Administrative Assistant Mackenzie Long, Bill Gorsuch of Delmarva Design Center, Zach Evans of Mountaire Farms, and Lauren Weaver of the BFACC were absent. Blair Hall and Jessica Snader of Salem Church and Andrew Harton of Sussex County Economic Development were 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, April 14, 2025

9:00 AM

Emily Mais, BFACC

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

Other Attendees: Blair Hall (Salem Church), Jessica Snader (Salem Church), Andrew Harton (Sussex County Economic Development)

Meeting Agenda:

- Review the discussions and any action items from the February 10, 2025 meeting.
- Review and discuss the advertising packages with Coastal Style Magazine
- Review quotes from Ad Art for the rider signs on the “Welcome to Selbyville” signs
- Review and decide on promotional giveaways for Old Timers’ Day event
- Discussions on possible business incentives for new and existing businesses

Meeting Minutes:

Discussions on possible business incentives for new and existing businesses:

- Andrew Harton, Economic Development Manager, Sussex County
 - There are a lot of financial incentive opportunities available at the state level, like the EDGE grant for small business and workforce development grants
 - Also, site readiness grants for developers interested in 10+ acres
- For incentives at the town level, it’s important to have town staff be involved in the business approval process before the lease is signed, in order to approve/attract the business sectors the staff and residents are looking for in Selbyville
 - Survey residents in conjunction with the comprehensive plan for the town, to see what types of businesses the residents are looking for
 - Need to lay out the steps that businesses currently have to follow to come into Selbyville and identify where the town staff and council can come in earlier in the process; **Action Item: Stacey and Chamber to lay out the current process and identify**
 - Town can create a tiered incentive plan, offering different ‘levels’ of incentives for different business types

- Incentives can also include easing steps of the process for new businesses to open in town like helping expedite permitting, waiving fees, etc.
- The town can also reference the current comprehensive plan when approving new businesses in town, if a specific business doesn't fit in the goals and community responses, the town can talk to landowners and developers about what is in alignment with the comprehensive plan and the next 5 or 10 year vision for Selbyville
- Currently, the town is tasked with approving businesses based on their compliance with permitting, town code, etc., so there isn't much room for attracting different types of businesses; if a business has signed a lease with the landowner and gets all of the appropriate permitting, and is within code/ordinances, the town is tasked with approval based on compliance – not the goals of the comprehensive plan
- Additional town staff or economic development personnel that the town is budgeting for can greatly assist in attracting new businesses to Selbyville and executing this process, or relieving workload from current town staff to be able to focus more on business attraction, retention, and development

Review quotes from Ad Art for the rider signs on the “Welcome to Selbyville” signs:

- 4 additional rider signs to be added to “Welcome to Selbyville” signs around town entry points; rider signs to include new town tagline
 - Quote from Ad Art was around \$130 per rider sign, well within budget for committee, and includes installation
 - Committee approved purchase of the 4 rider signs from Ad Art

Review and discuss the advertising packages with Coastal Style Magazine:

- Coastal Style sent over multiple options for advertising and editorials in their magazine, including co-op pages with the town and local businesses
- Pricing was at minimum around \$800 a month; committee agrees to revisit advertising opportunities with Coastal Style at a later date as that pricing would be a hard sell for many businesses in town to participate in the co-op pages and is not in the committee budget

Review and decide on promotional giveaways for Old Timers' Day event:

- Council approved up to \$3000 spend for promotional items with town branding for Old Timers' Day 2025 and other events
 - Hats, koozies, challenge coins, window decals, stickers etc.
 - Current quotes from Ad Art; **Action Item: Emily to send other promotional product companies for price comparison**

- Recommended to not put the town seal on everything, use tagline, images, town name, etc.
- Would be fun to do car specific items like air fresheners
- Can highlight different slogans on different items

Other Discussion:

- Committee to revisit downtown development districts and funding opportunities
- Grant opportunities through SCAOR; **Action Item: Emily to figure out current Selbyville representative and connect them with the committee**
- Emily sent T-Mobile Hometown Grant Program sent to the town because Selbyville meets the grant criteria; committee reviewed and agrees it would be great for the town to apply; could also be applicable for the library
- **Action Item: Committee recommends addition of Salem Church representative(s) as Economic Development Committee members; Council to review and vote in May meeting**
- Hometown Heroes in process of collecting applications for banners; **Action Item: town to follow up with DAR on status of the banners and overall project timeline**

Next Committee Meeting: Monday, June 9, 2025; 9:00 AM