

The Town of Selbyville
Economic Development Committee
Minutes of Meeting June 9, 2025

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

Selbyville Economic Development Committee Meeting

Monday, June 9, 2025

9:00 AM

Emily Mais, BFACC

Committee Members in Attendance: Stacey, Loryn, Bill, Emily, Lauren, Jess, Mackenzie

Meeting Agenda:

- Review the discussions and any action items from the April 14, 2025 meeting
- Discussions on possible business incentives for new and existing businesses
- Discussions on Old Timers' Day event
- Discussions on citizen's request for a possible farmers' market

Meeting Minutes:

Review the discussions and any action items from the April 14, 2025 meeting:

- DAR banner application deadline for Hometown Heroes is July 4th, 11 banners so far
 - 40 banner spots on Cemetery, Main, and Church St.
 - In discussions with town staff for a 9/11 ceremony at the town park
 - Chamber recommends a press release in the Coastal Point spreading the word about the banner deadline approaching; Stacey to tell DAR.
- On phase 4 of the park project
 - Meeting with the school/finance committee to review lease agreement with the School of the Arts
 - Future goal for Old Timers' Day to include park in the festival, helps with connectivity and downtown development
 - Working on the walking path at the park this week, on track
 - Daniel Bunting reached out about a parcel that the town already owns that is primarily wetlands surrounded by the Polly Branch Tax Ditch, which could be a possible nice amenity for residents as walking trails; town will take a look at the property in the fall
- Draft of revised sign code is back from AECOM, Tony and Stacey to take a look at it before it goes back to P&Z
- Historical Society still in process of taking over Townsend House, goal to be in this year

- They have not officially transferred the building

Discussions on possible business incentives for new and existing businesses:

- Incentives are something that needs to be nailed down, but can't just help new businesses coming in
 - Annual licensing fees? Helping with remodels? Permitting is 1.75% of renovations, application fee, advertising by the town to shout out the existing businesses
 - Chamber can take a look at the current list of fees/permitting
 - Tier the discounts based on tenure like 5% off the permitting fees if you've had a business license for 5 years, etc.
 - What are the pain points for those two businesses – could use as example/ideas for incentives
 - Connection fees for water/sewer, impact fees, tax break
 - Quarterly advertising
- How can we get the town staff involved in new business lease discussions before they're finalized and coming to Town Council?
 - Business permit for landowners/property owners for rentals, can be adjusted to say you must speak with the town/get town approval before lease agreement is finalized with business coming in
 - Every year they renew the town gets the signed lease agreement
 - Need to see end dates for lease agreements so we know the expiry
 - Business license renewals go out in Nov.; put a mailer in, to business rental property owners, with resources, contact information, etc. for town
- DDC put together welcome packet with new customers coming in
 - Town can put together the same new business package, also can look at for renewing businesses so announcements go out for incentives for existing businesses, schedule of events for the year
- Chamber would love a full list of Selbyville business licenses so we can help target new businesses and vacant lots/space available, we can work with Sussex County Ec. Dev. to fill them.
- Mailer for new homeowner packet, or make a new homeowner packet
 - Branded bag or something filled with appropriate stuff
- Add business directory page on town website, link to Chamber and or add all Selbyville businesses since our directory is just Chamber members
- **Action Item: Chamber look at rental business license for updating verbiage**
- **Action Item: Chamber look at what a welcome packet would look like**

Discussions on Old Timers' Day event:

- Everything is ready to go! Recent meetings with Chamber and town have tied up any loose ends

Discussions on citizen's request for a possible farmers' market:

- A farmers' market could be great for Selbyville one day but it wouldn't be operated by the town
- Chamber works with other farmers' markets and they either have boards or vendors who organize them
- This could be great for town park one day or partnership near the library
- Most vendors have their market schedules locked in for the year far in advance, so this would be a discussion for 2026 or later

Next Committee Meeting: Monday, August 11, 2025; 9:00 AM