

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

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

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, November 10, 2025

9:00 AM

Emily Mais, BFACC

Committee Members in Attendance: Stacey, Loryn, Bill, Emily, Jess, Mackenzie, Kelly, Mayor Duncan, Councilman Kirsch

Meeting Agenda:

- Review the discussions and any action items from the June 9, 2025 meeting
- Discussions on possible business incentives for new and existing businesses
- Review of newly devised Welcome to Selbyville packet
- Discussions on Bethany-Fenwick Area Chamber of Commerce Fire & Ice Festival Sponsorship Opportunity

Meeting Minutes:

Review the discussions and any action items from the June 9, 2025 meeting:

- No adjustments to Meeting Minutes or specific follow-ups from June 9, 2025 meeting

Discussions on possible business incentives for new and existing businesses:

- Committee gave Councilman Kirsch an overview of previous discussions on business incentives and the town involvement for new businesses leases, recounted below:
- 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
 - Send a letter to property owners? To facilitate working relationship with town staff?
- 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.
 - Stacey did a parcel by parcel plan in 2020, just needs slight updating for 2025
- Town could get a LinkedIn page to push more business to business promotion and information on doing business in Selbyville
- Add business directory page on town website, link to Chamber and or add all Selbyville businesses since our directory is just Chamber members
- It could be a good idea to poll residents and property owners for what kinds of businesses they'd like to see come to Selbyville; library and chamber could help promote
- **Action Item: Chamber and Town look at rental business license for updating verbiage**
- **Action Item: Town to set meeting with Town's Solicitor to discuss incentives and budget**
- **Action Item: Chamber to invite someone from the Small Business Administration (SBA) to meet with Economic Development Committee in 2026 to review business development in Town**

Review of newly devised Welcome to Selbyville packet:

- Packet lives on Town Website
- Everyone on committee loves the packet

Discussions on Bethany-Fenwick Area Chamber of Commerce Fire & Ice Festival Sponsorship Opportunity

- Committee has room in the budget to sponsor the event
- Committee reviewed full sheet of sponsorship opportunities
 - Decided on 4 block ice sculpture with color, of the town seal at Salted Vines
 - Town staff and council can be onsite with sculpture, giveaways, and marketing materials promoting Selbyville

Other discussions:

- Parking difficulties were mentioned downtown, as limited space could impact businesses coming to town; is there any support to be leveraged to create parking via legislative street funds?
- Councilman Kirsch filling council seat for Dr. Cary's vacancy, and will be on the December Town Council agenda for appointment to the Economic Development Committee
- Committee discussed focus for the future – what does Town and Committee want to work on, and see from the group in 2026?
 - Mayor discussed hopes to help residents and businesses with beautification downtown
 - Town sponsored grant for painting, siding, etc., where property owners can apply for town funds to help with property upkeep and beautification; code enforcement can monitor it and is on board with the idea
 - Committee could designate a line item within committee budget for this
 - Town would really like to do a welcome commercial for Selbyville
 - Committee and Town are not looking to add more events to the calendar in 2026 but continue to grow the existing town and local business events

Next Committee Meeting: Monday, February 9, 2026; 9:00 AM