**Fundamental Questions (no particular order)**

Financial sustainability

* Do we envision a resource rich future or one marked by scarcity?
* What are the incremental costs we are willing to accept for achieving our future vision?
* A thriving economy benefits everyone. Should the town seek to capture a portion of those benefits to ensure future prosperity?
	+ Should the costs of town operations, maintenance, and improvements be spread over the various stakeholder groups?
	+ Should revenue sources such as a consumption tax, capitation tax, real estate tax, or home owners fee be on the table to establish a plan for a shared, sustainable financial future?
* Should we seek a strategy to assess neighboring communities, the county, and the state to reimburse the town for providing for the wants/needs of their people (assumes a non-isolationist policy)?
* Should zoning changes be made to to support financial sustainability?

Prioritization of Stakeholders

* Who are the 5 major stakeholder groups?
* Should the town give priority to one or more stakeholder groups when establishing policy and allocating resources?
* Should the town seek/work to harmonize the interests of these groups?

Year-round town

* Should the town strive for an increase in “off-season” visitation?
* Should the beneficiaries from being more year round pay the incremental costs of expanded town operations?
* What would a desirable “more-year-round” Dewey look like, i.e., what types of activities and events should be sought?
* Should the town take a proactive role to attract the new and diverse businesses required to fulfill this vision?

Public Safety

* Should the town take responsibility to ensure a sense of security in town, or treat the broad concerns over public safety and inappropriate behavior as an inevitability of a resort community?
* Should the town resolve the concerns over pedestrian and bicyclist safety along SR1?
* What are our expectations of beach safety and EMT support, and are they being met?
* Is it time for the town and all of its stakeholder groups to grow up, and how does the town encourage and/or manage that process?
* Is there an effective middle ground between zero tolerance and zero enforcement for inappropriate behavior?

Governance

* Are the respective roles and responsibilities of Town Manager, Mayor, and Town Commissioners as currently understood appropriate for our future vision of Dewey?
* What are our expectations regarding code enforcement, and are they being met?

Annexation

* Should we consider putting the annexation of adjacent neighborhoods back on the table?

Built environment

* What do “growth” and “development” mean for Dewey, for which there is little undeveloped land?
* How important is it to retain the status quo in terms of the character of buildings – versus the character of neighborhood – within any given zoning district, versus maintaining flexible zoning criteria?
* Should the town distinguish between residential use, traditional residential-rental use, and what is now might be termed commercial-residential use (e.g., AirBNB and corporate retreats) in its zoning?
* Should the town assume responsibility for local infrastructure (at least storm drainage and lighting along SR1 and side streets)?
* Are we willing to be flexible on the maximum building height in the face of changing flood regulations and/or changes needed to attract year-round businesses and achieve our future vision?
* Should the town impose aesthetic standards on new construction or on existing structures that have become run down?
* Should the town use zoning requirements and/or districts to stimulate a thriving year round economy

Natural Environment

* Should the town take responsibility to protect and preserve the natural environment?
* What should the town do with respect to sea level rise, and when should it engage in positive action?
* Should this response be dependent on external grants, or result in special taxing districts, or be paid for by all citizen, or be paid for by all stakeholders?
* Should the town seek to be a leader in environmental stewardship?
* What parts of the natural environment should the town act to preserve and protect?
* Should the town use eminent domain as a tool to protect the environment and/or respond to increased flooding and sea-level rise?
* Should the town permit and/or encourage increased activities, including commercial activities on the ocean beach?
* Should the town take control of the bay- and lake-side beaches and develop for the benefit of all?
* What should town beautification mean?

Balance

* How does the town achieve balance between “quality of life”, “Dewey, a way of life”, and “Dewey is Dewey”?
* When we say “quality of life”, what do we mean and whose QOL is most important?
* Is the town responsible for striking a balance between being a family friendly destination versus a destination for the party culture?
* Should the town seek to balance between the needs of residents against those of businesses, or those of citizens against visitors?

**Meta-issues (possible chapter headings; no particular order)**

**Vision**

* What is it?
* How to communicate in a one to two page document?

**Economic development**

* Levering growth and development into prosperity, e.g., housing redevelopment, new business
* Sustainable financing, including capital improvements and waterfront preservation funds
* Increasing property values, business profits, business growth, funding for development, etc
* Fixed and determinable source(s) of income
* Balanced schedules of fees, fines and taxes, including possible property tax
* Costs and benefits of moving to more year round
* Incentives (possibly including fee/tax benefits and/or zoning changes) for businesses and residents to make Dewey more of a year round home
* Magnet for increased off-season visitation

**The natural environment**

* protect and preserve beaches, wetlands, green space …
* Clean beaches and waters, including bay and lakes
* climate change/sea-level rise (ocean dune nourishment, bay side protections, infrastructure protections, planned retreat)
* sea/bay dynamic
* landscape
* barrier island to nascent headlands
* commercial usage of the beaches
* Nature walk

**The built environment**

* zoning districts and zoning code
* Planned development overlays
* building type and size, including floor area, setbacks and height
* storm water management (“zero discharge” goal?)
* SR1 street lighting is a safety hazard and an eye sore (put underground?)
* Lighting on side streets (dark sky)
* Historical heritage
* Parking – not uniformly available and not uniformly enforced

**Public safety**

* On beach
* Police (nuisance and criminal)
* Traffic on SR1
* Pedestrian & bicycle

**Town Hall**

* Regular (external) reviews of staffing for operational effectiveness
* Facilities & vehicles
* Communications with citizens (90% non-resident)
* eGov initiative
* Code enforcement (building, flood management, business licensing)
* Town governance model
* Review of all code – laws only good if enforced
* Beautification and curb appeal

**Quality of Life**

* Harmony amongst the various stakeholders
* Dog friendly, on the beach and around town
* Public transportation versus private vehicles
* Summer swell from 300 residents to 30,000 daily visitors
* Balance of needs and wants for residents, businesses and visitors
* Address how impacted by changes in the nature and volume of rental activity (hotel homes; decrease in rentals; change in type of person/visitor in town)
* Tone down inter-stakeholder conflict (all work for common good)
* Deal with run down properties
* Spice up the winter blues
* Music and music festivals; art festival; other (non-drinking) festivals
* Our People – The pride of those that consider themselves a part of this community is very powerful

**Summary pros & cons 🡪 guidance for 2017 plan**

Be sure to include:

* Strong aspect of environmental stewardship (Bethany) - Dewey known as the “first clean green beach of the first state”
* Comprehensive analysis of capital improvement needs and funding sources (Rehoboth and Bethany)
* Clear picture of what Dewey is today and what type of town we all want it to be (Bethany as the “quiet family beach resort”)
* Strong executive summary focused on key elements and recommendations (with hyper-links to internals)
* How to interpret the plan (Lewes’s new plan) and identification of which elements need to be pursued by law
* Identification each objective as being short-, mid-, or long term, and responsible party
* Highlight what is meant by “force of law” in each area
* Maps must be superb
* Improvement of government and eGov is goal strongly worthwhile
* Develop clear picture of seasonal “business cycle”; seasonal destination versus rear round destination
* Historical perspective – focus on “character” drives discussion
* Focus on seasonal nature of town, businesses and inhabitants
* Tie recommendations to vision/goals based on core values

Avoid:

* Jargon and highly technical terms
* Boilerplate and flowery language – short is sweet