

The **Economic Development Task Force** cannot officially conduct business unless a quorum of eight (8) members is present. If you cannot attend the meeting, please call Bryan T. Havar, Assistant Township Manager at least 24 hours prior to the meeting in order that we can take appropriate action to try to insure that a quorum will be present.

AGENDA



Economic Development Task Force
**** Tuesday, April 17, 2012 @ 7:00 PM ****
Township Administration Building
8230 Old York Road
Elkins Park, PA 19027-1589

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- | | | |
|-----------|----|--|
| 7:00 P.M. | 1. | Call to Order |
| 7:01 P.M. | 2. | Approval of the March 20, 2012 Regular Meeting Minutes |
| 7:05 P.M. | 3. | Committee Reports |
- A. Design
 - B. Organization & Development
 - 1. Fund Raising Discussion - continued
 - C. Economic Restructuring
 - 1. Recruitment
 - 2. Retention
 - D. Marketing and Promotions
 - 1) Business District Liaison Reports
 - a. David Cohen, Elkins Park East
 - b. Maureen Haff, Glenside District
 - c. Dwight Pedro Lewis, E. Cheltenham Avenue
 - d. Stephen Vahey, Cheltenham Village
 - e. Kenneth Mirsky, Elkins Park West
 - f. Mark Tucker, Cheltenham Avenue BID Area
 - E. Cheltenham Charm

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- 7:30 P.M. 4. Chairman's Report
- 7:35 P.M. 5. Old Business (Status Reports)
- A. Mission/Vision Statement (See attached)
 - B. Update of Checklist for Establishing a Business in Cheltenham Township
 - C. Review of Business Recruitment Business Retention Plan
 - D. Banners in Glenside Commercial District
 - E. Mural Arts Project at Keswick Avenue Underpass
 - F. Continued discussion on development of an Arcadia Student Spending Pass
- 8:30 P.M. 6. New Business
- A. FHSP request for support for 17th Annual Arts in the Park
 - B. Review of revised EDTF Fund Development Document
 - C. EMCCC 2012 Dinner & Awards – May 17, 2012
 - D. National Main Street Network Renewal
- 8:35 P.M. 7. Assistant Township Manager's Report
- 8:40 P.M. 8. Adjournment


David G. Kraynik
Township Manager

DRAFTS

Fourth draft including additional edits made by Brian Havir and Sheila Perkins on 4/5/12

Mission (EDTF)

In partnership with public and private entities, the Cheltenham Township Economic Development Task Force (EDTF) is committed to expanding the Township's commercial tax base, an initiative which will improve the financial well-being of the total community.

This is accomplished by attracting new businesses to all Township commercial districts, and supporting existing businesses. Existing businesses will benefit from the increased patronage and commercial activity.

Vision (EDTF)

Increase the Township's use of social media, to effectively market the Township's commercial-districts to feature businesses; to promote the attributes of all commercial districts, and to attract consumers and businesses to these commercial districts. Improve the Township Web site to actively recruit new business, and provide information on opening a business--and retaining existing businesses--in the Township.

Build a comprehensive marketing campaign to support Township businesses.

Advance the goals and strategies for Township image-development, and for commercial district special events and business events.

Facilitate community revitalization throughout the Township by proactively identifying key long-term vacant and under-utilized properties, and work to identify appropriate development, or adaptive reuse options for those properties, that recognizes the importance of utilizing and enhancing existing architectural, historic and/or cultural resources.