

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Jonathan Essoka, Maureen Haff, David Kratzer, Dwight Pedro Lewis, Kenneth Mirsky, Sheila Perkins, Brad Pransky, David Rosenberg and Steve Vahey. Guests present were: Dottie Baumgarten, Philadelphia Water Department and Frank Eells of Gannett Fleming. Staff present was: Bryan T. Havir, Assistant Township Manager. (see attached attendance sheet).

1. *Call to Order.* Vice Chairman David Cohen called the meeting to order at 7:05 p.m. Mr. Cohen noted that the presentations listed under New Business and Old Business would be heard next on the Agenda.

2. *Community Meeting for Businesses to Reduce Stormwater Runoff.* Ms. Dottie Baumgarten reviewed her preliminary draft outline for a series of upcoming community meetings scheduled for October 5th, 11th and 20th on ways to reduce stormwater runoff in Cheltenham Township to businesses. (See attached). Ms. Baumgarten stated she will be using good, solid, current information. She requested that EDTF District Liaisons be present for each of the meetings and introduce her at each of the community meetings. Ms. Baumgarten requested e-mail contacts of liaisons and a list of businesses in Cheltenham Township for a volunteer to help distribute flyers to business owners. It was noted that Elcy's will provide coffee for the Glenside meeting and outreach was requested for a local business to provide coffee for the meeting scheduled at the Elkins Park Library and the meeting at the Rowland Community Center. Mr. David Cohen and Ms. Perkins volunteered to make the outreach. Ms. Baumgarten also noted that the Pennsylvania Environmental Council (PEC) had highlighted the flyer via an e-mail to their membership. Mr. Cohen thanked Ms. Baumgarten for her time.

3. Elkins Park West Streetscape and Traffic Calming Improvement Project Update. Mr. Havar provided introductory remarks about the project. Mr. Frank Eells was present to answer questions on the power point presentation e-mailed to the EDTF members regarding the August 25, 2011 Elkins Park West Streetscape and Traffic Calming Improvement Design which was vetted by steering committee members over the course of several meetings. Following a lengthy discussion about the removal of a right turn; crosswalks; improvement to pedestrian environments from Yorktown Plaza to Wall Park; improvements in pedestrian safety and visual improvements; making a visual nexus for Elkins Park which is aesthetic and functional through a public art marker at the plaza as a point of arrival; benefits for businesses; intersection aligned to Old York Road; streetlighting; accent pavers, presence of sidewalk from fire station to Yorktown to Old York Road and stormwater management, it was the consensus of the EDTF to support the plan. Mr. Cohen made a motion for a recommendation to have sheet five of the power point presentation amended to reflect the favored option; straight line through crosswalk at Old York Road Spur; sidewalk installed from fire station to Yorktown to Old York Road; and stamped pattern concrete similar to custom template used for Easton Road Phase III Streetscape Improvement Project and further recommend that the Public Affairs or Public Works Committees review the plan and allow for a community meeting to be scheduled in November with property owners; seconded by Mr. Pransky and unanimously approved. Mr. Cohen thanked Mr. Eells.

4. *Approval of Minutes.* The July 19, 2011 and August 16, 2011 meeting minutes were unanimously approved.

5. *Main Street Committee Reports by Chairpersons:*

A. Design – Mr. Kratzer had no report.

B. Organization and Development – Mr. Essoka had no report other than working on the fundraising letter to area banks. Mr. Cohen will contact Mr. Carboni for copies of prior letters sent last year.

C. Economic Restructuring – No report

1) **Recruitment** – No report was given.

2) **Retention** – No report was given.

D. Marketing and Promotions Committee – Reports were provided from the following liaisons:

- District Liaison for Elkins Park East – Vice Chairman Cohen noted that the former drug store space is now occupied by Jean Jones Catering (formerly with Elcy's) and there is a catering business near Franks Pizza. Mr. Cohen gave a brief update on the CreekSide Co-op. The Co-op did secure a loan commitment from USDA for acquisition from Vantage Bank and continues to work with The Reinvestment Fund (TRF) on a construction loan. Mr. Pransky noted the Reinvestment Fund requires equity of \$250,000. He noted that a fundraising membership drive began and the Co-op has collected \$100,000 to date and has until October to raise the balance.
- District Liaison for Glenside – Ms. Haff reported under Marketing and Promotion, on the following events that took place over the summer and early fall:
 - Glenside Bike Night was held on Saturday, August 6, 2011 from 4:00 to 9:00 p.m. and was well attended.
 - Arcadia University will re-schedule the community service day activities in Glenside for new students which was originally scheduled for August 29, 2011 as part of their freshman requirements but was canceled due to Hurricane Irene. Mr.

Cohen noted that the students were able to help out at High School Park on that date.

- The Downtown Glenside Community Partnership met the first Wednesday of September. The new president of Arcadia University, Mr. Toby Oxholme and his wife Kim were present and would like to participate to make things happen in Glenside.
- The Glenside Street Fair held on September 17, 2011 from 11:00 to 4:00 p.m. received favorable comments about the layout (no big stage but smaller groups of musicians throughout the area). They had 60 tables present for the children's corner, artists, food and civic groups.
- District Liaison for East Cheltenham Avenue – Mr. Lewis announced that he would like to create a liaison handbook but would need history of districts, issues, committees, list of business, role of Commissioners, expectation and services and ordinances. He asked who was the go-to-person for the liaisons. Ms. Haff volunteered to be the go-to-person. Mr. Lewis thought it would be helpful to have a walk through each district with the appropriate Commissioners.
- District Liaison for Cheltenham Village – Vice Chairman David Cohen stated that there is currently no liaison for this area and asked if anyone was interested in volunteering to serve as liaison.
- District Liaison for Elkins Park West – Mr. Mirsky had no report.
- Greater Cheltenham Avenue Business Improvement District – Mr. Havir did note that Ms. Marshall had volunteered to act as liaison to the Cheltenham Square Mall with the help from another EDTF member.

E. Cheltenham Charm – Ms. Williams was not present to offer a report. However, Mr. Havir noted that funds to provide for plantings at additional park entrance areas were tentatively being considered for incorporation in the Township FY 2012 Capital Budget. Mr. Cohen inquired about the report from the America In Bloom (AIB) Judges visit in August. Mr. Havir felt that the report should be completed in the next few weeks based on e-mails received from the judges. Discussion ensued about the AIB Conference in October in Washington D.C. and it was decided that no one was available to attend at this time.

6. Vice-Chairman's Report – Vice Chairman David Cohen asked the EDTF members if there were any comments or recommendations on the SWOT analysis summary e-mailed to them prior to the meeting (see attached). Ms. Perkins offered that the role of the liaison was still not clear and it was agreed that this was viewed as a weakness. Mr. Cohen suggested that this be reviewed at the next EDTF meeting. Discussion ensued and the EDTF members were directed to view the national main street association at preservation.org for committee descriptions and terminology. Mr. Cohen will provide a brief history of the committee structure at the next meeting. He stated that the historic interpretation of preserving Main Street involved one main street in the community. Cheltenham Township has a different model to be addressed.

Ms. Haff interjected that in Glenside the separate committees listed above have been addressed in total within the Glenside district. Each district might consider creating these committees in each of their districts.

7. Assistant Township Manager's Report

A. Greater Cheltenham Avenue Business Improvement District (GCA BID) – Mr. Havir reported that the BID is still viable and that the Executive Board of Directors would be meeting in the next couple of weeks. The BID has received a legal opinion regarding amending the Cheltenham Township

Ordinance since the BID is in its fourth year which allows for an amendment to the budget which includes assessments. The City of Philadelphia Ordinance is only in year two. A proposal from the solicitor on funding this initiative is under review by the Board of Directors.

B. Glenside Business Improvement District (GBID) – Mr. Havar reported that the Public Works Committee at its last meeting recommended to the Board of Commissioners scheduling of a public hearing for November 16, 2011 on adoption of an Ordinance establishing the Glenside BID.

C. City Map – Mr. Havar asked the members to take as many maps as they needed to distribute to businesses and commercial realtors in their districts.

D. U. S. Postal Service Consolidation Study – Mr. Havar noted that over the next 45 – 90 days the Postal Service would be reviewing closing of post offices in the area as part of a recommended consolidation plan to Congress.

E. Won Institute – Mr. Havar announced that the Institute would be hosting a visit from the Won Buddhism's Head Dharma Master from Korea on Sunday, October 9, 2011 from 12:30 to 5:00 p.m. at Wesley Plaza. Wesley Plaza will be closed during that time.

F. Eastern Montgomery County Chamber of Commerce (EMCCC) – Mr. Havar reminded the EDTF about the Business Expo scheduled for October 20, 2011 at Salus University. Mr. Tucker had volunteered to work at the EDTF table. Mr. Havar asked if anyone else would be able to work at the table for an hour or so. Ms. Perkins volunteered. Discussion ensued about a registration fee for the event. Mr. Havar was contacted by EMCCC which gave us a deadline of September 30, 2011 to remit \$250.00. It was the consensus of the EDTF that this registration fee would be covered under the Marketing Account in the EDTF's budget.

8. Citizens' Forum – Mr. David Cohen noted that a round table meeting will be held at the Cheltenham School District Administration Building on October 25, 2011 at 7:00 p.m. regarding a discussion on changes in grade levels being housed in Elkins Park Elementary and Cedarbrook Middle Schools.

Mr. Cohen noted that there is an Old York Road Revitalization Group, a coalition of synagogues that will be meeting to discuss issues related to revitalizing the Old York Road Corridor. Information on meeting dates will be forwarded. (See attached).

9. Adjournment: Vice Chairman David Cohen adjourned the meeting at 8:45 p.m.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



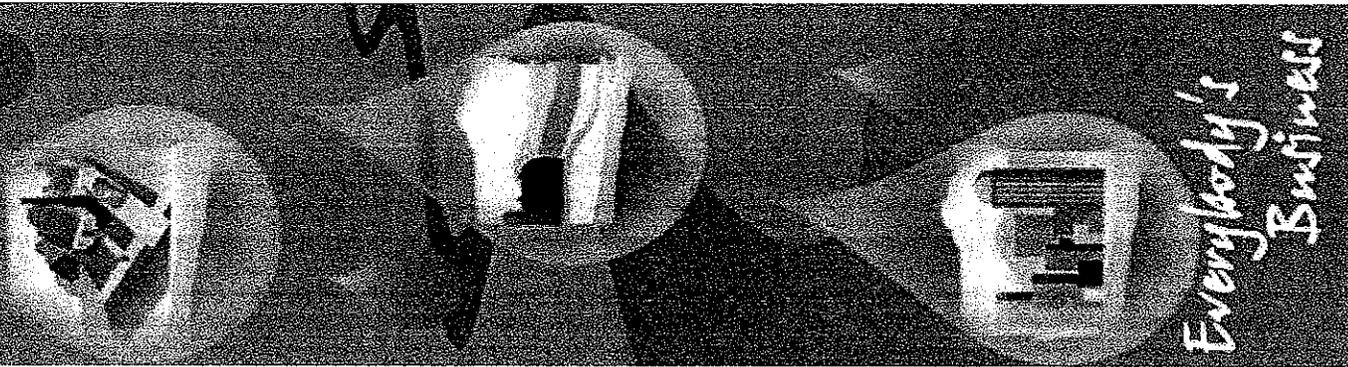
Tuesday, September 20, 2011, 7:00 P.M.

Township Administration Building
8230 Old York Road, Elkins Park, PA 19027

(Please Print Clearly)

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	Sheela Perkins		X
2	Dorothy Peroff Lewis		X
3	Maureen Huff		
4	DAVID KRATZER		Y
5	DAVID L. COHEN		Y
6	Kenneth Mirsky		Y
7	Dotie Baumgarten		Y
8	Steve Vahny		Y
9	JONATHAN ESSOKA		
10	BRAD DRANSKY		
11	DAVID ROSENBERG		
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Clean Water



Everybody's
Business

GOOD BUSINESS PRACTICES FOR CLEAN WATER

Calling all Cheltenham Business Owners!

Save \$\$ and increase your customer base by reducing water pollution and stormwater runoff at your business. Learn tips in one of these FREE workshops. Your everyday habits affect our local water quality and streams; simple changes can make you part of the solution, giving you a marketing edge!

The workshop will cover:

- Best housekeeping practices that reduce stormwater pollution: cleaning outside, storing materials, protecting the storm drain, vehicle washing, winter de-icing, spill control and more!
- Best management practices that reduce stormwater volume: plant a tree, use rain barrels, plant a rain garden, plant a wildflower meadow, create a container garden and more!
- How protecting the environment can save you money and attract more customers.

Upon completion of the workshop, you will receive a window decal for display purposes.

Sponsored by:

Cheltenham Township

Cheltenham Township Economic Development Task Force

Philadelphia Water Department

Tookany/Tacony-Frankford Watershed Partnership, Inc.

Cheltenham Township Environmental Advisory Council

For more information contact Dottie Baumgarten

215-870-5650 or dottiebaumgarten@gmail.com

Wednesday, October 5, 2011
Glenside Memorial Hall
Waverly Rd and Keswick Ave, Glenside
8:00 am – 9:00 am

Or

Tuesday, October 11, 2011
Elkins Park Free Library
563 E. Church Rd, Elkins Park
2:00 pm – 3:00 pm

Or

Thursday, October 20, 2011
Rowland Community Center
400 Myrtle Ave, Cheltenham
7:00 pm – 8:00 pm

Coffee 15 min. before workshops



Cheltenham Township

Keep Our Water Clean!

Cheltenham's Stormwater Management Ordinance 2066-04 prohibits anyone from allowing discharges of anything except stormwater into the Township's storm sewer system. The following list highlights pollution prevention requirements that affect many types of businesses in Cheltenham Township. More details are available from the Township's website www.cheltenhamtownship.org/stormwater.

Pavement/Building Cleaning

- Detergents or other compounds are prohibited in the washwater. Only clean water may be used.
- Also, any spills or leaks of toxic or hazardous material must be removed before cleaning pavements.

Dumpsters

- Ensure Dumpsters are secure against any material blowing out or leaking.

Construction/Development

- **Any disturbance of the earth** mandates erosion controls to prevent excessive amounts of sediment and debris reaching the stormwater system, both during and after development.

Please review the detailed requirements in the Township's Stormwater Management Ordinance.

Motorized Equipment Cleaning

- No water used in the process of cleaning commercial vehicles or motorized equipment may be allowed to enter the Township's storm sewer system, which includes water running into streets.
- No water used in the process of cleaning equipment or vehicles used to carry insecticides, pesticides, oils, chemicals or detergents may enter into the Township's storm sewer system.

Clean all commercial motorized equipment at a facility designed to capture wastewater.

Prohibited Connections

- No drain or conveyance may allow anything but stormwater to enter the Township's storm sewer system. Sewage, process wastewater and wash water is prohibited.
- No drain or conveyance from a commercial or industrial property may connect to the Township's storm sewer system unless it has been approved by the Township and documented

Disconnect any illegal drains or other conveyances into the Township's storm sewer system.

Roof Drains

- Roof drains may not be connected to streets, sanitary or storm sewers, or roadside ditches, unless permitted by the Township upon application by the property owner.
- Roof drains must discharge into an infiltration area or appropriate vegetation area to the maximum extent practicable.

To apply for a roof drain connection exception, please contact the Cheltenham Township Engineering, Zoning and Inspections Department at 215-887-6200, ext 213.

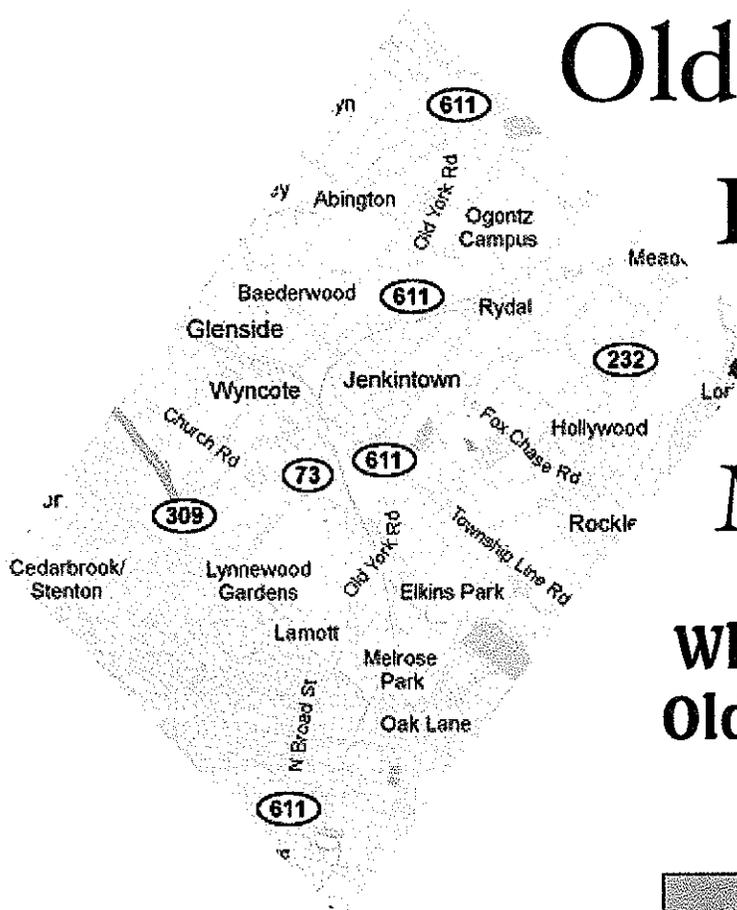
Penalties

Penalties for violations include fines up to \$1,000 per violation and imprisonment of up to 30 days. Each day that the violation continues constitutes a separate offense.

Old York Road:

Re-Energizing Our Community to Meet Your Needs

**What Would It Take To Make
Old York Road A More Viable,
Vibrant Destination?**



Please join us in a dialogue about revitalizing our greater community. We need your ideas, hopes and vision to maintain and enhance the Old York Road Corridor through Cheltenham, Jenkintown and Abington as a walkable destination for dining, shopping, working and congregating.

Sponsored by the Old York Road Revitalization Group: A coalition of seven area synagogues, reaching out across our diverse community to engage residents, community groups and religious institutions of all denominations.

Wednesday, October 5, 2011

6:30 - 9:30 pm

Abington Junior High School
2056 Susquehanna Road
Abington, PA



Monday, October 10, 2011

6:30 - 9:30 pm

Cheltenham School
District Building
2000 Ashbourne Road
Elkins Park, PA

Registration is recommended – <http://tiny.cc/OldYorkRoad>

This work is being led by the Fels Institute of Government's Research and Consulting.

For more information visit: <http://www.fels.upenn.edu/Old-York-Road> or call Linda Breitstein at 215-898-1112

DRAFT Cheltenham Township EDTF SWOT Follow Up (9.18.11)

STRENGTHS

STEPS

Focus on Internal/Now

<p>*Established Organization</p>	<ul style="list-style-type: none"> • Maintain and build upon organization structure.
<p>*Track Record & History</p>	<ul style="list-style-type: none"> • Develop a concise history of EDTF, including key work and milestones of EDTF.

WEAKNESSES

STEPS

Focus on Internal/Now

<p>*Need for better defined mission and consensus</p>	<ul style="list-style-type: none"> • Review and update/modify mission.
<p>*Lack of financial backing/plan, support mechanism</p>	<ul style="list-style-type: none"> • Develop and implement a fundraising plan. • Determine what support is needed and develop a plan with Township to secure appropriate level of support.
<p>*No all encompassing EDTF Plan (Plan for EDTF)</p>	<ul style="list-style-type: none"> • Review existing Township plans that include EDTF role or reference. • Determine if there should be an EDTF plan and if so, determine purpose, scope and goals of plan, and determine process including funds to pay for plan development.

OPPORTUNITIES

STEPS

Focus on External

<p>*Proximity to Philadelphia and other Townships</p>	<ul style="list-style-type: none">• Determine better ways to work with Philadelphia and adjacent Townships.
<p>*Relationships with Major Institutions & Properties/Business</p>	<ul style="list-style-type: none">• Determine existing relationships and build upon them, and determine how relationships to be developed, and structure and implement a plan to do so.
<p>*Niche Branding & Marketing Opportunities for Township</p>	<ul style="list-style-type: none">• Review existing marketing efforts related to Township economic development and determine proposed changes and opportunities.
<p>*Reorganizing Building and Zoning Department</p>	<ul style="list-style-type: none">• Understand current structure of Building and Zoning Department, and as leadership will be changing recommend proposed changes to Department structure and direction.

THREATS

Focus on External

STEPS

*Lack of EDU's	<ul style="list-style-type: none">• Understand impact and status of EDU limits; and work with Township to determine long-term course of action and impact of EDU limits.
* Absence of substantial Commercial Tax Base	<ul style="list-style-type: none">• Determine what key significant development/rezoning opportunities might exist that could have a meaningful impact on increasing commercial tax base.
*Aging Infrastructure	<ul style="list-style-type: none">• Review and update/modify mission.
*Limited decreasing Federal and State resources	<ul style="list-style-type: none">• Identify alternative funding sources.
*Lack of political will and follow-through	<ul style="list-style-type: none">• Look at potential changes from PA redistricting that could impact Township.• Actively work to engage elected officials and to change paradigm to foster follow-through.