

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, Fred Milbert, Kenneth Mirsky, Brad Pransky, David Rosenberg and Mark Tucker. Guest present was: Dottie Baumgarten, Philadelphia Water Department. 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.
2. ***Approval of Minutes.*** The September 20, 2011 meeting minutes were unanimously approved.
3. ***Main Street Committee Reports by Chairpersons:***

**A. Design** – Mr. Kratzer had no report. However, Mr. Havir noted that he was currently responding to the Pa Department of Community & Economic Development’s request for additional information regarding proof of payment in the way of contractor invoices and cancelled checks for the Design Challenge as well as a breakout of fringe benefits for the professional contract services provided by the Delta Development Group.

Mr. Havir also mentioned that he has been notified by the Township’s Building & Zoning Department that a permit application for new signage will be forwarded shortly for a business in the Elkins Park West Commercial District.

Vice Chairman Cohen made a comment about the post and rail fence in front of Chick-Fil-A on Cheltenham Avenue which looks out of place.

**B. Organization and Development** – Mr. Essoka reported that he had received some information from Mr. Havir regarding fundraising to area banks from the previous Committee Chairman’s database.

He will get baseline information and move forward. Discussion ensued about the next event that usually required some funding. Decorations and greenery for Easton Road are needed for the annual Winterfest event which is being held on December 2, 2011.

**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. However, Yo Dogs! (in the former Little Dipper store front) has closed their doors. Mr. Cohen gave a brief update on the CreekSide Co-op. He noted that the fundraising membership drive continues. Mr. Milbert added that the Co-op has received tremendous support from the community and has collected approximately \$470,000 and has 1350 members. Mr. Milbert inquired about the status of the Elkins Park East Streetscape Project. He was interested where funding might be available to create a Plaza on Montgomery Avenue and High School Road (which was noted on the Elkins Park East Streetscape and Traffic Calming Project Plan). Mr. Cohen indicated that they could discuss that following the meeting. Mr. Cohen noted that he visited businesses in the District along with Stephanie Clymer of Tookany-Tacony/Frankford Water Partnership (TTFWP).
- District Liaison for Glenside – Ms. Haff reported that she did accompany Stephanie Clymer from (TTFWP) and provided brochures and handouts on Good Business Practices for Clean Water Workshop information to the local businesses. Ms. Haff noted that twelve business owners attended the workshop and she felt that the information did get out.

The Downtown Glenside Community Partnership (DGCP) met earlier this month and discussed comments about the Bike Show and Car Show being held on Saturday versus Sunday. First Friday in October seemed slower than expected possibly due to the Phillies baseball playoff game and she looked forward to a better turnout in November. Ms. Haff said that Ms. Drusilla Buscemi from Arcadia previously reported that Mrs. Kim Oxholme, wife of the new President of Arcadia University, Toby Oxholme, would like to move forward with working with the DGCP and including student affairs, and they plan to meet during the second week of November. Discussion ensued and included reference to the previous Bed and Breakfast Ordinance draft and footprint for the hotel that was part of the prior Fairways Subdivision (now called Wyngate). Mr. Tucker requested information on that land development plan.

- District Liaison for East Cheltenham Avenue – Mr. Lewis reported that he visited some businesses along East Cheltenham Avenue with Stephanie Clymer and he created contact information in a report for those visits. (See attached). He handed out the Commercial District Guide to the business owners and stated that he needed some more. He was asked about the business owners' response to his visit. He stated that it seemed people were somewhat skeptical but liked the idea of having a liaison. There were some problems with a language barrier. He noted a few vacancies in the shopping center. Mr. Lewis hoped to send e-mails in follow up to his visit and he would like to be able to invite some of the business owners to an EDTF meeting. He would also like to develop a survey for businesses. Mr. Lewis thought it would be helpful to have a walk through the district with the Commissioner of the District after the election.

- District Liaison for Cheltenham Village – Mr. Vahey was not present. However, Mr. Havar did note that Mr. Vahey did visit businesses in this area with TTFWP and distributed the Commercial District Guides.
- District Liaison for Elkins Park West – Mr. Mirsky commented on the two meetings that took place for the Revitalization of Old York Road (between Cheltenham Avenue and Susquehanna Road). The meeting in Cheltenham Township had approximately 130 people attending and 50 in Abington Township. Mr. Cohen attended the meeting in Cheltenham where attendees were asked to identify eight values as part of their community. Discussion focused on education, diversity, making business process user- friendly, marketing, old building stock, infrastructure, healthcare, shopping, etc. Mr. Rosenberg attended as well and felt the concept of three Townships working together was a nice thing but having competition between the three Townships doesn't help. Perhaps ambassadors are needed. Discussion continued and it was felt that the Cheltenham EDTF should meet with the Abington EDTF. Mr. Havar referred to a 2-1/2 year old DVRPC traffic study that included municipalities from Philadelphia to Warminster. Ms. Haff noted that the Glenside Chamber, Downtown Glenside Community Partnership and the Keswick Village Group are meeting in an effort to showcase events in these areas.
- Greater Cheltenham Avenue Business Improvement District – Mr. Havar reported that Ms. Marshall has verbally resigned from the EDTF and is confirming that in a written letter.

**E. Cheltenham Charm** – Ms. Williams was not present to offer a report. However, Mr. Havar did distribute the America In Bloom (AIB) 2011 evaluation report from their August 4-5, 2011 visit to the Board of Commissioners, Staff, EDTF, EAC, Historical Commission and Shade Tree Commission. It is recommended that two to three top priorities from the eight categories be considered. Discussion ensued

about the value of the report and how it will be used. Mr. Havir stated that it could be used for marketing the Township as livable and attractive to residents and businesses and as a national report used to solicit environmental and educational grant funding. A member asked how much will it cost to enter as a competitor next year and if there are any monetary awards for being outstanding in any of the categories. It was agreed to place this on the Agenda for next month.

**4. Vice-Chairman's Report** – Vice Chairman David Cohen asked to move the discussion on the SWOT analysis summary to the end of the meeting.

**5. Old Business:**

A. Greater Cheltenham Avenue Business Improvement District (GCA BID) – Mr. Havir reported that the BID Executive Board will be meeting on November 3, 2011 at Lynnewood Gardens. The BID Board will discuss the legal opinion prepared by the Township Solicitor 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 as well as a proposal from the solicitor on funding this initiative.

B. Glenside Business Improvement District (GBID) – Mr. Havir reported that information packets were sent via certified mail to all business property owners within the BID boundaries. The packets contained a cover letter, legal notice, boundary map, assessment spreadsheet, By-Laws and Articles of Incorporation. A public hearing is scheduled for November 16, 2011 on adoption of an Ordinance establishing the Glenside BID. The proposed ordinance is on the website.

C. Elkins Park West Streetscape Design Project – Mr. Havir reported that the project consultant recently made the presentation on the final draft design plan to the Public Works Committee. There were a few questions about phasing, removal of the right hand turn, bicycle access and gateway sculpture, process, cost and funding to be identified. Overall, it was viewed favorably. A Community

Meeting will take place on November 28, 2011 at 6:00 p.m. at the Elkins Park Library in the Community Room from 6 – 8:30 p.m. Notice will be advertised and announcement will be mailed to property owners.

D. Stormwater Best Management Practices Workshops – Ms. Dottie Baumgarten reported that twelve business owners attended the meeting on October 5<sup>th</sup> and four business owners attended the meeting on October 11, 2011. The four who attended were very active in their community and stated that they would share this information with other business owners. The next workshop will be held at Rowland Community Center on October 20, 2011. Mr. Essoka added that the EAC is also gathering information for communication with local government and education for those residents and businesses affected by flooding. Discussion ensued about flooding issues and the number of properties affected by the recent August and September storms; the problem coming from upstream; Department of Environmental Protection's oversight, application for EDU's, etc.

E. 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 will work at the EDTF table for the length of the Expo. He noted that Ms. Perkins volunteered to assist. Mr. Havar stated he would arrive toward the end of the EXPO and help wrap up.

F. Mr. Cohen opened the discussion on Cheltenham Township's Main Street Program and referred to the e-mail (See attached) that he sent to EDTF members regarding the National Trust for Historic Preservation Main Street Program Four Point Approach and the Eight Principles and some differences between the traditional Main Street and Cheltenham Main Street program. Mr. Cohen referred to the Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis and based on the discussion will update the SWOT analysis and e-mail to the EDTF members for discussion at the next meeting on what

would make the EDTF better. Mr. Cohen will include one or two values and principles across the five districts or as suggested Township-wide for continued discussion.

**6. New Business:** Discussion ensued regarding input from EDTF on having businesses advertise on the Township website and about issues concerning cost, reasonable return for businesses, guidelines and policies about content and endorsements, solicitor's opinion, link on the homepage, constant contact (e-mails), etc. It was suggested that an on-line survey be developed that would include questions about interest in advertising on the Township website as well as other relevant questions for businesses in the Township. Mr. Pransky and Mr. Cohen will work on a committee with staff to formulate some guidelines. This item will be placed on the Agenda for next month.

**7. Assistant Township Manager Report** – Mr. Havir reported on the following:

- 1) He recently attended a Workshop for BID's entitled, "How to Diversify your Revenue" on October 5, 2011. A packet is available if anyone is interested.
- 2) Turtle Artisans Tour – A group of local artisans will display their work on October 22<sup>nd</sup> and 23<sup>rd</sup>. A bicycle route has been laid out for residents to bike to the various locations. (See attached Map).
- 3) Cheltenham Township Sustainability Plan – The next General Committee Visioning Session will be held on November 3, 2011, 6:30 – 9:30 p.m. at the Arcadia University Castle in the Mirror Room.
- 4) Philadelphia Cultural Alliance Grant – Cheltenham Township is a recipient of a \$1,650 grant for a mural arts project at the Keswick SEPTA Underpass near Mt. Carmel Avenue.
- 5) Mr. Havir asked if the Winterfest event could be considered as lynch pin for the Easton Road Project Ribbon Cutting Ceremony. Ms. Haff suggested getting Arcadia University involved since the latest phase was completed in that area.

8. **Adjournment:** Vice Chairman David Cohen adjourned the meeting at 8:55 p.m.



David G. Kraynik,  
Township Manager

Submitted by:  
Kathryn McDevitt



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, October 18, 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	David Rosenberg	rosenberg12@comcast.net	Y
2	MARK TUCKER	MARKBTUCKER@GMAIL.COM	Y
3	Deborah Peres Lewis		X
4	DAVID CONOW		X
5	Jonathan Essoka	jessoka@verizon.net	Y
6	DAVID KRATZER	✓	Y
7	BRAD PRANSKY		✓
8	FRED MILBERT		
9	Ken Mirsky		✓
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# East Cheltenham Avenue

## General Information

Township Commissioner/ Ward #	
Assistant Township Manager	Bryan T. Havir
EDTF Chair	Alan Cohen
EDTF Vice Chair	David L. Cohen
EDTF Liaison	Dwight Pedro Lewis
Liaison Appointment	8/2011
Monthly Report Out Date	10/18/2011

## Monthly Activity

1. Met with Bryan, Alan, and David to review the role of the EDTF Liaison
2. On Thursday, 10/13/2011, I visited 12 businesses in the district (see spreadsheet), and I distributed the Cheltenham township Commercial District Guide.
3. I was accompanied by Stephanie Clymer from Tookany/Tacony-Frankford Watershed Partnership. Stephanie Clymer passed out flyers highlighting several workshops on "Good Business Practices for Clean Water" for Cheltenham Business Owners

## Goals / Upcoming Events / Activities / Next Steps

1. Follow - Up with all businesses that I contacted with an e-mail
  - o Reiterate the EDTF role and set expectations
  - o Invite to attend a future EDTF meeting
2. Develop a survey and send to businesses (obtain approval from EDTF)
3. Visit more Business in the district

## Important Dates


## Issues/ Problems / Opportunities

- 1.

## EAST CHELTENHAM AVENUE

Business Name	Address	Phone	Email	Web	Contact Person	Specialty
Ant's Trophy & Sign	7406 N. Front Street Cheltenham, PA 19012	215-635-3213	<a href="mailto:usachi@yahoo.com">usachi@yahoo.com</a>		Edward Chung President	Awards, Banners, Embroidery, Corp. Gifts, Promotional Products
Ashbourne Cleaners	7408 - B N. Front Street Cheltenham, PA 19012	215-635-5090				Professional Dry Cleaning & Alterations
B + A Enterprise		215-837-7020	<a href="mailto:brucecoleman27@gmail.com">brucecoleman27@gmail.com</a>		Bruce A. Coleman	Commercial and Residential Cleaning
China King	53 E. Cheltenham Ave. Cheltenham, PA 19012	215-635-1900 215-635-4129 215-635-4198				Chinese Food, Specializing in Cantonese, Szechuan & Hunan
CVS						Pharmacy
Design Eyes	47 W. Cheltenham Ave. Cheltenham, PA 19012	215-635-4787	<a href="mailto:designeyes@comcast.net">designeyes@comcast.net</a>		Dr. Joseph Ryan	Optometrist
Dunkin Donuts						Coffee/Donuts
Extentions Beauty Supply	67 W. Cheltenham Ave. Cheltenham, PA 19012	215-635-1734				Hair Products, Perfumes & Accessories
Gaetano's Pizza & Grill	7410 Front Street Cheltenham, PA 19012	215-782-1160 215-782-1161				

<b>Phila Barber Shop</b>	7408 N. Front Street #A Cheltenham, PA 19012	215-782-1125			Jang, Gi Koo	Barbara Shop
<b>Scanlon's Family Restaurant</b>	57 E. Cheltenham Ave. Cheltenham, PA	215-782-1080			Kim	Family Restaurant
<b>Tookany/ Taony - Frankford</b>	One Awbury Road Awbury Arboretum Philadelphia, PA 19138	215-844-8110	<a href="mailto:steph@ttfwatershed.org">steph@ttfwatershed.org</a>	<a href="http://www.ttfwatershed.org">www.ttfwatershed.org</a>	Stephanie Clymer AmeriCorps VISTA/ Community Liason	Watershed Partnership, Inc. Alcohol Beverages
<b>Wine &amp; Spirits</b>						

**McDevitt, Kathryn**

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**From:** David L. Cohen [dlcohen1@ix.netcom.com]

**Sent:** Monday, October 17, 2011 10:47 AM

**To:** McDevitt, Kathryn; penncoco@hotmail.com; brad@int2.com; Burns, Steve; dkaynik@cheltenham-township.org; dkratzer@bauarchitecture.com; kratzerd@philau.edu; rosenberg1@comcast.net; secondsista@comcast.net; dcbmwilliams@msn.com; BuscemiD@arcadia.edu; Dwight.Lewis@jeffersonhospital.org; fimilbert@gmail.com; Galdo, Joseph; hmazzacc@montcopa.org; Havir, Bryan; jessoka@verizon.net; klmirsky@comcast.net; elcyscoffehouse@comcast.net; markbtucker@gmail.com; sweetmagglenside@gmail.com; Seabring2000@yahoo.com; stephenvahey@allstate.com; SuzanneT@lynnewoodapts.com; Yitz@lynnewoodapts.com

**Subject:** Re: EDTF 10-18-11 Meeting Agenda and September Meeting Minutes

10/17/11

As discussed at the last EDTF meeting, the Township's Economic Development Task Force and Main Street program are largely based on the National Trust for Historic Preservation Main Street program. Two key elements of the Main Street program are The Main Street Four-Point Approach® <http://www.preservationnation.org/main-street/about-main-street/the-approach/>, and The Eight Principles <http://www.preservationnation.org/main-street/about-main-street/the-approach/eight-principles.html>.

Three broad notes are:

1. The Main Street program is generally focused and used for a community's one main street. (In Cheltenham we have multiple Main Street areas.)
2. The Main Street program has a strong focus on historic preservation due to the Main Street program's history and being part of the National Trust for Historic Preservation.
3. The Main Street program generally is structured to work through an independent organization to run the local Main Street program.

While the above three items are areas where Cheltenham differs from key elements or aspects of the Main Street program, it does not mean that we need to change or alter the program or for that matter that we should leave things the way they are, only that we should be aware of these differences as part of our conversation.

—  
David L. Cohen, AICP  
Vice Chair, EDTF  
[dlcohen1@ix.netcom.com](mailto:dlcohen1@ix.netcom.com)

**Eley's Cafe**  
1 W. Glenside Ave  
Glenside  
215 884 5600

**Hohenstein**  
361 N. Easton Rd,  
Glenside  
Keswick Village  
215-887-1771

**Bonnie & Ky  
Mettler**  
131 Woodland Rd  
Wyncote  
215 885 8936

**Marsha Ray**  
106 Woodland Rd.  
Wyncote  
215 886 4962

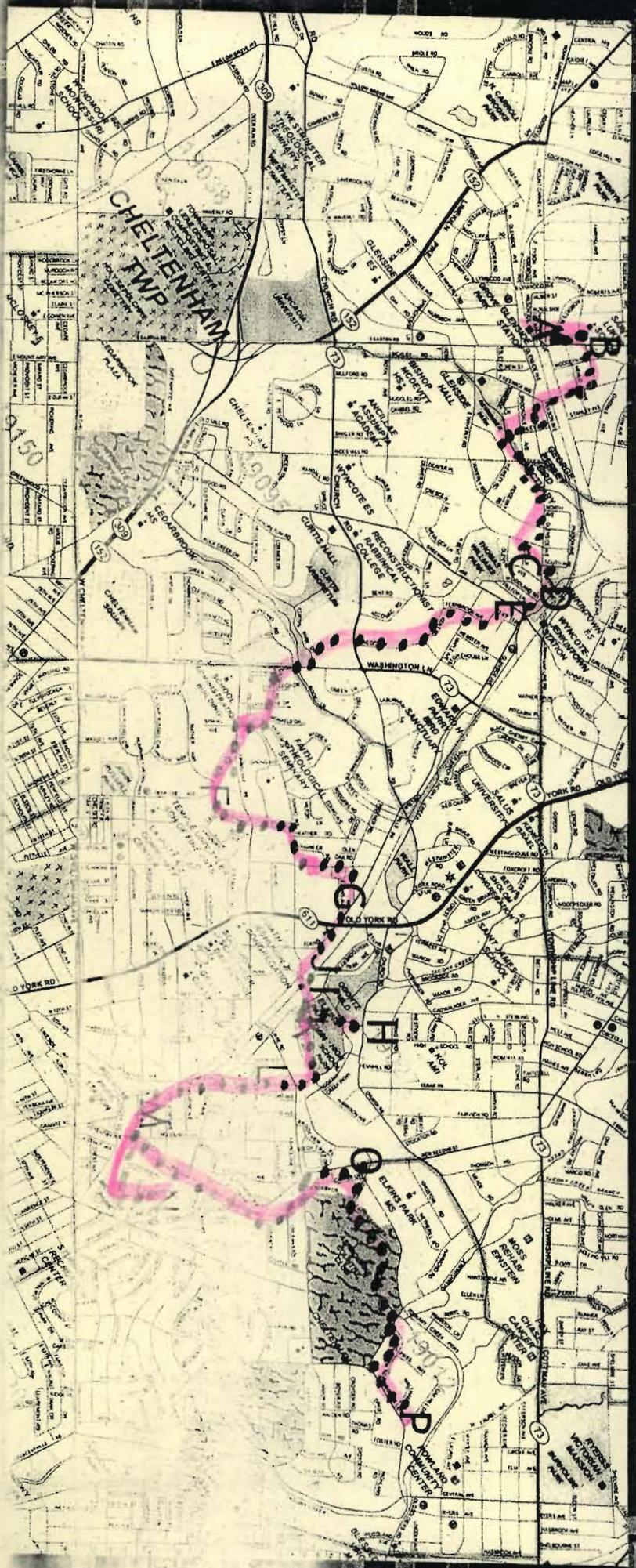
**Linda Jeans**  
109 Greenwood Ave  
Wyncote  
215 481 9111

**Amy Ragsdale**  
Elkins Estate  
directly across from  
7832 Pentrose Ave  
215 635 1714

**Michelle  
Clario-Hayes**  
606 Elkins Avenue,  
Elkins Park  
267-241-3347

**Denise Shardlow**  
415 Church Rd  
B-4, Elkins Park  
215 635 4381

**Frame House**  
7900 High School Rd  
215-635-1140  
Sunday Only

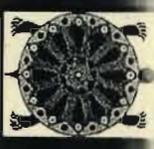


**Jeanne Jones & Co**  
7901 High School Rd  
Elkins Park  
215 870 0995

**Joanne Karpowitz**  
338 Harrison Ave  
Elkins Park  
215 635 6673

**Patti Dougherty**  
7703 Union Ave  
Elkins Park  
215 873 6123

**Joye Schwartz**  
7 Asbury Ave  
Melrose Park  
215 527 5291  
Sunday Only



**Linda Nevisky**  
378 High Avenue  
Melrose Park  
215 635 3494

**Gary San Pietro**  
204 Tookany  
Creek Pkwy  
Elkins Park  
215 782 8242

**William Daley**  
Cheltenham  
Center for  
the Arts

**Cheltenham Arts**  
439 Ashbourne Rd  
Cheltenham  
215 379 4660

We highly recommend that you check individual Artist Pages for directions & specifics about parking [www.TurtleArtTour.com](http://www.TurtleArtTour.com)