

The regular meeting of the Economic Development Task Force (EDTF) was held tonight.

Members present were: David Cohen, Jonathan Essoka, David Kratzer, Kenneth Mirsky, Brad Pransky, David Rosenberg, Mark Tucker and Steve Vahey. Ex-officio member Drusilla Buscemi, representing Arcadia University. 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 November 15, 2011 meeting minutes were unanimously approved.

3. **Main Street Committee Reports by Chairpersons:**

A. **Design** – Mr. Kratzer had no report.

B. **Organization and Development** – Mr. Essoka was not present at this time to offer a report.

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 announced that the Needlepoint Room, a needlepoint and crochet shop had opened up next to the Frame House. Mr. Cohen stated that the CreekSide Co-op continues their fundraising membership drive. The Co-Op is moving forward with ownership of the building.
- District Liaison for Glenside – Ms. Haff was not present to make a report.

- District Liaison for East Cheltenham Avenue – Mr. Lewis was not present to make a report.
- District Liaison for Cheltenham Village – Mr. Vahey reported no additional activity this month.
- District Liaison for Elkins Park West – Mr. Mirsky reported that two businesses had closed in the district: Sousan's Pharmacy and the Getty Gas Station.
- Greater Cheltenham Avenue Business Improvement District – Vice Chair Cohen noted a liaison needs to be appointed. Mr. Havar reported that he is waiting to hear from the Executive Committee members when the next meeting of the BID Board will be rescheduled.

Mr. Essoka joined the meeting at this time.

**E. Cheltenham Charm** – Mr. Havar reported that Ms. Williams has resigned from the EDTF and therefore from the Cheltenham Charm Committee in which she was heavily involved in and instrumental in the successful outcome of the America In Bloom (AIB) Judges visit in August. It was recommended at the last meeting that two to three top priorities from the eight categories found in the American In Bloom evaluation should be considered as action items at this meeting. Mr. Havar has not received any feedback from the EDTF membership. Mr. Havar suggested having the EAC review the AIB evaluation to determine if there are items that they would like to follow through with. Discussion ensued about assigning someone to spearhead it and use the information to make the community more livable. Mr. Essoka volunteered to review the evaluation.

**4. Vice-Chairman's Report** – Vice Chair Cohen had no report.

**5. Old Business:**

A. Vice Chairman Cohen reported back that he had received only one response from the Township Staff on the Web-based SWOT Analysis Survey. Vice Chair Cohen updated the results of the survey and shared them with the EDTF members. (See attached).

Mr. Cohen prepared some sample mission and vision statements for the EDTF members to review. Discussion ensued about mission statements (where we are) and vision statements (where to get to) and as different views were expressed it evolved into a recommendation to have a specific time period (1-2 hours) at the January 17, 2012 meeting to address the topic of mission and vision statements for the EDTF utilizing the results of the SWOT analysis to outline expectations.

B. Glenside Business Improvement District (GBID) – Mr. Havir reported that a public hearing was scheduled on November 16, 2011 to receive input from property owners on the formation of a business improvement district in downtown Glenside and adoption of a Township Ordinance. A transcript of the public hearing comments may be posted on the Township website. An additional mailing will contain a cover letter, legal notice, ballot and information on electing officers for the BID Board. Seven positions would need to be filled by business property owners in the BID and two additional positions are required; one from the Township and one from Arcadia University. The intent is to schedule a public vote for creation of the Glenside BID at the Board of Commissioners' February 15, 2012 meeting.

C. Elkins Park West Streetscape Design Project – Mr. Havir reported that a Community Meeting was held on November 28, 2011 at the Elkins Park Free Library in the Community Room for public comment on the Final Project Design Concept. Mr. Havir shared some of the comments with the EDTF members. (See attached). The EDTF members requested the consultant team investigate the drainage situation mentioned at Stahr Road and the members

supported the need for a bench. Mr. Havir was asked to convey the EDTF's request to the consultant.

D. Business Advertising on the Township website. Mr. Havir explained that the Township website had been redesigned, and as a result of a discussion regarding looking at ways to generate additional revenue, input from EDTF on having businesses advertise on the Township website was discussed last month. Mr. Pransky and Vice Chair Cohen agreed to work on a committee with staff to formulate some guidelines. Mr. Cohen and Mr. Pransky updated the members on their current assessment. Discussion ensued about policy statements, content and solicitor opinions and then moved to utilizing e-mail notifications for business advertising versus on the Township website and/or an updated version of the business directory with the ability to search, sort and filter, etc. The consensus was to schedule a meeting with the public information officer and a representative from the accounting department with Messrs. Pransky and Cohen to determine the website's parameters and limits and costs associated with different applications.

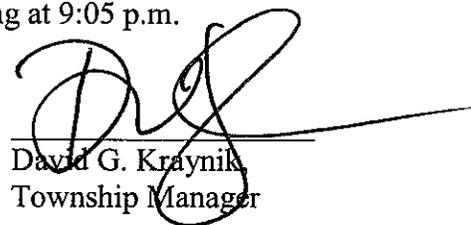
**6. *New Business:*** None

**7. Assistant Township Manager Report:** Mr. Havir announced that Montgomery County Revitalization Preliminary Implementation Grant Applications are due January 15, 2011. Two projects have been proposed: 1) crosswalk improvements in Lynnewood Gardens and 2) intersection and pedestrian improvements at Cheltenham and Penrose Avenues. When discussed with the County staff, the County recommended that the Revitalization Board would most likely rank the intersection and pedestrian improvements at the Cheltenham and Penrose Avenue intersection higher because it directly impacts a commercial area. Discussion ensued regarding road configuration, position of island, effect on shopping center area and the two

owners. Mr. Havir stated that all work would be done in the right of way. Mr. Pransky made a motion to recommend consideration for filing a preliminary application for a Montgomery County implementation grant for Cheltenham and Penrose Avenue Intersection Improvements; seconded by Mr. Rosenberg and unanimously approved.

Mr. Havir then asked the EDTF for their input on parking meter crocheted covers which were recently placed on parking meters in front of the Stitching Room across from the Ashbourne Market. This issue came to the attention of the Township and as a result of a lot of discussion was deemed inappropriate for meters on public property. The Township Manager asked the EDTF to weigh in on the matter. Following discussion, the EDTF appreciated the business owner's creativity but did recommend that, as they understand the matter the parking meter covers were installed for a temporary period of time, the Township should send the business owner a notice that the covers be removed upon thirty days receipt of the notice. Additionally, the EDTF will work on a policy for the potential advertising on public property/public space to make it profitable for the Township.

8. **Adjournment:** Vice Chair Cohen adjourned the meeting at 9:05 p.m.



David G. Kraynik  
Township Manager

Submitted by:  
Kathryn McDevitt



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, December 13, 2011, 7:00 P.M.

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

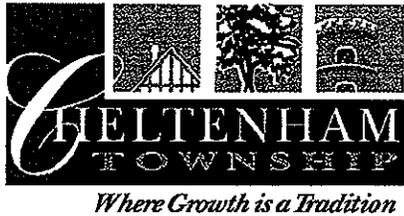
*(Please Print Clearly)*

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	Drusilla Buscemi	buscemid@arcadia.edu	
2	Steve Valey		
3	David Rosenberg		Y
4	DAVID COHEN		Y
5	MARK TUCKER	MARKBTUCKER@GMAIL.COM	Y
6	Jonathan D. Essoka	jessoka@verizon.net	Y
7	Kenneth Mirsky		Y
8	BRAD PRANSKY		✓
9	DAVID KRATZ		Y
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Cheltenham Township EDTF Survey Results (11.15.11)

Rating of Key SWOT Goals Notes: Seven responses.

SWOT Goal	Score (Rank)
D. Lack of financial backing/plan, support mechanism.	1.71 (1)
C. Need for better defined mission and consensus on mission.	2.00 (2)
N. Limited decreasing Federal and State resources.	2.00 (2)
L. Absence of substantial Commercial Tax Base.	2.14 (4)
M. Aging Infrastructure.	2.29 (5)
G. Relationships with Major Institutions & Properties/Business.	2.29 (5)
O. Lack of political will and follow-through.	2.43 (7)
K. Lack of EDU's.	2.71 (8)
H. Niche Branding & Marketing Opportunities for Township.	2.71 (8)
A. Established Organization	2.71 (8)
J. Building and Zoning Department.	2.86 (11)
F. Proximity to Philadelphia and other Townships.	3.14 (12)
B. Track Record & History.	3.57 (13)
E. No all encompassing EDTF Plan (Plan for EDTF).	3.99 (14)



*Board of Commissioners*  
Harvey Portner, President  
Art Haywood, Vice President  
Kathy A. Hampton  
Charles D. McKeown  
J. Andrew Sharkey  
Morton J. Simon, Jr.  
Michael J. Swavola

*Township Manager*  
David G. Kraynik

**ELKINS PARK WEST COMMUNITY MEETING**  
Elkins Park Free Library Community Room  
November 28, 2011

**Public Comments:**

- The plans should be revised to address the drainage issue off of Stahr Road from Elkins Park Square
- Selection of plant material should be native, low growing
- Feasibility of using porous paving and porous concrete and if it could be incorporated to promote sustainability
- Location of controller boxes should be placed not to interfere with store fronts
- Make Landscaping in front of PECO property should be more attractive
- Add left turn lanes at key intersections where they don't exist. Demand for left turn lanes will need to be evaluated.
- Don't put street trees in front of businesses to block signage and store fronts
- Place a bench at island by bus stop near Old York Road/Green Briar Road/Spur/Rd
- Speed Study should be done to determine if the speed along Rte. 611 between Cheltenham Hills Drive and Green Briar Road could be reduced at least by a minimum five miles per hour within downtown Elkins Park West commercial corridor
- Provide examples of colored stamped concrete on Township website and on the plans
- Add bike facilities (i.e., bike racks) where appropriate along the streetscape and with Yorktown and Elkins Park Square Shopping Centers