

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, Sheila Perkins, Brad Pransky, David Rosenberg, Mark Tucker and Steve Vahey. Ex-officio member Kim Oxholme, 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.** Mr. Cohen asked for approval of the December 13, 2011 meeting minutes. Mr. Cohen asked for one correction on page 1, under District Liaison Elkins Park East Committee report, "Needlepoint Room: should be "Stitching Room". The meeting minutes were unanimously approved as corrected.

3. **Other Business**

Vice Chairman Cohen rearranged the agenda and said he wanted to address some old business matters before proceeding to the discussion on vision and mission statement.

A. Roberts Block in Glenside – Mr. Cohen noted that a resident recently brought to his attention a code compliance issue concerning the Roberts Block Building. The property has had certain code violations that have remained without correction for some time. The Township property maintenance code is inaccessible to citizens because it is tied to the UCC Construction Code which is copyrighted and not easy for citizens to obtain copies. He also noted the Township code violation process is administered on a complaint basis which hinders proactive enforcement. Discussion ensued on ways to make the property maintenance code stronger and enforcement non-aggressive. Mr. Rosenberg asked if a link could be provided to the UCC via the Township website. He also suggested that perhaps the Township code could amend its code to be tougher than the UCC regulations.

Mr. Cohen made a motion to recommend that the Ad Hoc Zoning Committee review the current property maintenance code and look for ways to make it more visible and accessible, and to address the shortcomings and limitations effecting health, safety and welfare; seconded by Mr. Rosenberg and unanimously approved. [Editor's Note: The Township has issued numerous citations regarding the Roberts Block Building. The property owners have been found guilty at the district court level.]

B. America in Bloom (AIB) – Mr. Havar distributed information on AIB webinars. He stated that a recommendation must be received before the end of February regarding participation in the 2012 AIB Competition. He suggested some progress be made on the recommendations from the AIB judges during their August visit. It was generally agreed that the Township should consider working on some of the recommendations identified in last year's report throughout the 2012 calendar year and then apply for the competition status in 2013. Mr. Essoka will review the evaluation report and discuss implementation of some of the recommendations at the next EAC meeting.

C. Mr. Havar reported that a mass mailing to all 2,600 business owners in the Township will be sent this week containing information on renewal for business privilege and mercantile licenses, EDTF information, website links, clean water and stormwater, including a survey regarding the stormwater information. An incentive (gift basket provided by the Downtown Glenside Partnership Association) has been provided for business owners to return the survey for a drawing and prize. A drawing will held at the March EDTF meeting.

D. Mr. Havar provided a calendar of events for the Eastern Montgomery County Chamber of Commerce (EMCCC). Ms. Perkins asked why we have a membership in EMCCC rather the Glenside Chamber of Commerce. Mr. Havar responded that the Township EDTF is a

member of both chambers. He noted that EMCCC covers a greater area including Abington, Cheltenham and Wyncote.

E. Glenside Business Improvement District (GBID) – Mr. Havir announced that ballots “for” or “against” forming a Business Improvement District (BID) have been mailed to the business property owners in Glenside. A public hearing will be held on February 15, 2012 at Curtis Hall.

4. Main Street Committee Reports by Chairpersons:

A. **Design** – Mr. Havir asked Mr. Kratzer to report on one signage application received this month.

- **8015 Old York Road (at Stahr Road) – Ferrarini’s Kitchen & Bath Remodeling.** The Design Committee recommended to the EDTF that the two façade signs and one projecting sign be approved as submitted per the attached revised rendering dated January 17, 2012. It was noted all the signs comply with the Zoning Ordinance. The EDTF unanimously concurred and recommended that a Certificate of Appropriateness be issued for all the signage submitted.

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

- District Liaison for Elkins Park East – Vice Chairman Cohen announced that the CreekSide Co-op officially purchased the building which occupied the former old Ashbourne Market today.

5. **Vice-Chairman’s Report** – Vice Chair Cohen had no report.

6. Old Business:

A. Vice Chairman Cohen reviewed the progress of the discussion resulting from a Web-based SWOT Analysis Survey. Vice Chairman Cohen reported that he had received six responses from EDTF members regarding the mission and vision statement, and change elements for the EDTF. Based on the responses, Vice Chair Cohen prepared information for discussion on collectively developing a mission and vision statement for the EDTF. Vice Chair

Cohen asked each of the members to briefly state why they have chosen to serve on the EDTF committee. Review of the mission and vision elements statement ensued. The following is a summary of the key discussion points as it relates to the attached handout dated January 3, 2012.

- **Background and History Discussed**

Unlike most Main Streets which have one core street such as Hatboro and Chestnut Hill, Cheltenham has many business areas. Developed five commercial districts (Glenside, EPE, EPW, E. Cheltenham Avenue and Cheltenham Village) with focus on education, historic preservation, aesthetics, business recruitment and business retention. Funding went away and main street manager position went away.

The Committee is in process of developing a new mission statement. Board of Commissioners will have to approve, reject, modify, etc.

Twenty years ago, it began with a Shopping Center Taskforce (Cheltenham Avenue; Cheltenham Square Mall, Cedarbrook Mall). It grew into a larger focus. The Study Taskforce formed and detailed nine areas. There was no funding or staff at that time. Recommended to secure funding at state (originally Community Affairs Department) or local level. Started with Glenside and wards and came up with five districts. First in the state to have a Main Street Program that was Township-run. Most other main street programs are done through non-profits. Design issues took outside of the five commercial districts. Tax Abatement Program focused on five commercial districts.

Tweak Ordinances

Good Point -- amend Township Codes & Ordinances as necessary so the economic development focus is Township wide.

The elected officials solicit recommendations from the EDTF. Looked upon as experts. BOC wants leadership from EDTF.

Mr. Cohen will work with ATM to communicate future EDTF recommendations to the BOC.

To support your efforts, this is what we want. Keyword: Partnership

- **Reasons why current members are participating on the EDTF**

- Improve tax base; more commercial opportunities
- Promote, support better design and environment
- Grow business; better communication
- Set of eyes; incentivize businesses to come here to Cheltenham Township
- Give back to community; maintain aesthetics that originally attracted them to community

- Give back; improve; reduce tax base; love area
- Change attitude; give back
- Improve tax base; control Business Recruitment/Business Retention; create excitement to live here; incentivize to stay here
- Pass on skills; help to develop
- To be involved in Township activity; sustainability; holistic approach
- Help to expand commercial tax base; services and educational capabilities; bring businesses in

• **Potential Mission Statement Elements**

- Chamber relationship is important because:
Engage business community
EDTF are members; strengthened; formal relationship
Not suitable for all citizens
Meet with Director of Chamber
Outside organizations liaison
- No. 1
Retain & attract new business; expand commercial tax base; relationship with businesses. EDTF does what for businesses; expand EDTF, Township Community, CDC and other partners; identify talents and resources in Cheltenham Township.
- No. 8
Likes “culture”; core mission to attract, expand develop businesses; incorporate chamber members on EDTF. This could be considered an item to incorporate in vision.

Public and Private Resources – not governmental, not Ford Foundation.

- No. 2
Improve quality of life and benefits to neighborhood
Quality of living comes from environment
Protect and sustain qualities
Architectural Design and Site Contextual
- No. 5.
Expand geography scope. “Throughout Community” instead of just focusing on the five commercial districts.
A number of bigger properties are underutilized (Widener, Temple, Ashbourne).
Be proactive about them instead of having citizens react; look at bigger properties for opportunities; expand vision to focus on a handful of significant properties.
- No. 7. Grant proposals
- No. 9 Improve communication process

- No.10 Not resources

No more funding for main street; can still use some of principles; no incentives to limit to five districts.

- **Potential Vision Statement Elements (Action Items)**

- Leadership
- Strategic Guide
- Better Communications
- Value business
- Maintain and utilize existing buildings
- Local talent and resources
- Infrastructure physical resource

- Protect and enhance architectural, cultural and natural resources

- Valued attributes; help to achieve mission, growth, values.
- Preserve uniqueness; sustain
- Train Station – should have ability to change

- Sustain and Enhance
- Bring more tourists - but have no accommodations
- Bed and Breakfast versus boarding house

- Agree on opportunity
- Hard to work in Township
- Township user friendly process
- Township facilitate opening and expanding business in Township
- EDTF assist with improving; mentoring
- Opportunity for mixed use; bed and breakfast, Arcadia University
- Taxes
- Improvements
- Have them come here
- Facilitate and Shepherd

- Scenario

- Design committee
- License
- Bldg. Permits Zoning
- Invite Businesses in
- To accomplish build into vision statement.

Key words: Partnerships, Township-wide, retain, expand tax base, attract and develop business and utilize public and private resources. The draft mission of the EDTF is to retain, expand tax base, attract and develop business and better utilize throughout the Township via public and private partnerships. Vice Chair Cohen will e-mail to members the summary of tonight's discussion for further review and input.

7. New Business: Mr. Havir asked for a recommendation to renew membership for Valley Forge Convention Center for \$250.00. Mr. Lewis made a motion to renew membership in the amount of \$250.00; seconded by Mr. Pransky and unanimously approved.

Mr. Havir reviewed the membership renewal information from the Montgomery County Economic Development Corporation (MCEDC) at a cost of \$500. Because there has been a change in management at the MCEDC, Mr. Pransky asked to table this item for a few months; seconded by Mr. Lewis and unanimously approved.

Mr. Cohen noted he has been appointed as a member of the new Montgomery County Commissioners Shapiro and Richards' transition team committee focusing on reviewing Montgomery County planning, environmental and transportation issues.

Mr. Pransky noted that Steve McCarter, a Township resident and former retired educator from the Lower Merion School District will be running for State Representative Curry's 154th District House seat this year.

8. Adjournment: Vice Chair Cohen adjourned the meeting at 9:08 p.m.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, January 17, 2012, 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	Steve Vahay		
2	MARK TWICKER	MARK BTUCKER@GMAIL.COM	Y
3	Dwight Pedro Lewis		X
4	David Rosenberg		
5	Shirley Perkins		Y
6	Maureen Hill	SH	
7	DAVID KRATZER		Y
8	DAN COHEN		Y
9	Chry		Y
10	Kim Oxholm	Koxholm@arcadia.edu	N
11	JONATHAN ESSOKA		
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EDTF Change Elements

Frequency of Words (larger size indicates higher usage)



1. EDTF is not an action committee of the Township Commissioners.
2. Emphasize non-commercial business opportunities (residential, industrial, institutional) along side commercial real estate
3. better communication between the EDTF volunteers
4. Spend less time on non economic development related issues that can be better addressed by staff or other Township committees.
5. And as the result is not responsible for any activities that do not have a direct impact on general business development in the Township.
6. Have the EDTF identify and review significant development projects and opportunities throughout the Township.
7. Have the EDTF meet with development related committees and organizations from Philadelphia, Abington, Jenkintown, and Springfield and identify development opportunities along key major streets, such as Cheltenham Avenue and Old York Road.