

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Alan Cohen, David Cohen, Jonathan Essoka, Maureen Haff, Charles Harmer, David Kratzer, Fred Milbert, Ken Mirsky, Sheila Perkins, Brad Pransky, David Rosenberg, Mark Tucker and Steve Vahey. Ex-officio member: Drusilla Buscemi, representing Arcadia University, Sif Malik, resident. Guest present: Ed Morris, resident. 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. ***Introduction for New Members*** – Vice Chairman Cohen asked the members to go around the table to introduce themselves to the new members.
3. ***Annual Reorganization of Officers*** - Mr. Havir opened the floor for nominations for Chairman. Mr. Mirsky made a motion to nominate David Cohen, as Chairman; seconded by Ms. Haff. Having no other nominations, Mr. Alan Cohen made a motion to close nominations for Chairman, which was seconded by Ms. Haff. The members voted unanimously for Mr. David Cohen as Chairman. Mr. David Cohen opened the floor for nominations for Vice Chairman. Ms. Perkins nominated Mr. Mark Tucker for Vice-Chairman, seconded by Mr. Rosenberg. Having no other nominations, Mr. David Cohen made a motion to close the nominations for Vice-Chairman. The members unanimously voted for Mr. Mark Tucker as Vice-Chairman. Mr. David Cohen thanked Mr. Alan Cohen for his dedication to the EDTF and many years of service as Chairman.
4. ***Approval of Minutes.*** Mr. David Cohen asked for approval of the January 13, 2011 meeting minutes. The meeting minutes were unanimously approved as submitted.
5. ***Main Street Committee Reports by Chairpersons:***
 - A. ***Design*** – Mr. Kratzer reported that no signage applications were reviewed this month.

B. Organization & Development - Mr. Essoka noted that the committee has had a hiatus.

He stated that Mr. Havir had forwarded information about the Main Street Five Year Strategy as well as information on different activities and projects that are funded through solicitation to Township businesses. Mr. Essoka said that he will meet with Mr. Rosenberg and Mr. Lewis and report back to the EDTF at the next meeting. Chairman David Cohen elaborated on the types of events that have been traditionally supported through donations such as the Glenside Street Fair and Arts in the Park.

C. Economic Restructuring: Recruitment/Retention – Nothing to report at this time due to reorganization.

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

- District Liaison for Elkins Park East – Chairman David Cohen announced that the CreekSide Co-op celebrated their groundbreaking last week with approximately 150 people in attendance including representatives from the Township and County. The Co-op has begun to renovate the former old Ashbourne Market space. It is anticipated that the Co-op will open in September. Funding is in place. Chairman David Cohen also noted that a new business has occupied the former Elkins Park Pharmacy space and another restaurant, The Whistle Stop, is planning to move in. Mr. Milbert added that Alexander's (Polish/French) Restaurant is returning.
- District Liaison for Glenside – Ms. Haff reported that without the much needed assistance and financial support hoped for by the creation of a Glenside Business Improvement District, which subsequently did not receive support from the commercial property owners via the recent results from the ballot tally, it is difficult

for the volunteers to continue to raise money from the businesses that are supposed to support the business community. Therefore, the Downtown Glenside Community Partnership (DGCP) will take a sabbatical from fundraising which is needed for the bigger events such as the Street Fair held in Glenside. Ms. Haff stated that she would like to continue to have events such as Winterfest and perhaps a Glenside Day. Mr. Tucker asked Ms. Haff if she had considered a program concept initiated in Ardmore with businesses promoting sales and foot traffic in the business corridor via a 2 for 1 promotion. Discussion ensued about promoting sales and showing good value and new ideas with the intent to pump new life into the Glenside Commercial District. Ms. Haff agreed to explore the idea.

- District Liaison for East Cheltenham Avenue – Mr. Lewis was not present to offer a report.
- District Liaison for Cheltenham Village – Mr. Vahey had no report to offer.
- District Liaison for Elkins Park West – Mr. Mirsky noted that there is a new business moving into the storefront of the former Still a Rose location at Stahr and Old York Road. Also, a campaign office at Yorktown Plaza will be opening in March for the Obama campaign.
- District Liaison for Cheltenham Avenue BID – Mr. Havar noted that there is still a liaison vacancy. Following discussion, Mr. Tucker offered to fill the vacancy and requested a copy of Mr. Lewis' template used for visiting new businesses. Mr. Havar added that the Cheltenham BID is still in the process of deciding to recommend consideration by the Township to amend and/or reauthorize the Greater Cheltenham Avenue BID Ordinance which sunsets on December 31, 2012. Mr.

Tucker also noted that he plans to outreach to Arcadia University during the first and second week of March to discuss town-and-gown initiatives.

E. Cheltenham Charm – Mr. Havir stated that the EDTF had been asked to review the America In Bloom (AIB) evaluation report and to consider whether Cheltenham Township should consider participation in the 2012 annual competition. Chairman David Cohen stated that due to a lack of resources, the general consensus was to take a year off. Mr. Pransky made a motion to delay participation in the 2012 AIB program until 2013 after some progress is made on implementation of some of the recommendations from the AIB evaluation report; seconded by Ms. Perkins and unanimously approved. Mr. Havir noted that Mr. Essoka has reviewed the evaluation report for the EAC. It is anticipated that the EAC along with the EDTF, STAC, FHSP and/or TTFWP will work collectively over the next year to implement many of the recommendations from the evaluation. Implementation of some of the recommendations will help with the ranking for any future AIB program participation on a competitive basis for grants and/or cash awards in next year's AIB competition.

6. Chairman's Report – Chairman David Cohen had no report.

7. Old Business:

A. Mission/Vision Statement – Chairman David Cohen gave a brief history of the process of reorganization of the EDTF beginning with an analysis of the Strengths, Weaknesses, Opportunities and Threats (SWOT) Surveys for the members to identify elements for a Mission and Vision Statement, review of a preliminary mission and vision statement and consensus of the Mission and Vision statement with governmental charges to share with the Board of Commissioners. The current mission and vision statement is under review with suggested grammatical corrections and that the first bullet point under the Vision Statement is being re-

written to include support for current businesses. (See attached draft distributed at the meeting). Ms. Perkins volunteered to work on this point and e-mail to Chairman David Cohen. The Mission and Vision Statement will be presented for adoption at the next EDTF meeting.

B. Status of Glenside BID Ordinance – Mr. Havir provided a report on the mailing of the ballots to the 105 property owners and process used. He summarized that by the January 31, 2012 deadline for ballots to be returned; 53 property owners voted against; 52 property owners voted in favor. There was no support of the property owners to move the BID forward.

C. Status of County Revitalization Grant Program – Mr. Havir noted that he had e-mailed to the EDTF members an announcement from the Montgomery County Board of Commissioners regarding a temporary hold on new applications to the County Community Revitalization Program. Cheltenham Township had submitted a preliminary funding application for Penrose and Cheltenham Avenue intersection improvements. Mr. Pransky noted that only certain areas in the Township are eligible for this type of funding based on census tract and income levels.

D. Banners in Glenside Commercial District - Mr. Havir noted that Arcadia University approached the Township about how it could collaborate and enhance a Town-and-Gown image. A priority project Arcadia University is interested in is placing permanent University banners along Easton Road on 17 alternating roadway light stands from the Glenside Train Station to Michael's Restaurant. Mr. Havir discussed the street layout design of the banners prepared by the Township's streetscape design consultant. He shared information with Arcadia University on the design, installation and cost of the metal banners already used on the Easton Road Streetscape Project as well as contact information on the fabricator and contractor. Mr. Pransky asked who would pay for these banners and maintain them. Mr. Havir stated it was his understanding that Arcadia would pay for and maintain the banners. It was noted that Arcadia hopes to have the banners in place by April 14th for a special event on April 28, 2012. Mr.

Tucker suggested that the DGCP should take advantage of the event and possible extra visitors to the area by holding a promotional event in the Glenside business area. Mr. Pransky liked the idea of using the event as an opportunity to promote Downtown Glenside as an academic and student friendly area. Mr. Pransky asked how many academic institutions were in the immediate area to Glenside. Won Institute and PITC for Practical Nurse Program and IT program were mentioned. How does Philadelphia determine what educational and institutional banners get erected was a topic questioned and discussed. Chairman David Cohen commented on design on various banner standards, policy and administration and time frames for seasonal or special events in numerous commercial districts within the City of Philadelphia. Chairman David Cohen offered to provide the Township with a contact to administer community signage and banners from the Center City District.

E. Update on Business Survey - Mr. Havir noted that last month a written survey regarding stormwater best management practices for businesses along with mercantile license information was mailed out to Cheltenham Township business property owners. To receive feedback from businesses, owners were asked to return the survey with a business card in order to be eligible for a gift basket. To date, the Township has received three completed surveys. The recipient of the basket will be drawn at the next EDTF meeting.

F. Mural Arts Project at Keswick Avenue Underpass - The first community meeting is scheduled for February 22, 2012 to gather input for an environmental theme for the project involving painting a 10' X 72' mural on the east elevation of the SEPTA underpass on Keswick Avenue.

8. New Business:

A. Update of Checklist for Establishing a Business in Cheltenham Township. Mr. Havir provided the most recent copy of the Business Checklist trifold brochure which was developed

in 2000. Discussion ensued about the current process for starting a business, who is the contact at the Township, zoning issues, use permits, types of businesses, decision trees, website links to appropriate sections of the Code, the content and style of a business friendly checklist, etc. Ms. Haff, Mr. Malik, Ms. Perkins, and Mr. Rosenberg and Mr. Havar agreed to serve on a sub-committee to update the Business Checklist for establishing a new business in Cheltenham. Ms. Perkins will send out an email on availability for meeting dates.

9. Assistant Township Manager's Report

A. Update on Elkins Park West Church Road & Old York Road Spur Rain Garden Draft Design. Mr. Havar noted the design team was working with Township staff to develop a rain garden design in the concrete traffic island of Old York Road Spur near Church Road. It will be implemented in conjunction with the installation of the new crosswalk construction at this intersection. He noted that Staff was checking with PennDOT to determine if a Highway Occupancy permit was needed. EDTF supported salt tolerant plant material being installed in the concrete island. Mr. Havar noted that Staff was exploring this issue with the consultant.

Discussion ensued about funding opportunities for Elkins Park East and Elkins Park West Streetscapes. Mr. Havar noted that he will be meeting with some consultants to brainstorm on availability of federal transportation grants and opportunities to shop the construction projects around to different state and county funding sources, and how to reposition funding applications. Mr. Milbert inquired about a future Township bond issue and if there was a possibility of incorporating the Elkins Park East streetscape project into that next bond. Mr. Milbert suggested the implementation of Elkins Park East Streetscape improvements needs to be prioritized because of the opening of the Co-op this September. He also inquired about the status of the Township's EDU allocation.

10. Other Business:

The following items were discussed:

- Business Cards – It was suggested adding the mission and vision statement to the back of the business cards when the next batch of cards is printed.
- Update the Membership Roster and email to everyone.
- Tookany-Tacony/Frankford Watershed Partnership will be hosting an annual awards meeting and fundraising event on May 31, 2012 at the Fairmount Water Works. Business sponsors are being sought.
- A packet of material should be developed for new members including a brief history, Studies and Plans and Reports of the Township Economic Development Initiatives.
- Mr. Tucker announced that he will be serving on the City of Philadelphia Mayor's Taskforce for Facilities. He would like to have Katherine Gajewski, Director of Sustainability for the City of Philadelphia to provide a brief overview of Philadelphia's sustainability plan. Mr. Tucker and Mr. David Cohen will coordinate this for a future EDTF Agenda.
- Mr. Tucker mentioned an opportunity for a new tenant to fill the vacant space at the former Toys R Us location in Cedarbrook Plaza.
- Mr. Tucker discussed that a potential retail community grocery store is looking for a location in Bucks or Montgomery County.

11. Adjournment: Chairman 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, February 21, 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	Ed MORRIS	edo19012@gmail.com	N
2	Charby Harman	CHARMAR@USREALTYCAPITAL.COM	Y
3	MARK B. TUCKER	MARKBTUCKER@Gmail.com	Y
4	DAVID L COHEN		Y
5	Jonathan Jeseka	jesecka@verizon.net	Y
6	Sif Malik	sif.malik@temple.edu	N
7	Ken Miksky		Y
8	Paul Rosen		Y
9	FRED MILBERT	FIMILBERT@GMAIL.COM	Y
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12	Steve Valley	Stephen.Valley@Calfstat.com	Y
13	Sheela K Perkins	Seabron2000@yahoo.com	Y
14	Pranav		Y
15	Brady Pransky		Y
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Cheltenham Township Economic Development Task Force (EDTF) Mission Statement (2.21.12)

The mission of the Cheltenham Township Economic Development Task Force (EDTF) is to retain, expand, attract, expand and develop businesses in Cheltenham Township in partnership with public and private entities, in an effort to expand the commercial tax base and improve the quality of life in the community.

Vision Statement

Cheltenham Township and the EDTF works:

- To facilitate the opening of businesses through the implementation and use of a clear set of guidelines and processes to inform companies and individuals of how to open a business in the Township.
- To facilitate community revitalization throughout the Township.
- To encourage planning for the reuse of underutilized and vacant properties.
- To sustain and enhance existing architectural and cultural resources.