

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Maureen Haff, Charles Harmer, David Kratzer, Dwight Lewis, Ken Mirsky, Sheila Perkins, David Rosenberg, Steven Tolliver and Steve Vahey. Guests present: David McVeigh-Schultz, Chairman, EAC; Ed Morris, resident, and Jim Tollett, Property Manager, Lynnewood Gardens Apartments. Staff present was: Bryan T. Havir, Assistant Township Manager. (See attached attendance sheet).

1. ***Call to Order.*** Chairman David Cohen called the meeting to order at 7:05 p.m.
2. ***Introduction for New Members*** – Chairman Cohen asked the members to go around the table to introduce themselves to the new members.
3. ***Approval of Minutes.*** Chairman Cohen asked for approval of the March 20, 2012 meeting minutes. The meeting minutes were unanimously approved as submitted.
4. ***Main Street Committee Reports by Chairpersons:***

A. Design – Mr. Kratzer reported one sign permit application filed with the Township's Building and Zoning Office – Rail Stop in Elkins Park East across from the Train Station. He noted the committee reached out to the applicant with suggestions for signage in the windows and on the awning.

B. Organization & Development - Mr. Essoka was not present to offer his report and asked that this matter be discussed at the next meeting. Chairman Cohen summarized a conversation he had with Mr. Pransky concerning the idea of using the Cheltenham Township Community Development Corporation (CTCDC) as a conduit for the Township and/or EDTF to receive donations from its fundraising efforts. Chairman Cohen provided a brief background on the projects that CTCDC has been involved in over the years.

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

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

- District Liaison for Elkins Park East – Chairman Cohen noted that a new business, Rail Stop, has opened in Elkins Park East. The CreekSide Co-op had some structural issues to overcome to continue demolition but is on schedule to open in September.
- District Liaison for Glenside – Ms. Haff reported that the next meeting for the Downtown Glenside Community Partnership (DGCP) will take place on May 2, 2012 in the morning for shop owners and 6:00 p.m. for residents and volunteers. Commissioner Sharkey will attend. Ms. Haff reported that there will be no spring flower basket planting this year for the streetlights and that the former Glenside Street Fair will be replaced with a new scaled down special event called Glenside Day on October 5, 2012. The DGCP will try to partner with Arcadia University on smaller events, possibly closing off Wesley Avenue. Ms. Haff requested assistance from the Township to purchase a banner for First Fridays and Second Saturdays. A two-sided banner is estimated to cost approximately \$500 to \$600.00. Details regarding where and how to hang the banner remained to be worked out. Ms. Perkins announced that a new art gallery (ArtJaz) has opened on the second floor of the Gallerie Hamid at 115 New Street in Glenside.
- District Liaison for East Cheltenham Avenue – Mr. Lewis reported that he had scheduled a meeting with five businesses in the district on May 17, 2012 at 7:00 p.m. Mr. Lewis will listen to issues and concerns and will also take the opportunity

to share the work of the EDTF and discuss the opportunity to pull business owners together.

- District Liaison for Cheltenham Village – Mr. Vahey had no report to offer.
- District Liaison for Elkins Park West – Mr. Rosenberg noted that a new business, Subway, was opening on April 18, 2012 in Elkins Park Square. A brief discussion continued about plans or suggestions for holding a grand opening or ribbon cutting ceremony in conjunction with the Eastern Montgomery County Chamber of Commerce.

Mr. Mirsky inquired about the work that has taken place on the triangle on Old York Road Spur. Mr. Havir explained that based on the feedback from the community on the need to provide for safer pedestrian crossing at Church Road from Wall Park, the Board of Commissioners asked the Township staff to design a pedestrian crossway. An outside consultant was hired to work on the design. PennDOT would not allow the crossing at the area near the Yorktown Plaza Shopping Center so the crossing was relocated closer to the Old York Road Spur intersection. The work is almost completed. Striping of crosswalks still needs to be completed. This work was done outside of the overall streetscape enhancement project for the Elkins Park West Commercial District. Chairman Cohen inquired about signage directing pedestrians to the crosswalk.

- District Liaison for Cheltenham Avenue BID – Mr. Tucker was not present to offer a report.

E. Cheltenham Charm – Mr. Havir noted that Ms. Weiner and Ms. Williams had e-mailed him that they would delay planting of the perennials at various Park Entrances until after a much needed rain. This will help insure survivability of the plant material.

5. Chairman's Report – Chairman Cohen had not report.

6. Old Business:

A. *Mission/Vision Statement* – Chairman David Cohen asked the members if they had any comments on the latest draft of the EDTF Mission and Vision Statement. The members made some recommendations for minor changes. Chairman Cohen asked for approval of the vision and mission statements with the noted changes. The mission and vision statements were approved by consensus.

B. *Update of Checklist for Establishing a Business in Cheltenham Township.* A sub-committee meeting was held on March 6, 2012. An additional sub-committee meeting was suggested and the meeting date has not been decided yet. Discussion was tabled to next meeting. Chairman Cohen asked the members to be prepared to discuss the matter next month.

C. *Banners in Glenside Commercial District* - Mr. Havar noted that Arcadia University ordered ten banners which will be installed on April 20, 2012. Copies of the design were circulated at the meeting.

D. A pdf copy the Business Retention and Business Recruitment Plan prepared by Delta Development Group in June 2010 was e-mailed to the EDTF members for review and discussion. It was noted that the document would be helpful for district liaisons to become familiar with the recommendations. Chairman Cohen asked that an e-mail be sent out once again with the link to the document.

E. *Arcadia University Student Spending Pass* – Chairman Cohen contacted Drusilla Buscemi the point person at Arcadia University to schedule a meeting to discuss implementation of the spending pass option to be used by the students when shopping locally. Mr. Lewis stated that the employees at Jefferson Hospital use their identification cards for

shopping and the program has been successful. Employees receive discounts from the various vendors.

7. *New Business:*

A. Friends of High School Park requested a donation for the 17th Annual Arts in the Park event from EDTF funds in the amount of \$678.00 for the rental of public restrooms and sinks. In addition, the Downtown Glenside Community Partnership (DGCP) requested funds for the purchase of a street banner advertising First Fridays and Second Saturdays in Downtown Glenside. Following discussion, Mr. Mirsky made a motion to approve \$678.00 for the Arts in the Park Event donation and \$496.37 for the DGCP request for a street banner; seconded by Ms. Perkins and approved unanimously, except for Chairman Cohen who abstained from the vote due to his position as a Board of Directors member of the Friends of High School Park..

B. *EMCCC 2012 Dinner & Awards* – Mr. Havir that if any members would be attending the event to please let him know at the end of the meeting so he can register them.

C. *National Main Street Network Renewal* – Mr. Havir noted that this publication has been a good resource for Main Street information in the past. With the membership subscription renewal, the Township will continue to receive a number of publications and e-mail alerts about economic development issues. The annual membership subscription renewal is \$250.00. The EDTF made a motion to approve the membership renewal subscription by consensus.

8. Assistant Township Manager's Report

A. *Township Calendar Business Ads* – Mr. Havir referred to a recent press release regarding Calendar ads. The calendars (16,000) are printed and are usually mailed out in mid- June to Township residents and businesses. Check the Township website for pricing and/or contact Ms. Gibson, Public Information Officer, at ext. 230. Various EDTF members indicated they were interested in ads.

B. *Mural Arts Project at Keswick Avenue Underpass* – The Committee has selected the design concept for 10' X 72' mural on the east elevation of the SEPTA underpass on Keswick Avenue. This project is being funded in part by the Greater Philadelphia Cultural Alliance, PA Council on the Arts, and PECO. Fundraising efforts by both Abington Township and Cheltenham Township will take place at various township events such as Earth Day Projects and Festivals to raise approximately \$1700. Paint days have been scheduled for June 2nd with June 9th as a rain date. Flyers were circulated and residents can vote for one of eight mural theme titles.

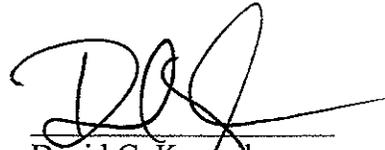
C. *La Mott Pedestrian Street Light Project* - Mr. Havir stated that the final walkthrough was scheduled for the next week. Final payment for retainage will be made to the contractor and the grant project will be closed out. Mr. Havir noted that he had received many favorable comments about the improvements and how the street lights have helped revitalize the La Mott neighborhood.

9. Other Business:

A. Ms. Perkins announced that following a discussion with Mr. Havir about how to connect with the business community in the commercial districts, it was proposed that the district liaisons need additional support to reach out to the businesses and act as a conduit between the EDTF and the Township. Ms. Perkins and Mr. Havir thought that having a team rather than one liaison for a district might be more productive. A draft of the team members assigned to each district was circulated to the members for review and discussion at the next EDTF meeting.

B. EMCCC Breakfast with the County Commissioners – Ms. Perkins felt that the atmosphere was very good for networking. Mr. Harmar stated that approximately 100 persons attended.

10. Adjournment: Chairman Cohen adjourned the meeting at 8:30 p.m.

A handwritten signature in black ink, appearing to read 'DK', written over a horizontal line.

David G. Kraynk,
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, April 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	Sheila Perkins		Y
2	Ed Morris		N
3	William Fere Jones		
4	JAMES TOLLETT	JAMEST@LYNNEWOODAPTS.COM	
5	Steve Vahay		
6	DAVID L. COHEN		Y
7	Kenneth Minsk		Y
8	Steven C. Tolliver	stevetolliver@comcast.net	Y
9	DAVID KRATZER		Y
10	David McLaugh-Schultz David.		N
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12	MAUREEN HAFF		
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