

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Jonathan Essoka, Charles Harmer, David Kratzer, Fred Milbert, Ken Mirsky, Sheila Perkins, Brad Pransky and Steve Vahey. Ex-officio member present: Sif Malik, resident. Guest present: Ed Morris, resident, and Yitz Moller, 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 February 21, 2012 meeting minutes. The meeting minutes were unanimously approved as submitted.
4. **Main Street Committee Reports by Chairpersons:**

**A. Design** – Messers. Kratzer and Havir reviewed one sign permit application recently filed with the Township’s Building and Zoning Office for Certificates of Appropriateness as follows:

- 8080 Old York Road, Elkins Park Square - Subway. The Committee recommended to the EDTF that the facade sign and insert for the free standing pylon sign be approved as submitted. Upon motion by Chairman Cohen, the recommendation was unanimously accepted by the EDTF.

**B. Organization & Development** - Mr. Essoka reviewed the committee’s written report on fundraising ideas. (See attached). Chairman Cohen encouraged the EDTF to review the committee’s report and send comments to Mr. Essoka. Prepare to discuss at the next meeting. Mr. Havir added that if banks are solicited, that this should take place in the fall while budgets are being prepared for the following year.

**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 Cohen noted that a new business has occupied the former Elkins Park Pharmacy space, Provence Catering and another restaurant, The Whistle Stop, is planning to move in as well as Alexander's Restaurant is returning. There is also a new book and music shop which opened last week.  
  
Chairman Cohen also noted that an ice cream shop is planned for the former Glen Dobbins Ice Cream location in Glenside.
- Mr. Milbert stated that the demolition phase of the renovation of the former Ashbourne Market space is 75% completed. Construction should begin in September.  
  
Mr. Milbert also noted that Roberts Block is for sale. He is aware of a developer having some interest in the building.  
  
Ms. Perkins announced that a new art gallery has opened on New Street in Glenside.
- District Liaison for Glenside – Ms. Haff was not present to offer a report.
- 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, Subway, moving into Elkins Park Square.

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

**E. Cheltenham Charm** – Mr. Essoka briefly reviewed the AIB evaluation report that he also shared with the Cheltenham Township Environment Advisory Council. He said the EAC has agreed to work on some of the priorities relating to gardens as outlined in the evaluation report.

Mr. Havir noted that Diane Williams agreed to work with the FSHP Restoration Manager to add perennial plants at six additional Park Signs as part of the Cheltenham Charm planting effort.

**5. Chairman's Report** – Update on Elkins Estate. The ownership of the Elkins Estate has been returned to the Dominican Sisters. Several members expressed their opinion that this estate is a valuable asset to the Township and careful consideration should be used by the Township in determining how it could be used to increase the tax base. Chairman Cohen and Sheila Perkins asked for a motion to encourage the Board of Commissioners to conduct a proactive evaluation of the property perhaps using the technical assistance program under the Urban Land Institute format and to include the EDTF in the process; seconded by Mr. Milbert and unanimously approved.

**6. Old Business:**

A. Mission/Vision Statement – Chairman David Cohen asked Ms. Perkins to review her work on the second draft of the EDTF Mission and Vision Statement. Discussion ensued and comments will be incorporated into the Mission and Vision Statement for possible adoption at the next EDTF meeting. Chairman Cohen and Ms. Perkins and Mr. Havir will meet prior to the

next meeting to revise the text of the mission statement and present an updated draft next month. (See attached second draft).

B. Update of Checklist for Establishing a Business in Cheltenham Township. A sub-committee meeting was held on March 6, 2012. Ms. Perkins reviewed the meeting minutes with the members. (See attached). Following a lengthy discussion, Chairman Cohen recommended that 1) an additional sub-committee meeting be held, 2) that the EDTF review the most recent set of sub committee meeting minutes and 3) the sub-committee present their recommendations at the next meeting.

C. Banners in Glenside Commercial District - Mr. Havir noted the banner concept went through the zoning process and up to 17 banners approved for the Arcadia logo including Downtown Glenside District or 1887 Glenside establishment date included at the bottom of the banner. The University would submit redesign to the Township Building & Zoning Department. The Arcadia University banners would be installed along Easton Road on alternating roadway light stands from the Glenside Train Station to Michael's Restaurant. Arcadia University will purchase, install and maintain the metal banners. Mr. Pransky asked if the other academic institutions in the immediate area to Glenside were notified. He also asked if the Township had developed a policy. Mr. Havir noted the Township will be working on an administrative policy.

D. Update on Business Survey – The EDTF conducted a random drawing of the businesses that submitted responses to the MS4 Survey mailed in January with Meltzer and Meltzer, Certified Public Accountants of Elkins Park selected as recipient of the gift basket. Ms. Haff on behalf of the Downtown Glenside Community Partnership will communicate with the recipient.

E. Mural Arts Project at Keswick Avenue Underpass - The first community meeting was held on 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. This project is being funded in part by the Greater Philadelphia Cultural Alliance, PA Council on the Arts, and PECO. The next meeting will be held on March 27, 2012 at Glenside Hall at 6:30 p.m. where the artist, Kimberly Mehler will present some initial sketches based on the recommendations from the February meeting.

**7. *New Business:***

Ms. Perkins noted that she had carefully read the Business Retention and Business Recruitment Plan prepared by Delta Development Group in June 2010 and found that the report had some very good analysis and recommendations and encouraged the EDTF members to review the Plan. Mr. Havir will e-mail the link to the website page to the EDTF members. Chairman Cohen suggested discussion at the next meeting.

**8. Assistant Township Manager's Report**

A. Annual Montgomery County Planning Commission Awards – Discussion ensued and the EDTF recommended that Cheltenham Township should be nominated for the Easton Road Streetscape Phase III Project. Nomination applications are due April 27, 2012.

B. Award Certificate Folders – Mr. Havir announced that new folders needed to be ordered. Chairman Cohen made a motion to approve the purchase of 100 embossed folders at \$1.18 per folder which was unanimously approved.

C. Arcadia University Student Spending Pass – Chairman Cohen noted the Public Works Committee requested that the EDTF work with Arcadia University to implement a spending pass option to be used by the students when shopping locally.

Discussion ensued about student enrollment, when a student survey was last conducted.

Discussion continued on type of card: discount or bank card. The discount card would be an easier option. Mr. Malik suggested simply using the Student Identification Card. Temple University uses Diamond Dollars. Mr. Milbert noted that CreekSide Co-Op was considering offering a discount for Arcadia Students in the future. It was suggested to link to plan (funding partnership with Arcadia) and transportation access. Ms. Perkins will research the Drexel University model. It could be a great economic generator for businesses on the back end. Chairman Cohen stated that this is a complex process and it was suggested that member(s) meet with Arcadia University to discuss third party vendor expertise and logistical issues. Chairman Cohen will reach out to Ms. Buscemi and/or Mrs. Oxholme and Ms. Haff.

**9. Other Business:**

*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.

*Township Newsletter* – Mr. Havir noted that the Township is considering various options for reducing the cost of printing an annual or bi-annual newsletter. Options include an on-line newsletter or working with an outside company to sell ads for the Township newsletter where space for Township text and business ads are available. The ads would pay for the printing cost. The E-newsletter option presents challenges with managing an e-mail list. One suggestion was to have sign-up sheets for registering for Township e-notifications available at the upcoming election locations. Mr. Havir will investigate. Mr. Malik inquired about using

the Library e-mail system. Mr. Havir did note that the School District does work with the Township in helping to get information out using the District's list server.

*Farmers Market Update* – Mr. Havir announced that the Glenside Farmers' Market will open on April 28, 2012 and the CreekSide-Elkins Park Farmers Market will open on April 29, 2012.

**10. 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, March 20, 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	Sheela Perkins		X
2	Charley Harmar	CHARMAR@USREALTYCAPITAL.COM	Y
3	Kenneth Mirsky		Y
4	FRED MILBERT		Y
5	Steve Vakey		
6	SIF MALIK	sif.malik@temple.edu	
7	YITZ MOLLER	YITZ@LYNNEWOODAPTS.COM	Y
8	Jonathan ESSOKA	jessoka@verizon.net	Y
9	Ed MORRIS	ed019012@gmail.com	
10	DAVID KRAMETZ	✓	Y
11	DAVID COLLEN		Y
12	BRAD PRANSKY		
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			

## EDTF Fund Development

Dwight Lewis  
David Rosenberg  
Jonathan Essoka

### Overview

With our reorganization, EDTF must now shoulder more of the burden formerly assumed by the Main Street Manager. Because of this, development should be a significant thrust of our operations in order to fund initiatives we deem significant or necessary to township economic development. To meet this challenge, EDTF must create a plan of action that takes into account our short and long-term vision for securing funding. Below is an outline that can direct our activities.

### Internal Organizational Planning

#### Setting Priorities

Create a Development Vision

Why we need the money

What are our fundraising campaign priorities, plans and goals?

Winterfest, Glenside Street Fair, group operations, other

Combining private and government energy to help bring more businesses into Cheltenham

Township and to guarantee the best chances for success of its existing businesses.

Areas in Cheltenham our fundraising will support

Our fundraising prospects (banks, universities, retail businesses, non-profits, others)

Identify how the funds have been spent in prior yours and the benefits (we need to tell our story of success) and the number and type of township events (Maureen will assist with this)

#### Solicitation Preparation

Find out what potential donors want to support

Interview/survey donors to understand motivations and interests. Donors' interests drive solicitation.

Determine donor beliefs

Belief Windows (**bold indicates high proportion of business owners**)

*Communitarian (26%) – give where they live, makes good sense to give (want recognition)*

**Investor (15%) – seek financial benefits**

**Repayer (10%) – act of gratitude (don't want recognition, may want to implement change)**

**Altruist (9%) – grow spiritually by giving**

Socialite (11%) – enjoy making the world a better place

Devout (21%)

Dynast (8%) – giving is a family tradition

Create list of what donors want to support

Determine the benefits to our potential donors (expanding donor customer, etc.)

Establish what we are going to ask each potential donor for

Plan cultivation strategy

Who will educate-when and how

How long will cultivation/education take

How much is enough

Find out who gave in prior years and what amount (get past solicitation letters)?

Find out the budget year for potential donors (Calendar or Fiscal Year)

When did donors give in prior years?

Establish timeframe

## **Implementation**

Build relationships with potential donors (vs. transactions)

Find the best people to solicit

Three, maximum

Optimum location for ask

Ask for a specific amount

Base it on prospect research

Be ready to do for multi-year

Understand what the stretch is

Make your case statement passionate. Inspiring reason for giving, not just numbers

Who we are - our mandate from Cheltenham Township Government.

Tell as story

Create memorable images

Have site visit experiences

Listen to concerns

Make it personal and connected to a real cause

What will be the gift acknowledgement?

In a publication

Event sponsorship announcement

Recognition and stewardship

## **March 20, 2012 - Second Draft - Mission/Vision Statements**

**Submitted by Sheila Perkins**

### **Mission (EDTF)**

In partnership with public and private entities, the Cheltenham Township Economic Development Task Force (EDTF) is committed to expanding the township's commercial tax base, an initiative which will improve the financial climate of the total community.

**This is accomplished by** attracting new retail business to all township commercial districts that will serve the community-at-large. Existing retailers would also benefit from the increased patronage. Recruiting and retaining businesses that serves as anchors, while complementing and strengthening existing businesses.

**Expanding by revitalizing ?? How do we do this?**

### **Vision (EDTF)**

Assist existing township business owners to understand their customers' needs, provide better services and products, and encourage owners to realize the potential for new and/or expanded retail opportunities to attract a new customer base.

Increase the use of social media, to effectively market the township's five-commercial-districts to feature businesses, to promote the individuality of each commercial district, and for attracting consumers in the marketplace.

Improve the Township Web site to actively promote the Greater Cheltenham Business Improvement District, and to recruit new business.

Continue to build a more comprehensive marketing campaign that includes cooperative marketing.

Advance the goals and strategies for Township image-development, and for social and business events.

### **Need specific description of the following important Vision statement items:**

- **To facilitate community revitalization throughout the Township**
- **To encourage planning o the reuse of underutilized and vacant properties**
- **To sustain an enhance architectural an cultural resources**

## **EDTF Sub Committee Meeting Minutes**

**Tuesday, March 6, 2012**

**Township Administration Building**

**Present:** Bryan Havir, Assistant Cheltenham Township Manager; Maureen Haff, Economic Development Township Task Force (EDTF); Sheila K. Perkins, Economic Development Task Force (EDTF), David Rosenberg Economic Development Township Task Force (EDTF).

**Absent:** David Cohen, Chair, Economic Development Township Task Force, and Sif Malik, Economic Development Task Force

**Meeting Convened:** 6:10 pm

**Meeting Purpose:** This brainstorming meeting focused on reviewing the **Checklist for Establishing a Business in Cheltenham Township**, to determine if the Checklist needs updating and/or whether its contents meet the needs of potential commercial businesses, who want to-apply-to operate in Cheltenham Township.

**Current Checklist Contents:** The Checklist was designed in 1999. It contains photos of Glenside, Elkins Park and Wyncote business districts, and information guides a reader through the township permit process. It lists township Board of Commissioners and administrative staff, and contact information for the past Main Street Manager, Joel A. Johnson.

The Checklist highlights the township's economic development commitment, and it includes requirements for zoning, licensing, new constructions, contract registration, various codes, and administrative and additional administrative contact information.

**Discussion:** The committee agreed that while the Checklist offers technical information for potential commercial business *needs*, it is not user friendly, in terms of providing a helpful step-by-step process about **how to** get started with the application process.

Committee members agreed that there needs to be an initial contact person who is available, friendly, engaging, and committed to work with those interested in

operating a business in Cheltenham Township. The point-person needs to be able to follow-through with callers, and support them from the initial call, through their application process.

Bryan said that external callers get routed to him, and he then directs them to the zoning office. Beyond this first contact--to his knowledge--no one monitors to see that the application process goes smoothly. Bryan said that this responsibility (initial contact person) was initially intended to be the role of EDTF District Liaison, but this has not happened.

As an example of point-person qualities, Maureen shared the one-on-one contact and follow-up that Commissioner Drew Sharkey routinely provides to the current business owners and potential new business in Glenside. This exemplifies the kind of individual we seek. We understand however, that Commissioner Sharkey is unique and because of his long-standing commitment, follow through, engagement, and his consistent support of the township--and the Glenside community, especially--it might be challenging to find someone to provide the same level of commitment, time and effort in this role.

After much discussion about the administrative permitting process, Bryan suggested that perhaps a deputy zoning officer could be appointed to handle commercial and business related transactions and applications with the township to expedite the administrative process, but thought that this appointment would have to be made, and approved by the Township Manager, David Kraynik with the consent of the Board of Commissioners.

He also offered that a sub committee of EDTF could be assigned as the initial contact for commercial business owners. Please note: The recommended name of the sub committee is: Start or Relocate a Business Committee (SRBC)

David said that the idea of setting up a domain/email address, where commercial business owners could be routed to the appropriate department or person, would be a good idea.

Bryan said that Nancy Gibson is the township web master, and that he would check with her about EDTF having a page. He will also explore other ideas with her including EDTF or SRBC forwarding announcement information to be included on the **'Updates for Cheltenham Township – Pa'** page.

EDTF has an email address: [EDTF@cheltenham-township.org](mailto:EDTF@cheltenham-township.org). Bryan said that he would check to see if it is active, and whether EDTF could use it for commercial business purposes.

David offered to write content for the page. Sheila offered to be the initial contact person via email, for commercial business owners. This task, she said, could be a rotating task.

The committee members agreed that while these ideas for consideration have merit, they need to be discussed further with EDTF members.

**Next meeting date, not scheduled.**

**Meeting adjourned: 7pm.**

**Minutes submitted by:** Sheila K. Perkins