

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, Brad Pransky, David Rosenberg, Mark Tucker and Steve Vahey and ex-officio member Drusilla Buscemi, representing Arcadia University. Guests present: 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 Cohen called the meeting to order at 7:05 p.m.
2. **Approval of Minutes.** Chairman Cohen asked for approval of the April 17, 2012 meeting minutes. The meeting minutes were unanimously approved by acclamation.
3. **Main Street Committee Reports by Chairpersons:**

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

- **141 E. Glenside Avenue.** Mr. Kratzer reported one sign permit application filed with the Township's Building and Zoning Office – The owner of the building had submitted an application for three signs, which we found not appropriate; but did recommend approval for two signs contingent on the requirement that if additional signs would be added in the future, a new arrangement would be needed for a grouping of signs, and with a larger band to help unify the signs. Mr. Kratzer made a motion to recommend acceptance of these two signs. The EDTF unanimously concurred and recommended that a Certificate of Appropriateness be issued for the two signs with the contingency stipulated for future additional signage.

**B. Organization & Development** - Mr. Essoka was not present to offer his report but in a previous e-mail he suggested other committee members could lead discussion on this matter. Discussion ensued regarding developing a letter, identifying donors, media and good public relations in the form of press releases and newspaper articles, and a third party 501c3 pass through to the Township. A brief history of the Cheltenham Township Community Development Corporation's (CTCDC) activities was provided. Mr. Pransky indicated that

CTCDC was born out of the EDTF and noted that public money is not allowed for private development. Discussion continued regarding potential conflicts of interest and an ethics policy and about donations from businesses; and from donors who would not donate unless through a non-profit. In that situation, then perhaps CTCDC could be utilized. It was suggested that language be carefully drafted. Chairman Cohen agreed to meet with members of the committee and create the draft. It was further suggested that the draft be reviewed by the Township Solicitor and Township Staff and brought back to the next meeting for further discussion. Mr. Havir added that from 2005-2011, donations from corporate sponsors for fundraising the EDTF's Main Street special events amounted to \$15,000. Mr. Havir stated that he has mailing addresses and records of statements for revenue and expenses. The Chairman requested that the latest draft be e-mailed to the EDTF members for discussion at the next EDTF meeting.

**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 the CreekSide Co-op is on schedule to open in September. Flyers for Arts in the Park scheduled for June 3, 2012 were distributed.
- District Liaison for Glenside – Ms. Haff reported that she met with the liaison team of Mr. Harmar and Ms. Perkins. They suggested involving the volunteers on the DGCP and get merchants involved. Flowers will be planted in containers on Glenside Avenue. Arcadia University to hold on to flower baskets. The former Glenside Street Fair will be replaced with a new scaled down special event called

Glenside Day on October 5, 2012. DGCP Flyers for the Arcadia Reunion on June 9, 2012 will be placed in alumni packets.

Ms. Buscemi noted that there will be fireworks at 9:30 p.m. The 18<sup>th</sup> Cruzin' Glenside Car, Truck and Motorcycle Show will be hosted by the Downtown Glenside Chamber of Commerce on August 4, 2012 from 6 – 10 P. M. with a rain date of August 5th from Noon to 4 P. M. from Glenside Avenue to Arcadia University. Mr. Tucker suggested a meeting with Ms. Haff and Ms. Buscemi to discuss ways of combining activities of Arcadia University and DGCP to drive business and highlight Arcadia. Ms. Buscemi noted there was a schedule conflict with Glenside Days.

- 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. However, the business owners would like to reschedule that meeting for an early afternoon time frame. 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 had no report.
- District Liaison for Greater Cheltenham Avenue BID – Mr. Havir stated that the Township's BID ordinance is scheduled to sunset at the end of this year at which time the Greater Cheltenham Avenue BID will dissolve if it is not reauthorized. He noted that presently there is not support among the majority of the property owners to continue the BID.

**E. Cheltenham Charm** – Mr. Havir had no update on the planting of the perennials at

various Park Entrances until after the much needed rain. This will help insure survivability of the plant material. America In Bloom recommendations will be discussed at the next EDTF meeting.

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

**5. Old Business:**

*A. Mission/Vision Statement* – Chairman 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. (See attached). Mr. Tucker suggested that the EDTF should establish from 1 to 4 clear initiatives to be accomplished during the calendar year.

*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.

*C. Review of Business Retention and Business Recruitment Plan* – The plan was prepared by Delta Development Group in June 2010 was re-emailed recently 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. Chairman Cohen asked members to bring copies of the plan with them to the next meeting. He also asked Mr. Pransky to bring his projector to the next meeting so that the information would be available in that format for review. It is

recommended that liaisons prioritize one action item in the plan to work on next year in each of the six commercial districts.

D. *Mural Arts Project at Keswick Avenue Underpass* – 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 to pay for the artist's salary not included in the grant funding. Paint days have been scheduled for June 2<sup>nd</sup> with June 9<sup>th</sup> as a rain date. Twenty volunteers for each two hour period from 9- 5 p.m. are needed to assist with painting and are encouraged to look at the Abington Township EAC website and Facebook. Mr. Tollett offered that Cheltenham Little League may be able to assist and will e-mail Mr. Cohen the contact information. Mr. Tollet also inquired about corporate logos being incorporated and suggested Lynnewood Gardens may be interested.

E. *Arcadia University Student Spending Pass* – Chairman Cohen contacted Ms. Buscemi to discuss implementation of the spending pass option to be used by the students when shopping locally. Ms. Buscemi stated that staff at Arcadia University has considered developing a smart phone application for the students for use at local Glenside businesses. Students and businesses could sign up for a one year commitment. Merchants would either have a sign in their shop window or at the cash register indicating participation. Ms. Buscemi stated that she would like to work through the EDTF liaisons to talk to merchants about interest. She is looking to have something more to report in September. Mr. Tucker asked Ms. Buscemi if student surveys had been conducted to see what types of establishments they would like to see, such as a Starbucks or an H & M, etc. Ms. Buscemi will share this information with Mr. Tucker.

F. *Cheltenham Township Business Directory Website* – Discussion ensued about ways to make the directory interactive, and feature different logistics with parameters of current website software. Mr. Havir asked for feedback and suggested to identify next steps, concepts, and buy

in. It was suggested search features should be added with categories. Businesses could be asked to pay for more prominent features based on utilization of larger font size or placement on the page. The EDTF asked to see if the current website vendor could include these features. Mr. Havir will check on this matter.

**6. *New Business:*** No report.

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

**A. *EMCCC 2012 Dinner & Awards*** – Mr. Havir announced that if any members attending the event wish to carpool to meet at the Township Building at 5:00 p.m.

**8. *Other Business:***

Mr. Tucker mentioned an educational summer program being offered at Germantown Friends for grades 6 through 10, 8:30 – 3:30 p.m. Monday through Thursday. Also looking for certified teachers.

Mr. Havir announced that the current tenant renting the Township-owned historic Shovel Shop has requested to renew his lease for another three years at an increased rate of monthly rent beginning July 1, 2012 through June 30, 2015.

Upon a question from an EDTF member, Mr. Havir responded that it was his understanding that the Cheltenham Township School Administration had decided to keep their offices in the Township.

**9. *Adjournment:*** Chairman Cohen adjourned the meeting at 8:35 p.m.



David G. Kraynik,  
Township Manager

Submitted by:  
Kathryn McDevitt



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, May 15, 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	Charley Harmar	CHARMAR@USREALTYCAPITAL.COM	Y
2	Drusilla Buscemi	buscemid@arcadia.edu	
3	Ed MORRIS	edo19012@gmail.com	N
4	DOUGLAS PEDROLEWSKI		X
5	Dan Boy		X
6	M. Tucker	MARK BTucker	X
7	DAVID L. COHEN		Y
8	Steve Vahny		Y
9	JAMES TOLLETT		Y
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## **Mission and Vision Statements adopted by the EDTF – 5-15-12**

### **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, which will improve the financial well-being of the total community. This is accomplished by attracting new businesses to all Township commercial districts, and expanding and supporting existing businesses.

### **Vision (EDTF)**

Implement a marketing campaign to effectively feature the Township's commercial-business districts; to promote the attributes of all commercial districts, and to attract consumers and businesses to these commercial districts. Use the Township Website and social media to actively recruit new business, and provide information on opening a business--and retaining existing businesses--in the Township.

Advance the goals and strategies for Township image-development, and for commercial district special events and business events.

Facilitate community revitalization throughout the Township by proactively identifying key long-term vacant and under-utilized properties, and work to identify appropriate development, or adaptive reuse options for those properties, that recognizes the importance of utilizing and enhancing existing architectural, historic and/or cultural resources.