

The regular meeting of the Economic Development Task Force (EDTF) was held tonight.

Members present were: David Cohen, Jonathan Essoka, Charles Harmer, David Kratzer, Dwight Lewis, Ken Mirsky, Sheila Perkins, Brad Pransky, David Rosenberg and Steven Tolliver. Guests present: Ed Morris, resident Staff present was: Bryan T. Havar, Assistant Township Manager and Joe Galdo, Director of Fiscal Affairs. (See attached attendance sheet).

1. **Call to Order.** Chairman Cohen called the meeting to order at 7:05 p.m. Members went around the room to identify themselves. Mr. Havar introduced Joseph Galdo, Director of Fiscal Affairs, who will assume the position of liaison to the EDTF at the July meeting.

2. **Approval of Minutes.** Chairman Cohen asked for approval of the May 21, 2012 meeting minutes. The meeting minutes were unanimously approved by acclamation.

3. **Main Street Committee Reports by Chairpersons:**

A. **Design** – Mr. Kratzer reported no applications were received for signage this month.

B. **Organization & Development** - Mr. Essoka, Mr. Lewis and Mr. Rosenberg presented their Fund Development report. (See attached). Discussion was focused on Section II, A, Internal Organization Planning and Section V, Implementation (summary) of the report.

Chairman Cohen asked the committee members to create a table for the information needed in Sections II and V. Mr. Essoka agreed to create the table. A short discussion ensued regarding operational costs with a brief description of the activities funded in the existing operating account. Mr. Havar will forward copies of fund raising letters and other information from past efforts to Mr. Essoka.

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 scheduled to open in the fall sometime in October. Arts in the Park was well attended and very successful. Friends of High School Park will be meeting to discuss planning for a special event in the fall. Mr. Cohen inquired about the feasibility of implementing the angled parking scheme on High School Road before the streetscape plan is implemented.

Mr. Mirsky noted delivery service and/or valet parking is being considered for the Co-op. Membership in the Co-op is still open. Lifetime membership includes a one time equity fee of \$400.00 which can be paid in increments of \$50.00 per year.

- District Liaison for Glenside – Ms. Perkins reported on behalf of Ms. Haff that the former Glenside Street Fair will be replaced with a new scaled down special event called Glenside Days. She noted the thinking was to hold the event on October 13, 2012 in conjunction with a special activity in Keswick Village and in conjunction with Arcadia University's Homecoming weekend. A mini Car Show is being planned by the Greater Glenside Chamber of Commerce (GGCC) on July 6, 2012 on Wesley Plaza with the EDTF being a co-sponsor with the Downtown Glenside Community Partnership (DGCP). Wesley Plaza will be closed off. The GGCC is also holding its annual car show on Easton Road on August 4, 2012.

The DGCP and Arcadia have been in discussion about making Glenside a college town with the assistance of the EDTF, local merchants, residents, Arcadia staff and students. Discussion ensued regarding student surveys which were last conducted in 2007 concerning services in the downtown, as well as past feasibility studies funded by grants from TCDI and CMAQ for off campus commercial opportunities, sidewalk and pedestrian connections, shuttle transportation, etc.

Mr. Havir noted that Township officials recently have met with Arcadia's new President, Toby Oxholm, to begin dialogue on the University's goals and elements to be advanced.

- District Liaison for East Cheltenham Avenue – Mr. Lewis had no report.
- District Liaison for Cheltenham Village – Mr. Vahey was not present to offer his report. However, Mr. Morris reported that he and Mr. Vahey had visited with merchants, sharing business cards and calendars. Some merchants shared that business was in decline. Mr. Morris discussed recently installed stop signs on Central Avenue as part of public safety. He suggested additional stop signs would be helpful at the intersection including Beecher Avenue. Mr. Havir indicated that the Police Department had conducted numerous studies in the past and stop signs did not meet the PennDOT warrants. Discussion ensued regarding other traffic calming enhancements such as raised speed tables as a possible solution. Ms. Perkins thanked Mr. Morris and Mr. Vahey for their team's efforts.
- District Liaison for Elkins Park West – Mr. Rosenberg had no report. However, a member questioned if two vacant spaces had been filled (Sousan's & Rosenbluth).
- 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 there is no support at this time to reauthorize the BID and suggested that when the economy picks up, perhaps a scaled-down district only on the Cheltenham side of Cheltenham Avenue should be evaluated further.
- **Cheltenham Charm** – Mr. Havir had no update on the planting of the perennials at various Park Entrances.

4. Chairman's Report – Chairman Cohen inquired about the status of the discussion on conflict of interest and an ethics policy review by the Township Solicitor regarding 501(c)(3) for fundraising. Mr. Havir stated that he needs to follow up on this subject.

5. Old Business:

A. Update of Checklist for Establishing a Business in Cheltenham Township. A sub-committee meeting was held on June 6, 2012 with the EMCCC liaison Mike Cohen, Mr. Harmar, Mr. Havir and Mr. David Cohen to discuss Business Resource Information Center (BRIC). Mr. Harmar explained that BRIC is a joint economic development project of the Eastern Montgomery County Chamber of Commerce, Abington Township and Penn State Abington. BRIC aids and assists start ups of new businesses at a fairly high level. Discussion focused on exploring ways for Cheltenham Township and the EDTF to get more involved. The idea of establishing a “circuit rider” economic development director to work with Abington, Jenkintown and Cheltenham, based at the Chamber and cost shared. Information about BRIC will also be incorporated into the Business Checklist. Discussion ensued regarding adding an additional opening statement for the business checklist concerning the permit application process. Mr. Galdo offered to develop a flow chart with input from the Building and Zoning Department.

B. Review of Business Retention and Business Recruitment Plan – Mr. Lewis provided printed copies of the plan which was prepared by Delta Development Group in June 2010 and was re-emailed recently to the EDTF members for review and discussion. Chairman Cohen reviewed the implementation recommendations for each commercial district. It was noted that the document would be helpful for district liaisons to become familiar with the recommendations. It is recommended that liaisons prioritize one action item in the plan to work on next year in each of the six commercial districts. Discussion ensued regarding

recommendations for ethnic food restaurants, a sporting goods establishment, and reaching out to the Korean merchants in the Township as well as having a representative from the Korean community serve as a volunteer on the EDTF committee. Ms. Perkins suggested forming a steering committee for outreach to various district business owners.

C. Mural Arts Project at Keswick Avenue Underpass – Mr. Havir reported that the mural art project was 95% completed. The Abington Township EAC partnered with Cheltenham Township EAC and provided excellent coordination of volunteer efforts for the June 2, 2012 paint day and fundraising efforts for the project.

Mr. Havir also announced that an additional funding opportunity for another mural arts project at the SEPTA Easton Road Underpass is available. Mr. Havir said support from the EDTF and the EAC in coordinating fundraising efforts with the Downtown Community Partnership and business owners as well as the Farmers Market would be needed in order to help offset a portion of the cost of the artist's fees not covered by the grant. A sustainable, transportation and environmental theme is being proposed. If successful, the Township would be notified by the Greater Philadelphia Cultural Alliance sometime in August with a completion date of June 30, 2013. Mr. Tolliver made the motion to recommend support for applying for the grant and EDTF participation in fundraising efforts with the EAC and Glenside business community in the amount of \$1,500.00; seconded by Mr. Pransky and unanimously approved. Mr. Essoka noted that this activity would be considered a community enhancement and as noted in the America In Bloom report it could serve as possibly the first fundraising activity opportunity the EDTF would have to test their fund development program.

D. Arcadia University Student Spending Pass – Chairman Cohen announced that Ms. Buscemi, Arcadia University liaison to the EDTF will be leaving her position and had indicated that the EDTF would be contacted about her replacement. Ms. Buscemi had been the contact

for the discussion regarding implementation of the spending pass option to be used by the students when shopping locally. Arcadia University has considered developing a smart phone application for the students for use at local Glenside businesses with a target date of this fall. Students and businesses could sign up for a one year commitment. Chairman Cohen will follow-up with an e-mail to Ms. Buscemi.

6. *New Business:* Chairman Cohen had been contacted by Lorna Rosenberg regarding a community based strategic plan with focus on sustainability for the School District. Following discussion, Chairman asked for a motion to recommend that this issue be passed on to the Planning Commission encouraging the School District to work with the EAC and the EAC be encouraged to work with the Planning Commission to strategize on long term planning for school district facilities. The motion included a letter being written diplomatically with collaboration between the Township and the School District on facilities planning issues; seconded by Mr. Kratzer and unanimously approved.

7. *Assistant Township Manager's Report*

A. Site visit/tour of Glenside Commercial District by County Judges for Revitalization Awards - July 19, 2012 at 10:15 a.m. Mr. Havar reported that five members of the Montgomery County Revitalization Board and MCPC Staff will visit on July 19, 2012 with their first stop at around the Glenside Train Station; walking along Easton Road to Wesley Plaza and visiting Anne's Kitchen Table. They are interested in a hearing a testimonial on why Anne's Kitchen Table relocated from Elkins Park to Wesley Plaza. The judges will then ride from Wesley Plaza to the southern end of the commercial district to view the streetscape enhancements completed in Phase III. Ms. Perkins volunteered to participate.

B. Automated Single Stream Recycling Program – Mr. Havar reported that the Township plans to start the new program April 1, 2013. Two new automated recycling trucks have been

ordered and property owners will have an opportunity to select 35, 65 and 95 gallon recycling bins. If a property owner does not select a bin, a 65-gallon default bin will be assigned.

Discussion continued and it was noted that there should be several venues made available to set up a display of bins along with campaign information and sign up materials. It was suggested that all commercial districts could have a location for display of the various bins and carts. Cheltenham Mall was suggested as an excellent location, Glenside Farmers Market, Rowland Community Center and La Mott Community Center. Property owners must sign up for a new recycle bin/cart and it is the intent that bins/carts will be delivered to the property by the supplier.

C. Eastern Montgomery County Chamber of Commerce (EMCCC) Business Expo. Mr. Havar noted that the event has been successful in the past as a networking tool. Mr. Tucker manned last year's booth and as a result we gained several new EDTF voting and ex officio members. A discount of \$30.00 is available to register for a table space, if the application is received by the end of June. Mr. Pransky made a motion to approve the fee for the EDTF to participate at the EMCCC Business Expo in October; seconded by Mr. Essoka and unanimously approved.

8. Other Business: Mr. Havar stated that the Township is receiving telephone calls for information regarding the former Glenside Street Fair, now Glenside Days. The Township would like to know where to direct the calls. Chairman Cohen will contract Ms. Haff for information so that it could be posted on the Township website.

9. Adjournment: Chairman Cohen adjourned the meeting at 9:15 p.m.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, June 19, 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	DAVID L. COHEN		Y
2	Shelak PERKINS		Y
3	Dave Roseby		Y
4	Dwight Pedraza		X
5	Charley Harman	CHARMAR@USREALTYCAPITAL.COM	Y
6	Ed Morris	emorris@weichert.com	N
7	Steve Tolliver		
8	Jonathan Essoka	jessoka@verizon.net	Y
9	DAVID KRATZER	✓	Y
10	BRAD PRANSKY		Y
11	Kenneth Mivsky		Y
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June 19, 2012

I. Overview

With the EDTF having to assume much of the fund development responsibility previously managed by the Main Street Manager, it is necessary to develop a plan that will develop funding opportunities to support annual township initiatives related to economic development. To meet this challenge, the EDTF will create a short and long-term strategy for securing funding. The short-term plan follows:

II. Internal Organizational Planning

Setting Priorities

A. Create a Development Strategy

- Why we need the money
 - Identify the initiatives planned for calendar year 2012 and 2013
- What are our fundraising campaign priorities, plans and goals?
 - Winter fest, Glenside Street Fair, Arts in the Park, EDTF Operational Costs,(what is this?), other
 - Combine private and government energy to help bring more businesses into Cheltenham Township and to guarantee the best chances for success of its existing businesses. Not sure if this is relevant
 - Identify Areas and prioritize programs in Cheltenham that will be funded by the EDTF. EDTF possible funding sources (banks, universities, retail businesses, non-profits, others)

B. Request financial reports for previous years fund raising efforts and supported programs.

The report should include at least the following

1. Funding sources and amount (contact information, and the date funding was provided)
2. Program(s) supported and the amount funded and spent
3. Identify how the funds have been spent in prior years and the benefits (we need to tell our story of success) and the number and type of township events (Maureen will assist with this)
4. Request Bryan and Kathryn to provide solicitation letters from previous years

III. Solicitation Preparation

A. Identify potential donors

- Request EDTF Liaisons to solicit and identify potential donors in their area

C. Identify Fundraising Goal Amount

- D. Identify Timeframe for Fundraising Campaign
- E. Identify the name checks should be written to
- F. Identify the bank the funds are maintained, and under what name
- G. Who is authorized to sign checks to support programs
- H. Design an expense form and procedure to be followed by program sponsors
 1. Create list of what programs donors want to support
 2. Provide potential donors with a list of programs and give them a choice to support individual programs

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

- B. Establish what we are going to ask each potential donor for
 1. A specific amount
 2. If they want to support a specific program
 3. If they would like their sponsorship promoted in some way
 4. If they require their donation to be tax-exempt (there was extensive discussion around this topic at the last meeting, and I believe the consensus was that we would not mention it. If there is a need the donor would tell us.

V. Implementation (summary)

- a) Identify Donors
- b) Write letter of solicitation
 - Acknowledge previous sponsorship, if applicable
 - Mention previous programs and successes (quantify if possible)
- c) Determine who the letter will be from and who signs it
- d) Determine Fundraising goal (dollar amount)
- e) Determine timeframe for fundraising campaign
- f) Determine who checks should be written to
- g) Determine procedure for managing funds
- h) Identify potential gifts for donors (Cheltenham Township gift, e.g. a township coffee cup)
- i) Determine programs to be supported and write a summary for each program that includes the purpose, benefits, and related history, etc.

VI. What will be the gift acknowledgement?

- a) In a publication
- b) Event sponsorship announcement
- c) Recognition and stewardship
- d) Letter of acknowledgement