

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

Members present were: David Cohen, Jonathan Essoka, Charles Harmar, David Kratzer, Dwight Pedro Lewis, Ken Mirsky, Sheila Perkins, Brad Pransky, David Rosenberg, Steven Vahey and Mark Tucker. Guests present: Ed Morris, resident. Staff present was: Joseph 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.
2. **Approval of Minutes.** Chairman Cohen asked for approval of the June 19, 2012 meeting minutes. The meeting minutes were unanimously approved by acclamation.
3. **Main Street Committee Reports by Chairpersons:**

**A. Design** – Mr. Kratzer reported that one application was filed with the Building and Zoning Department for review:

- **239 S. Easton Road (Frank Paikin)** – Upon recommendation of the Design Committee, the EDTF recommended that the rendering for the free-standing sign be changed to have a dark background with lighter lettering. The proposal as submitted was determined not acceptable. A revised drawing should be submitted back to the Design Committee for review.

**B. Organization & Development** - Mr. Essoka, Mr. Lewis and Mr. Rosenberg presented their Fund Development report. (See attached). A first draft of a letter soliciting funds for sponsorship for the Cheltenham Township and Economic Development Task Force (EDTF) Cheltenham Township Community Events was distributed to the EDTF members for review. It featured three sponsorship levels. Expanding the number of solicited businesses was discussed. Liaisons were asked to make recommendations for their districts. Mr. Vahey offered to compile a sales database list based on zip code for the EDTF. Chairman Cohen also

noted that the EDTF should be mindful of contributors who sponsor local businesses and organizations for other events should not be contacted, for example, Arts in the Parks. An EDTF Fund Development Plan and Activities spreadsheet was distributed which detailed Fund Development Strategy, Potential Fund Sources, Solicitation Preparation and Implementation. Discussion ensued about contact information for fund development. It was suggested that Mr. Galdo communicate with the Public Information Officer regarding establishing e-mail accounts for possibly, district liaisons, fundraising or a sole e-mail account for Chairman Cohen to redirect to the applicable liaison. Chairman Cohen would like to have a plan for the next meeting. Discussion ensued regarding the matter of how tax deductions should be handled. It was suggested that it should be addressed as it comes up on a case by case basis. Any fundraising/donations should be made payable to Cheltenham Township with the memo section noted "EDTF". Conceptually, the sponsorship ad with a form to check level of sponsorship should accompany the check so that it is deposited in the Cheltenham Township EDTF sub-account. It was suggested that the Township Calendar could be used as a resource for a full list of events in the Township. Mr. Galdo will investigate if there is a list available other than what is listed on the calendar. Generally, development funds would be used for special events, support of Township planning studies or capital improvement design plans, business awards program, Cheltenham Charm, etc. Mr. Rosenberg noted that he would like to see funds set aside for some marketing of the Township both regionally and nationally and how would this be handled. Chairman Cohen recommended scheduling another conference call with the committee members.

**C. Economic Restructuring: Recruitment/Retention** – Chairman Cohen noted that a large business in Wyncote (40,000 square feet) announced it was relocating because it needed more space. The business contacted Cheltenham Township Community Development

Corporation who reached out to the facilities manager to schedule a structured meeting with the EDTF and Township representatives. Different people are working to identify other locations.

**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. Friends of High School Park will be meeting to discuss planning for a special fall on October 27, 2012 called “Parktoberfest.” Mr. Cohen mentioned that Mr. Havir had recently filed another funding application for the Elkins Park East Streetscape Project.

District Liaison for Glenside – Ms. Haff reported that the former Glenside Street Fair will be replaced with a new scaled down special event called Glenside Day to be held on October 13, 2012. GGCC is also holding its annual car show on Easton Road on August 4, 2012. First Fridays continue, “Dog Days of Summer.” Second Saturdays continue.

Ms. Perkins reported that she attended a meeting with Ms. Haff, Mr. Harmar and Commissioner Sharkey recently and the following was discussed.

- Discussion about having a possible barbecue event with music on Wesley Plaza.
  - Ms. Perkins asked for a job description for the former Main Street Manager.
  - Mr. Harmar recommended having the Ambler Borough Main Street Manager work with liaisons.
  - A suggestion was made to reconnect with the Montgomery County Economic Development Corporation.
  - Suggestion to draft an introduction letter to meet with the Downtown Glenside Community Partnership.
  - Obtain information on business openings and closings.
  - Follow-up on March 6, 2012 brainstorm meeting. Utilizing BRIC as resource.
- District Liaison for East Cheltenham Avenue – Mr. Lewis had no report.

- District Liaison for Cheltenham Village – Mr. Vahey had no report.
- District Liaison for Elkins Park West – Mr. Rosenberg had no report.
- District Liaison for Greater Cheltenham Avenue BID – No report.

Mr. Cohen asked Ms. Perkins to e-mail to him the list of liaison assignments.

- **Cheltenham Charm** – It was noted that Mr. Havir in an e-mail to Chairman Cohen and Jonathan Essoka suggested Arcadia University be approached about a Community Service Day (August 20 -31, 2012) to assist with Park Entrance Plantings. Chairman Cohen asked Mr. Galdo to follow up with Mr. Havir for guidance on the issue.

**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. Ms. McDevitt stated that information was sent to the Township Solicitor for his review and legal opinion.

Chairman Cohen asked for the members input on whether to hold the August Meeting or cancel the meeting. With the members input, it was agreed to cancel the August Meeting as long as there was no additional cost to the Township for advertising the cancellation. Chairman Cohen also noted that both he and Mr. Pransky will be unable to attend the September meeting and asked Mark Tucker to conduct the meeting.

Chairman Cohen also noted a meeting has been scheduled for next week to meet with representatives of Abington Township, Cheltenham Township, Jenkintown Borough, Eastern Montgomery County Chamber of Commerce to explore the idea of having one business liaison housed at the Chamber office to represent each of the municipalities mentioned above with the salary being shared by all and for the benefit of the broader region and indirect benefit for Cheltenham Township.

Mr. Essoka inquired about other recent initiatives in the area. Chairman Cohen noted that there had been a study for DVRPC for economic development and the Old York Road Revitalization Project initiated by the Jewish community. He stated that the Penn Praxis study had been completed. Chairman Cohen stated he would get links out to members.

**5. Old Business:**

A. *Review of Business Retention and Business Recruitment Plan* – Chairman Cohen revisited the implementation recommendations for each commercial district which was prepared by Delta Development Group in June 2010. It was 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.

B. *Update of Checklist for Establishing a Business in Cheltenham Township* – Chairman Cohen asked Ms. Perkins to e-mail revised version to Mr. Galdo and Ms. McDevitt. Discussion ensued about use and occupancy permits. It was noted that the Township does not require use and occupancy permits. The question was asked how does the Township know what is going on with businesses coming into and leaving the Township. Discussion ensued about requiring landlords to be responsible for contacting the Township when a new business leases space; otherwise, may be subject to fines and penalties.

C. *Arcadia University Student Spending Pass* – Chairman Cohen stated that Arcadia University had 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's successor.

*D. Site visit/tour of Glenside Commercial District by County Judges for Revitalization*

*Awards - July 19, 2012 at 10:15 a.m.* Chairman Cohen 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.

**6. New Business:** Chairman Cohen noted that there are plans to work with SEPTA to revitalize the Elkins Park Train Station.

Mr. Essoka inquired about having other Township event venues such as a Restaurant Week to bring business activity to the area and produce business opportunities. Mr. Tucker referred to a Mt. Airy festival where restaurants bring the flavor of their restaurants to the festival with a nominal per person charge. Mr. Tucker suggested this type of event could be expanded to include Jenkintown Borough and Abington Township. Discussion on rules regarding alcoholic beverages at events ensued. Chairman Cohen stated that alcohol is not allowed on Township parklands. Chairman Cohen asked to continue this conversation at the next EDTF meeting.

Mr. Essoka reminded members about the performance by the Philadelphia Orchestra at Curtis Arboretum on July 26, 2012. Chairman Cohen noted that he recently attended a performance by White Pine Productions at Elkins Estate and will forward information to the members.

**7. Adjournment:** Chairman Cohen adjourned the meeting at 8:45 p.m.



Bryan T. Havir, P.P., AICP  
Acting Township Manager

Submitted by:  
Kathryn McDevitt



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, July 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	DAVID L. COHEN		Y
2	Dwight Pedraza		X
3	M. Bivulker		Y
4	Sheila PERKINS	—	Y
5	David Rosenberg	CHARMAR@USREALTYCAPITAL.COM	Y
6	Charley Harmar	CHARMAR@USREALTYCAPITAL.COM	Y
7	Ed Morris	ed619012@gmail.com	N
8	Jonathan Jessoka	jessoka@verizon.net	
9	Steve Vahay		Y
10	Kenneth Mistry		Y
11	DAVID KRATZER		
12	BRAD PRANSKI		
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