

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, and Steven Vahey. Guests present: David Niles, MCEDC Corporation. 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 7:10 p.m.
2. **Approval of Minutes.** Chairman Cohen asked for approval of the July 17, 2012 meeting minutes. The meeting minutes were unanimously approved by acclamation.

3. **Presentation.** Mr. Harmar introduced Mr. David Niles from the Montgomery County Economic Development Corporation (MCEDC) who provided a brief history on the development of MCEDC from 1960's to present and the role it plays as a regional entity. Discussion ensued following the presentation of how suburban communities and boroughs can obtain technical assistance from the MCEDC. Mr. Niles stated that what MCEDC usually can do is find out what do individual municipalities want, identify problem areas, conduct surveys and studies and find solutions by matching interested parties (MCEDC's database) with economic development opportunities (underutilized, or improperly zoned or vacant properties) and creating job opportunities within the municipality. He provided examples of successful business recruitment efforts MCEDC was involved with in other Townships where certain programs were implemented such as Keystone Opportunity Zones. He addressed creating a bio-strategy for life sciences, pharmaceutical and related technology in the region. In this area, Salus University, Temple University, and Fox Chase Hospital are involved in a good amount of research. Arcadia University has great technology and offers co-op programs.

The EDTF members had a short discussion about Zoning Code, EDU's, environmental issues, nine-year old Comprehensive Plan, Parking Ordinance and Sign Ordinance.

#### 4. **Main Street Committee Reports by Chairpersons:**

A. **Design** – Mr. Kratzer reported that two applications were filed with the Building and Zoning Department for review:

- 1) **ETZ CHAIM, 7900 High School Road, Elkins Park West Commercial District, for two signs.** Although the Design Committee commented as to the green awning, that it would have preferred the applicant keep the white letters and green background and design the letters larger and bolder, the Design Committee recommended to the EDTF that a 72" wide dome awning 36" drop and 35" projection and a 36 "X 24" X ½" wood double-sided hanging sign be approved as presented. Upon motion by Mr. Cohen, and seconded by Mr. Pransky, the recommendation was unanimously accepted by the EDTF.

- 2) **DOLLAR GLOBAL FOOD MART, 271 S. Easton Road, Glenside Commercial District**, *for signage*. The Design Committee reported that the sign proposal as submitted was determined not acceptable. The size of the awning was unacceptable and found to be too large and not in scale with the building. A revised drawing should be submitted back to the Design Committee for review.

**B. Organization & Development** – Messrs. Essoka, Lewis and Rosenberg reported on their progress with Fund Development. A copy of a revised draft of the fund development letter for sponsorship of the Cheltenham Township and Economic Development Task Force (EDTF) events was presented. It featured three sponsorship levels. Mr. Vahey inquired if a fourth sponsorship level (\$100) could be added for small businesses. A list of Cheltenham Township Community Events was distributed to the EDTF members for review. Mr. Vahey compiled a sales database list based on zip code.

Chairman Cohen asked that Mr. Vahey update the database and e-mail it to him. He also recommended scheduling an e-mail conference call with the committee members. Edits to the documents will then be e-mailed to the EDTF members. These documents will be signed off on at the next meeting. Mr. Cohen thanked the committee for its efforts.

**C. Economic Restructuring: Recruitment/Retention** – Mr. Pransky offered a brief update concerning its search for new office space for Lincoln Investment and the Cheltenham Township School District Building.

**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 on November 4, 2012. A Board Member is the current acting manager.

Friends of High School Park will be hosting a fall event on October 27, 2012 called “Parktoberfest.”

Chairman Cohen noted he was made aware of a grant opportunity from the National Endowment of the Arts (\$25,000 - \$200,000) for arts in local governments, parks, gateways, etc. which is due in early January 2013. An EDTF member suggested artwork for the PECO sub-station in “Elkins Park West” as a project. Chairman Cohen will forward the grant information to Mr. Havir.

District Liaison for Glenside – Ms. Perkins reported on Ms. Haff’s behalf that Octoberfest along with Glenside Days was held on October 13, 2012. The Downtown Glenside Community Partnership (DGCP) sponsored a bake sale and proceeds were donated to the residents of 1600 Church Road.

Ms. Perkins reported that she and Ms. Haff, Mr. Harmar and Commissioner Sharkey met recently. Mr. Harmar and Ms. Perkins drafted a flyer which included information on the DGCP and the Arcadia University student discounts; EDTF mission statement; upcoming events and circulated them to a number of Downtown Glenside business owners that they visited. Ms. Perkins noted that she met the owners of the new kitchen and bath business on Stahr Road in Elkins Park West. DGCP is currently planning for the Winterfest event.

- 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 W. Cheltenham Avenue – No report.
- **Cheltenham Charm** – Mr. Essoka had no report.

**5. Chairman's Report** – Chairman Cohen stated that he is following up with the idea previously discussed of possibly having one business liaison housed at the Eastern Montgomery County Chamber of Commerce (EMCCC) office to represent each of the municipalities mentioned above with the salary being shared by Abington Township, Cheltenham Township, Jenkintown Borough.

Chairman Cohen will also be in contact with DVRPC regarding their study for economic development and the Old York Road Revitalization Project initiated by the Jewish community.

Chairman Cohen announced that he received a contact from Mr. Schultz, Environmental Advisory Council Chair, regarding two meetings scheduled for November 28, 2012 at Curtis Hall and March 5, 2013 at Glenside Hall on stormwater education for business owners. Mr. Schultz asked if the EDTF would encourage at least one business owner from each commercial district to attend.

Chairman Cohen will form a nominating committee for vice chairperson. This will be discussed at the next meeting.

**6. 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. This discussion will continue at the next meeting.

**7. Staff Liaison Report**

A. Montgomery County Revitalization Award – Mr. Galdo announced that Mr. Havir will attend an awards ceremony at Montgomery County, Norristown on November 14, 2012 to

accept an award for Cheltenham Township's Glenside Commercial District Easton Road Streetscape Improvements.

B. Mr. Galdo was asked by Administration to inquire of the EDTF members whose membership term will be expiring in 2013 to inform us of their intent to continue serving for another term. This includes David Cohen, Alan Cohen, Brad Pransky and David Rosenberg.

C. EMCCC Business Expo Staffing – Mr. Galdo reminded volunteers about the October 25, 2012 EXPO at Salus University. Someone will need to pick up display board and materials from the Township Administration Building. Mr. Essoka volunteered to be available between 5:00 and 6:00 p.m. Chairman Cohen thanked the members for their assistance.

8. **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, October 16, 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	Devon P...ews		Y
3	Kenneth Mirsky		Y
4	Jonathan Essoka		Y
5	Del...er		Y
6	BRAD FRANK		Y
7	DAVID KRATZER		Y
8	Charley Harman		Y
9	Steve Vale		Y
10	DAVID C. CAGAN		Y
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