

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

Members present were: David Cohen, Jonathan Essoka, Maureen Haff, Charles Harmar, Dwight Pedro Lewis, Sheila Perkins, Brad Pransky, David Rosenberg, Steve Tolliver and Steven Vahey. 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 October 16, 2012 meeting minutes. The meeting minutes were unanimously approved by acclamation.
3. ***Main Street Committee Reports by Chairpersons:***
  - A. **Design** – There were no signage applications for review.
  - B. **Organization & Development** – No report
  - C. **Economic Restructuring: Recruitment/Retention** – No report.
  - D. **Marketing and Promotions Committee** – Reports were provided from the following

liaisons:

- District Liaison for Elkins Park East – Chairman Cohen reported that CreekSide Co-Op opened a week ago and is doing well. Chairman noted that the prices are less than whole food prices and that overtime food offerings will be modified. Also, you do not have to be a member to shop there.
- District Liaison for Glenside – Ms. Haff reported that Ms. Perkins and Mr. Harmar and she have been active and have collected 15 surveys from businesses. Ms. Haff noted that Glenside Days was not well attended. Members asked for reasons why she thought it was not well attended. Ms. Haff stated that there could be several reasons; Harvest Festival was held on the same day; Arcadia visitors tend to stay on campus; Keswick Village held their event on the same day which was well attended

and there were no outside vendors; However, the good news was that the

Downtown Glenside Community Partnership (DGCP) held a bake sale and raised money for the residents of 1600 Church Road.

Ms. Haff announced that Winterfest will be held on December 7, 2012 and she expects it to be big and great. Chairman Cohen asked Ms. Haff to send email to the EDTF members regarding the event so that they can support the event. Ms. Haff noted that a flyer is being prepared to send to the School District. Chairman Cohen stated that there is certain language required by the School District for the flyers that needs to be included.

- 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 stated there were no adverse effects from Hurricane Sandy.
- District Liaison for W. Cheltenham Avenue – No report.
- **Cheltenham Charm** – Mr. Essoka had no report.

**4. Chairman's Report** – Chairman Cohen stated that he would like to move to the next item of business.

A. *Election of Vice-Chairman to fill vacancy* – Mr. Cohen thanked the members for their nominations. Two candidates expressed interest in serving as Vice-Chairman: Jonathan Essoka and Dwight Pedro Lewis. Chairman Cohen received no other nominations. Chairman Cohen offered each candidate an opportunity to briefly state their goals and expectations of the position. Chairman Cohen passed around ballots to the members for voting. Chairman Cohen tabulated the ballots and announced the majority voted in favor of Mr. Dwight Pedro Lewis to

serve as the Vice Chairman. Chairman Cohen thanked Mr. Essoka for willingness to serve and his continued efforts on behalf of the EDTF.

**5. Old Business:**

A. *EMCCC Business Expo* - Ms. Perkins inquired about a contact made at the October 25, 2012 event at Salus University. Chairman Cohen stated that the contact was Brian Zaslow who was interested in opening another Krispy Kreme franchise. Mr. Zaslow is the managing partner for the Krispy Kreme currently located in Fox Chase, Philadelphia.

B. *Review of Business Retention and Business Recruitment Plan* – Chairman Cohen briefly referred to the implementation recommendations for each commercial district which was prepared by Delta Development Group in June 2010 and asked the members to continue the discussion. At this time, Chairman Cohen left the meeting and Mr. Lewis continued the discussion. It had been recommended that liaisons prioritize one action item in the plan to work on next year in each of the six commercial districts. Discussion ensued and Ms. Perkins was asked to once again provide the list of pairing of liaisons that was created. It was felt this needed to be revisited as well as a description of duties and goals for liaison model. Mr. Lewis recommended forming a sub-committee to delve deeper into the Business District Liaisons role. It was also suggested that Goal Planning for 2013 should be put on the Agenda for the December meeting. Each member was asked to e-mail Mr. Lewis by December 13, 2012 at least 3 to 5 things for EDTF to focus on in 2013 and he will put a list together of these recommendations for review at the December 18, 2012 meeting.

**6. Staff Liaison Report**

A. Mr. Galdo inquired of the EDTF members whose membership term will be expiring in 2013 to inform Township Staff of their intent to continue serving for another term. Mr. Pransky and Mr. Rosenberg agreed to serve on the EDTF for another term.

**7. Other Announcements** – Mr. Vahey brought to the EDTF's attention that certain businesses in Wyncote; namely Linda Jean's Grille and the Lukoil Gas Station have been hurt by the closure of the Greenwood Avenue Bridge. He asked that members to try to support these businesses during this time.

Mr. Pransky commented about the Township's need to grow tax ratables and commercial development and that should be a focus of the EDTF for 2013 by working with the Township and the Cheltenham Community Development Corporation to develop programs, policies and recommended ordinance changes to promote economic development.

**8. Adjournment:** Mr. Pransky made a motion to adjourn the meeting at 8:15 p.m.; seconded by Mr. Rosenberg and unanimously approved.



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

Submitted by:  
Kathryn McDevitt



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, November 13, 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	Dwight Pedro Lewis		
2	JONATHAN ESSOKA		
3	Steve Tolliver		
4	CHARLES HARMAR		
5	DAVID COHEN		
6	MAUREEN HAFF		
7	SHELLA PERKINS		
8	BRAD PRANSKY		
9	DAVID ROSENBERG		
10	STEVEN VAHEY		
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