

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Jonathan Essoka, Dwight Pedro Lewis, Sheila Perkins, Brad Pransky, David Rosenberg, Kenneth Mirsky and Steven Vahey. Staff present was: John Hoover, Director of Parks & Recreation. Guest: Dottie Baumgarten.

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 November 20, 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 – David Rosenberg, Dwight Lewis, and Jonathan Essoka reported they were working on solidifying a list of businesses to approach regarding fundraising efforts. Also, working on an outreach letter to contributors from last year. The letter will include information about fundraising efforts, and how and for what activities/events the money will be used. More details will follow.

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 is doing well and many residents are shopping at Co-op. The Co-op is opened to the public, not only members. They offer a life-time membership. The Whistle Stop Restaurant closed nearly a month ago. Business was slow, restaurant lacked curb appeal, and it was not open for dinner. Overhead costs were too high to

continue operations. The building is currently for rent. The Stitching Room is closing but may re-open in the future.

- District Liaison for Glenside – No report.
- 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.

4. Chairman's Report – Chairman Cohen briefly spoke about the Township's projected Budget for 2013. Mr. Cohen spoke of organizational changes at the Township affecting the Township Engineer position and Director of Fiscal Affairs position. Some of the Township's engineering services are currently being carried out by a professional engineering firm on an interim basis. Chairman Cohen also offered congratulations to Shiela Perkins on earning her doctorate degree in education.

5. Old Business –

A. Chairman Cohen briefly addressed the importance of Equivalent Dwelling Units (EDU's) and adoption of the Department of Environmental Protection (DEP) 537 Sewage Facilities Plan as discussions continue regarding economic development with Abington, Cheltenham and Jenkintown Townships for the Old York Road Corridor Project.

6. Presentation: Mr. Dottie Baumgarten, Township Consultant for the development of an educational program sponsored by a DEP grant, discussed the outreach efforts to businesses in Cheltenham Township and how businesses can help to reduce water pollution, flooding and keeping waterways clean. A question and answer period followed.

7. *Adjournment:* Mr. Pransky made a motion to adjourn the meeting at 8:30 PM; seconded by Mr. Rosenberg and unanimously approved.

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

Submitted by:
Sheila Perkins/
Kathryn McDevitt