

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Jonathan Essoka, Maureen Haff, Charles Harmar, David Kratzer, Kenneth Mirsky, Dwight Pedro Lewis, Sheila Perkins, Brad Pransky, David Rosenberg. Staff present was: Bryan T. Havir, Township Manager.

1. **Call to Order.** Mr. Havir called the meeting to order at 7:05 p.m.

2. **Annual Reorganization of Officers** – Mr. Havir opened the floor for nominations for Chairman. Mr. Mirsky made a motion to nominate David Cohen, as Chairman; seconded by Ms. Harmar. Having no other nominations, Mr. Havir made a motion to close nominations for Chairman, which was seconded by Mr. Rosenberg. The members voted unanimously for Mr. David Cohen as Chairman. Mr. David Cohen opened the floor for nominations for Vice Chairman. Mr. Cohen nominated Mr. Dwight Pedro Lewis for Vice-Chairman, seconded by Mr. Harmar. Having no other nominations, Mr. David Cohen made a motion to close the nominations for Vice-Chairman; seconded by Mr. Harmar. The members unanimously voted for Mr. Dwight Pedro Lewis as Vice-Chairman. Mr. David Cohen thanked the Committee.

3. **Approval of Minutes.** Mr. Cohen asked for approval of the January 18, 2013 meeting minutes. The meeting minutes were unanimously approved by acclamation.

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

A. **Design** – Mr. Kratzer reported that two applications were received by the Building and Zoning Department for review by the EDTF as follows:

1) **Office of State Representative Stephen McCarter, 215 S. Easton Road, Glenside Commercial District, for signage.**

- The Committee recommended to the EDTF that the sign be conditionally approved. It is recommended that the existing sign pole should be reduced in height by saw cutting the pole and placing a ball cap on the top of the pole. Existing lighting fixtures should be removed from the top of the pole and ground lighting should be installed. These requirements should be completed within ninety days. Upon motion

by Mr. Cohen and seconded by Mr. Harmar, the recommendation was unanimously accepted by the EDTF.

2.) Rita's Water Ice, 1 Yorktown Plaza, Elkins Park Commercial District, for signage and awning.

- The Committee recommended to the EDTF that the 120" X 40.55" illuminated channel letters on a raceway mount sign and 240" X 60" illuminated waterfall and dome awning be approved. Upon motion by Mr. Cohen; seconded by Mr. Perkins and unanimously accepted by the EDTF, it was recommended that a Certificate of Appropriateness be issued for the sign and awning.

B. Organization & Development – No report.

C. Economic Restructuring: Recruitment/Retention – Mr. Jonathan Essoka circulated a copy of a draft fundraising letter along with a list of twenty potential donors. Discussion ensued and changes to the letter and donor list were recommended. Mr. Essoka asked the committee members to send their comments to his attention by Tuesday, February 26, 2013. Input from the Public Information Officer will be sought in reviewing the draft letter. The mailing will be coordinated with the Public Information Officer. The letter will be printed on EDTF letterhead. Mr. Lewis inquired about who will follow up on the responses to the fundraising request. Mr. Lewis offered to create an excel spreadsheet with the list of donors solicited and contact information.

Mr. Havir referred to an informational sheet developed by the Township for a previous fundraising campaign, which included specific information on community events and where the donors names and business logos would be listed as event sponsors and whether they will be provided community tables for financially sponsoring the event. Mr. Lewis said he would look for this information in the materials previously sent to him.

D. Marketing and Promotions Committee – Reports were provided from the following liaisons:

- District Liaison for Elkins Park East – Chairman Cohen reported that an Italian Pasta Restaurant moved into the former pharmacy space. CreekSide Co-Op will attend a hearing for craft beer license February 20, 2013. Mr. Pransky reported that the Cheltenham Township Community Development Corporation (CTCDC) 501c3, in an effort to breathe new life into the community, has worked with members of the business community to put together a licensing agreement with SEPTA to renovate and restore the Elkins Park Train Station along with a two year fundraising campaign. The vision is for a public space, art center, etc. Visit our website at: www.elkinscentral.com.
- District Liaison for Glenside – Ms. Perkins reported that a Downtown Glenside Business District Meeting was held with Arcadia and local businesses which was well attended. Topics discussed were seasonal decorations and the Glenside Street Fair and soliciting volunteers. A follow-up meeting will be held in March. Discussion continued about getting Glenside to be more of a college town and not just a throughway for traffic. Mr. Cohen added that another idea discussed in the past was a destination restaurant which would cause foot traffic. Ms. Perkins would like the EDTF to go back to the Delta Development Business Recruitment/Business Retention Study. Ms. Perkins felt frustrated that she tried to pass information along on a new business, but there was no follow-up. Mr. Essoka stated we should emphasize Strategic Economic Development Planning. Ms. Perkins mentioned that some properties are not in good condition due to lack of upkeep by store owners. Mr. Harmar noted that there was nothing available in way of financing for commercial real estate. Mr. Essoka suggested the EDTF develop a list of commercial properties per district that need improvements to their facades.

- District Liaison for East Cheltenham Avenue – Mr. Havir mentioned the recent fire at Melrose Shopping Center. It is his understanding that the owner is looking to rebuild the space where four businesses were lost. The owner of the property at 1600 Church Road is scheduled to present a building plan later this year for land development review.
- District Liaison for Cheltenham Village – Mr. Vahey was not present to report.
- District Liaison for Elkins Park West – Mr. Rosenberg reported that the Kitchen & Bath Store is open on the corner of Stahr and Old York Roads. It was noted that this business had a presence at the Harvest Festival promoting their business.
- District Liaison for W. Cheltenham Avenue – It was noted Cheltenham Square Mall is in default.
- **Cheltenham Charm** – Mr. Havir reported that he met with Ms. Williams last week and discussed the La Mott Community Garden and indicated that some Township garden groups may be interested in helping to implement some of the recommendations in the 2011 America In Bloom (AIB) report. Mr. Havir suggested that the EDTF and/or EAC pursue AIB eligibility in February 2014. Mr. Essoka continues to gather information on local garden groups. It was suggested that Mr. Essoka contact Primex Garden Center.

5. Chairman's Report – Chairman Cohen asked Mr. Lewis to make a report. Mr. Lewis discussed the following: Make meetings more efficient and effective; form sub-committee to make District Liaisons more effective; find a better way to connect to commercial districts; end meetings on time; adopt formal process for approving formal presentations at regular meetings; review membership list. Need all hands on deck. Mr. Havir was asked to e-mail membership list to EDTF.

6. Old Business – Chairman Cohen reported on the following:

A. Business Resource Information Center (BRIC) Eastern Montgomery County Chamber of Commerce (EMCCC) Update – Two meetings were held to date with Abington, Cheltenham and Jenkintown municipalities. Two initiatives outlined: 1) Explore ways to establish a business incubator that includes Einstein Moss Rehab, Abington Memorial Hospital, Penn State Abington Campus, Salus University and Arcadia University. 2) Develop Business model and facilitate move forward.

B. The final draft of the Act 537 Plan has been released by Cheltenham Township. The core of the plan is to renovate and modernize the wastewater system and to create more EDU's. The plan includes Cheltenham Township, Abington Township, Jenkintown Borough and Springfield Township as well as the Philadelphia Water Department. BRIC believes that the release of more EDU's is critical. The Corrective Action Plan calls for immediate improvements. Based on the discussion of EDU's, Chairman Cohen will make up a list of comments supported by EDTF, BRIC and EMCCC for submission to the Township during the thirty day public comment period for the Act 537 Plan.

7. New Business - Mr. Havir noted that in connection with the discussion of EDU's, the Township is developing a vacant building inventory of commercial and institutional properties and would like technical assistance from the EDTF District Liaisons in completing the information. Ultimately the information will be provided to the Pennsylvania Department of Environmental Protection for its evaluation and in consideration of releasing future EDU's or confirming EDU allocation to vacant buildings. Mr. Havir suggested that the Liaisons for the five commercial districts jot down the address, business name, and estimate of how long the building has been vacant. Mr. Lewis will assist with data collection along Cheltenham Avenue.

Mr. Cohen will set up a spreadsheet for the purpose of this request as well as other EDTF information resource.

8. Other Business: Mr. Essoka as liaison to the EAC reported that the sub-committees have been convened for implementation of the various facets of the Cheltenham Township Sustainability Goals and Objectives. These goals are not influenced by economics. Mr. Essoka will send out link to Sustainability Plan.

Mr. Havir noted that he will be attending a Ribbon Cutting Ceremony at Arcadia University on March 1, 2013 at 11:00 a.m. for the Parking Garage at Oak Summit Apartments. Ms. Perkins indicated that she would like to attend.

9. Adjournment: Mr. Cohen made a motion to adjourn the meeting at 8:40 p.m.; seconded by Mr. Lewis and unanimously approved.



Bryan T. Havir
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, February 19, 2013, 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	Seabring2000@yahoo.com	Y
2	Charley Harman	CHARMATZ@USREALTYCAPITAL.COM	Y
3	Margaret Huff	Sweetmagg@erxes.com	Y
4	Dwight Pedraza		X
5	Ken Mirsky		Y
6	David Rosenberg		Y
7	Jonathan Essoka	jessoka27@gmail.com	Y
8	BRAD PRANSKY		Y
9	DAVID L. COHEN	dcohen1@ix.netcom.com	Y
10	DAVID KRATZER	✓	Y
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			