

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. (Attendance Sheet Attached.)

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

2. **Approval of Minutes.** Mr. Cohen asked for approval of the February 19, 2013 meeting minutes. Mr. Harmar requested a correction on page 3, under District Liaison for Glenside, to read: there was nothing available in way of financing for subsidized loans for commercial real estate. Mr. Essoka noted that the report for the fundraising letter should have been listed under the heading, Organization & Development on page 2. The meeting minutes as amended were approved by acclamation.

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

A. **Design** – Mr. Havir reported that several applications was received by the Building and Zoning Department for review by the EDTF for:

- 1.) **J. C. Melrose Country Club, Tookany Creek Parkway – for signage.** Mr. Havir reported that the application for entry way signage was reviewed by the Planning Commission who recommended to the Zoning Hearing Board that if the signage is approved, it should be upon the condition that the signage be reviewed by the EDTF for aesthetics. Based on the rendering submitted, Mr. Mirsky made a motion to approve the free-standing signage; seconded by Mr. Harmar and unanimously approved.
- 2.) **Blue Comet Restaurant, 106 S. Easton Road, Glenside – for a awning/canopy.** Mr. Havir noted that there had been some initial discussion and a rough sketch (not to scale) for a proposed awning/canopy at the doorway entrance supported by two metal posts. Concern was raised over the two posts being located within the public right of way and the possible need for a variance. It was also noted the applicant has not submitted a formal application.

- 3). **Davita Dialysis, 133-135 Cheltenham Avenue, Melrose Park - for signage.** Mr. Kratzer reported that the Design Committee recommended the approval of two façade signs as to appropriate scale and size and said both signs meet zoning approval. After discussion, Mr. Vahey made a motion to approve the signage; seconded by Mr. Essoka. The motion was approved by the majority with one abstention by Mr. Pransky.

B. Organization & Development – Mr. Essoka reported that changes had been made to draft fundraising letter following input from the members and Public Information Officer.

Discussion ensued regarding additional listing for area banks on the list of twenty potential donors. The event list was reviewed and changes were made to include: the Fishing Derby; Harvest Festival, Glenside Day and Winterfest. It was noted that the sponsorship level designation information includes a statement that a portion of the funds will go toward business related promotions. The mailing will be coordinated with the Public Information Officer. The letter will be printed on EDTF letterhead.

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 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 and has executed a licensing agreement with SEPTA to renovate most of the interior and restore part of the exterior of the Elkins Park Train Station along with a two year fundraising campaign. Mr. Pransky stated the vision is for a public space, art center, etc. He noted that Ms. Blackwood is the leading the charge and hopes to create events similar to the Turtle Artisan Tours. Visit the website at: www.elkinscentral.com. Mr. Cohen noted that the Co-op would

continue to move forward with plans for a craft beer license. Mr. Cohen also noted that concerns about parking meters have been discussed and recommended that the signs on the meters be turned right side up and additional signage about parking meters be posted on the sidewalk side. The Co-op has placed a sign in the lobby of the storefront entrance about the meters. Mr. Cohen will recommend that the sign also include the hours when metered parking is in effect.

District Liaison for Glenside – Ms. Haff reported that a Downtown Glenside Business District Meeting will be held on Wednesday, March 20, 2013 with Arcadia and local businesses. Discussion continues regarding holiday decorations; Arcadia University and Glenside Day. Mr. Haff will be visiting Doylestown Borough to discuss their seasonal decorations and illuminated snowflakes. Ms. Perkins noted that the various sub-committees continue to discuss business partnership with Arcadia University and the student Knight Card Program and decals for the shops participating in the program.

Mr. Cohen noted that he attended a meeting for community leaders regarding strategic planning and visioning process for Arcadia University. He noted that the University representatives at the meeting seemed to be open and receptive to ideas on how the University should look in the future. Mr. Cohen discussed having their master plan tied into the Township Zoning Code which includes EDU's and Stormwater Management, and the concept for extending the Business Corridor that participates in Arcadia's "Knight Card" program. Mr. Cohen encouraged them to speak to St. Joseph's University as they are similar in size, age and proximity to the City of Philadelphia. Arcadia University representatives mentioned how they would like to have more citizens go to the Arcadia campus for more of their special events,

and enjoy the walking trails. Discussion included how to be more engaged with the community. Mr. Havir noted that they use social media and direct mail for advertising their events. Mr. Cohen mentioned the School District and advocated utilizing the high school athletic fields, participating in events such Harvest Festival, Arts in the Park, as well as the Little League events. The EDTF recommended that the Township send a letter to the University's Chief Operating Officer to appoint someone to the EDTF meetings as liaison.

- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – No report
- District Liaison for W. Cheltenham Avenue – It was noted Cheltenham Square Mall is in default. Mr. Harmar asked Mr. Havir for contact information.
- **Cheltenham Charm** – Mr. Havir reported that he had a discussion with Mr. Lempert of the Old York Road Community Group of Synagogues to embrace some of the recommendations from the 2011 American In Bloom (AIB) program and pick out 1-2 projects for either the EAC or EDTF to work with them, or they were willing to work on this alone to put something in the ground, so that some progress was made on the recommendations prior to consideration for possible participation in AIB in 2014. Mr. Havir asked Mr. Essoka to contact Mr. Lempert.

5. Chairman's Report – Mr. Cohen noted that he received an e-mail regarding the Greenwood Avenue Bridge closing and the businesses affected by the closing. Mr. Havir informed the EDTF that the Township has met with PennDOT and SEPTA and various utility companies regarding the project schedule and on-going issues related to the project's completion delays, as well some coordination to assist local business during construction. The group will continue to meet on a

regular basis. Mr. Havir stated that SEPTA had agreed to advertising at the Train Stations and on train cars regarding businesses that are open during the construction. Mr. Essoka stated that he has viewed some of the advertising about the project on SEPTA trains. PennDOT agreed to make some more directional signs along Church Road regarding the project. Mr. Pransky inquired about some maps on how to get around detour at the Train Station. Mr. Havir noted that information has been placed on the Township website listed under Roadwork, as well as the electronic billboard on Route 309. Information can also be found on PennDOT's website and the Greater Valley Forge Transportation management Association (GVFTMA) website and the Public Station Channel 42. Ms. Haff suggested that the Downtown Glenside Business Partnership could include some information on the Wyncote businesses in their May newsletter.

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

A. Continued Discussion on Business Recruitment/Business Retention Plan Priorities in each District - Chairman Cohen asked that this item be placed on next month's Agenda.

B. Discussion on Vacant Building Inventory – Mr. Havir provided copies of the list of vacant buildings prepared by Staff to the EDTF members. Mr. Cohen created an excel spreadsheet for EDTF members to record their observations of vacant buildings in the various commercial districts. Regarding vacant buildings, Mr. Havir noted that if a building is abandoned due to an event such as a fire, an argument could be made on a case by case basis by the Township to the Department of Environmental Protection (DEP) for retention of the EDU allocation that existed prior to the fire. There may be other circumstances that allow for EDU allocation to be maintained on a property that would be reviewed on a case by case basis.

Mr. Havir noted that the Roberts Block property has been sold to a developer whose plans include four offices on the first floor and 4 apartments on the second floor. EDU allocation for this property would have to be reviewed by DEP.

7. **Staff Report** – Mr. Havir asked the EDTF members for a motion to approve membership renewal for a standard level of membership in the amount of \$250.00 to the National Trust for the Main Street program. In doing so, the Township would remain eligible to file for various federal grant programs. Following discussion it was agreed to continue one more year. Mr. Pransky made a motion to renew the membership; seconded by Ms. Perkins. The motion was accepted by the majority with one abstention from Mr. Essoka.

8. **Other Business:** Mr. Havir stated that the Township received a grant from the Greater Philadelphia Cultural Alliance to paint a mural art project at the Glenside Train Station. The muralist would like to present her concept for the mural at the EDTF May 14, 2013 Meeting which will consist of historical, environment and sustainable concepts. Public Paint Days will be held in June.

Mr. Havir also announced that the Delaware Valley Regional Planning Commission administers the Classic Towns of Greater Philadelphia program. The Montgomery County Planning Commission has nominated the neighborhood of Glenside to participate in the Classic Towns Program (See attached.) Mr. Havir will attend the informational meeting for details of the program and report back to the EDTF next month.

9. **Adjournment:** Mr. Cohen made a motion to adjourn the meeting at 9:00 P.M.; seconded by Mr. Vahey and unanimously approved.



Bryan T. Havir
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, March 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	S PERKINS	Seabruny 2010 Qyako	Y
2	DAVID L COHEN	dcohen1@ix.netcom.com	Y
3	Charley Harmar	CHARMAR@USREALTYCAPITAL.COM	Y
4	Dwight Perdue		X
5	Jonathan Essoka	jessoka27@gmail.com	Y
6	Stephen Vahey	StephenVahey@allstate.com	Y
7	Kenneth Mirsky		Y
8	Maureen Huff	Sweetmaggbuscia@gmail.com	Y
9	BRAD PERKINS		Y
10	DARVIN KRAFT		
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DELAWARE VALLEY REGIONAL PLANNING COMMISSION

190 N. Independence Mall West, 8th Floor
Philadelphia, PA 19106-1520
215.592.1800
www.dvrpc.org

RECEIVED

MAR 11 2013

CHELTHENHAM TOWNSHIP

March 4, 2013

Mr. Bryan Havir, Township Manager
Cheltenham Township Administration Building
8230 Old York Road
Elkins Park, PA 19027

Dear Mr. Havir:

The Delaware Valley Regional Planning Commission (DVRPC) administers the Classic Towns of Greater Philadelphia program (www.classictowns.org). As you may know, participation in the Classic Towns program is based on nomination. We are happy to share that the Montgomery County Planning Commission has nominated the neighborhood of Glenside! We believe that Glenside's success in preserving a sense of history, neighborliness, and main-street charm would be enhanced by your participation in this regional marketing program. The Classic Towns of Greater Philadelphia program will complement Glenside's ongoing efforts by promoting the inherent benefits of choosing to locate in developed, livable communities.

Please join us on **Tuesday, March 26 at 3 pm** at DVRPC, 190 N Independence Mall West, Philadelphia, PA (<http://www.dvrpc.org/Directions/>) to learn more about this exciting program. Included with this letter are an application form and a Frequently Asked Questions (FAQ) document. A complete application, due April 15, 2013, confirms your participation in the Classic Towns program. Additional details about the Classic Towns program will be provided at the informational meeting.

Please contact Karen Cilurso, Senior Regional Planner at (215) 238-2876 or kpcilurso@dvrpc.org if you have any questions. We hope to work with your community as part of the Classic Towns marketing strategy.

Sincerely,

Barry J. Seymour
Executive Director

Cc: Brian O'Leary
Lisa Ritter, Downtown Glenside

cc Board of Commissioners
EDTF Members

