

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, and 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 March 19, 2013 meeting minutes.

The meeting minutes were approved by acclamation.

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

**A. Design** – Mr. Havir noted there were no signage applications for review.

**B. Organization & Development** – Mr. Essoka reported that changes had been made to the draft fundraising letter. The letter will be printed on EDTF letterhead. A revised event list was reviewed. A list of area banks was created and will be emailed to the members. The mailing will be coordinated with the Public Information Officer. Chairman Cohen made a motion to accept the fundraising letter as submitted; seconded by Mr. Harmar and unanimously approved. A copy of the letter will be emailed to the EDTF members. Chairman Cohen suggested that the mailing list and responses be reviewed at the next meeting to determine what next steps are necessary as follow-up.

**C. Economic Restructuring: Recruitment/Retention** – Mr. Cohen inquired about a vacant property on Montgomery Avenue and the issue of EDU's. He noted the realtor for this property and the former Sousesan's Pharmacy had some questions which he was trying to facilitate a response.

Mr. Lewis reported that he saw a "For Sale" sign for two acres on the property located between Block Distributors and the Cedarbrook Shopping Center near the Bethel Deliverance

Church on Cheltenham Avenue. Discussion ensued about the ownership of the property. Mr.

Lewis also noted renovations have begun on the Beauty School located in the tenant space formerly occupied by Toys R Us.

Mr. Lewis inquired about the vacant property list. Mr. Havir responded that he was asked by PADEP staff to compile a list of vacant commercial properties so they had an idea of what was needed for future equivalent dwelling units (EDU's) FOR SEWER CAPACITY. . He will provide the list of vacant properties developed by Township Staff and the EDTF to the DEP overseeing the Act 537 process. Mr. Havir said the new DEP Southeast Regional Director and his staff are agreeable on a case-by-case basis to consider not to recapture the assigned EDU's to a building vacant for more than one year. There was a general discussion on planning modules and the allocation of EDU's for multi tenant buildings. Mr. Havir noted that a letter will be sent to DEP regarding Roberts Block on behalf of the new equitable owners. 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 to the DEP for retention of the EDU allocation that existed prior to the fire. Mr. Cohen stated he addressed this issue in his comments on the draft Act 537 plan.

Mr. Cohen inquired about a proposed Beer Distributor interested in leasing one of the tenant spaces in the building at Keswick and Paxson Avenues. Mr. Havir noted that the Interim Township Engineer and Zoning Officer had scheduled a meeting with the interested parties.

Mr. Cohen would like to have the shared spreadsheet for vacant properties reviewed at next month's meeting for strategy planning.

Ms. Perkins will also e-mail the last draft version of the Business Checklist.

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

- District Liaison for Elkins Park East – Chairman Cohen reported that the Italian Café, Trattoria, occupying the former pharmacy space, was getting ready to open and advertising brick oven pizza. Mr. Cohen inquired about fire code regulations. Mr. Havir will contact the Fire Marshall regarding this location.  
  
Mr. Pransky stated that the Co-op is moving forward with the beer/deli license and that the Co-op will no longer operate the Farmers' Market at High School Park. Mr. Cohen noted that the Friends of High School Park will be planning more activities at the park such as movie nights, etc., this summer.
- District Liaison for Glenside -- Ms. Haff reported that a Downtown Glenside Business District Meeting will be held on Wednesday, May 8, 2013 with Arcadia and local businesses. Discussion ensued regarding holiday decorations. Ms. Haff visited Doylestown Borough to discuss their seasonal decorations and illuminated snowflakes and then met with a representative from Rileighs Outdoor Décor, Bethlehem, Pennsylvania along with Colleen Coll from the Glenside Pub. They discussed 5'high snowflake decorations for Easton Road and 3'high for Glenside Avenue. Discussion continued about height, mounting, brackets and electric outlet boxes. Mr. Havir encouraged Ms. Haff to have Rileigh's draw up specifications. Ms. Haff approximated the cost to be \$9,000. One business owner has agreed to donate \$1,000 and Ms. Haff was optimistic about fundraising. Ms. Haff noted that Gina Burke from Trevi and she met with Architect Peter Philip of Ambler Main Street to discuss ideas moving forward after efforts to form a Business Improvement District had failed. She said Ambler Main Street is now all about special events. Ms. Perkins announced an Arcadia event to showcase the Business Course students' Collegetown Project which developed on the heels of the Delta Development

Marketing Study and Business Recruitment/Retention Plan. Ms. Perkins will send out excerpts.

- 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 – No report
- **Cheltenham Charm** – Mr. Essoka reported that he had reached out to Mr. Lempert of the Old York Road Community Group of Synagogues regarding some of the recommendations from the 2011 America In Bloom (AIB) program to pick out 1-2 projects for either the EAC or EDTF to work with them. He has not heard back from him. Mr. Cohen agreed to reach out to Mr. Lempert as well.

**4. Chairman's Report** – Mr. Cohen stated that there were 17 responses to the draft Act 537 Plan. He included in his comments statements about EDU's not vanishing and EDU's being transferred within a jurisdiction. The draft Act 537 Plan will be discussed at the Public Works Committee meeting on May 8, 2013.

**5. Old Business** – Chairman Cohen reported on the following:

A. Continued Discussion on Business Recruitment/Business Retention Plan Priorities in each District. Mr. Cohen asked the liaisons to pick out one priority in their district listed in the recommendations from the Delta Development study. It could be one key property or one key use. Mr. Essoka would like to see change in strategy and pick one district as a pilot. Discussion continued about Glenside and Elkins Park districts and there was some general agreement about this approach.

**6. Staff Report** – Mr. Havir announced the Ad Hoc Zoning Committee will meet on May 2, 2013 at Carriage House from 6:00–9:00 p.m. Mr. Havir noted that there was vandalism to the

gateway signage near Arcadia University. Mr. Havar will work with Eastern Sign Tech to have the sign repaired, as he works with them to complete outstanding wayfinding issues to close out their contract. Eastern Sign Tech has also been asked to provide a quotation to manufacture and install a gateway sign at the SEPTA Train Overpass between Mt. Carmel and Glenside Avenue on Easton Road.

**7. Other Business:** Mr. Havar stated that the Board of Commissioners had some questions about the Classic Towns program and the financial commitment required over a two-year period. Mr. Havar noted that the Delaware Valley Regional Planning Commission (DVRPC) administers the program and the program administrator agreed to attend the May Public Affairs Meeting to explain the marketing aspect of the program. Mr. Havar reviewed the criteria for eligibility in the program such as the community having a transit center; a residential component around a community base; a main street-type setting; diverse housing stock and density. He noted Glenside was nominated by Montgomery County Planning Commission (MCPC). According to the Classic Towns website, Elkins Park is also eligible also and he asked the DVRPC staff if the \$5,000 financial commitment for two years could cover both communities. This would include the website, technical assistance from DVRPC, banners, design and use of the Classic Towns logo. Mr. Rosenberg felt that the cost averages to \$200.00 per month and that was a good investment for advertising and website marketing. Mr. Rosenberg asked if they have any anecdotal evidence of economic gain such as the number of hits on the website. Mr. Havar stated that DVRPC and the website company was in the process of starting to collect that data. Mr. Havar suggested that if the Township were to pursue an application, a committee be formed to help the Township Administration answer the questionnaire. The DVRPC asked for a verbal commitment on April 5, 2013 and would like a full commitment by May 15, 2013. The EDTF Committee would need to complete the questionnaire and the Township would need to adopt a

resolution agreeing to the program's financial commitment and participate in launching the program in June with the media. Mr. Cohen made a motion that the EDTF; seconded by Mr. Rosenberg support the Classic Towns Program and Cheltenham's application for the program for The Glenside and Elkins Park Communities to be listed under one application. He suggested it would be a good investment for the Township's internal and external marketing purposes as well as civic pride in promoting the Township program and economic development. Mr. Rosenberg volunteered to be the contact person. In addition, Ms. Perkins and Mr. Lewis agreed to work on the committee. Mr. Havir will e-mail the questionnaire to the committee members. Additionally, the committee will need to develop a budget for fundraising. Mr. Lewis made a motion to commit to raising one half of the necessary funds up to \$2,500; seconded by Mr. Harmar and unanimously accepted. Mr. Cohen would encourage EDTF members to attend the May Public Affairs Meeting at 7:45 p.m. at Curtis Hall to support the program through public comment.

**8. New Business:** Mr. Pransky announced that he was preparing a tax structure concept to encourage business development which he wanted to present to the Board of Commissioners in the future. Mr. Cohen and Mr. Pransky will investigate other models.

**9. Adjournment:** Before adjourning Mr. Cohen welcomed a guest, Ann Rappoport running for Township Commissioner for Ward 4. Mr. Cohen made a motion to adjourn the meeting at 8:50 P.M.; seconded by Mr. Pransky and unanimously approved.



Bryan T. Havir  
Township Manager

Submitted by:  
Kathryn McDevitt



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, April 16, 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	Shirley PERKINS	Seabring2000@yahoo	Y
2	Dwight Pedro Lewis		Y
3	Jonathan Esoka	jessoka@7@gmail.com	Y
4	Kenneth Mursh		Y
5	David Rosenberg		Y
6	Maulen Huff	SweetMaggleschi@gmail.com	
7	Charley Harmar	CHARMAR@USREALTYCAPITAL.COM	Y
8	DAVID L. COHEN	dlcohen1@ix.netcom.com	Y
9	DAVID KRATZ	-	Y
10	Ann Rappoport	annrappoport@comcast.net	N
11	BRAD FRANSKY		
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