

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

Members present were: David Cohen, Jonathan Essoka, Charles Harmar, Dwight Pedro Lewis, Sheila Perkins, David Rosenberg and Steve Vahey. Staff present was: Bryan T. Havir, Township Manager. Guests present: Ann Rappoport and Kimberly Mehler. (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 April 16, 2013 meeting minutes. Mr. Harmar asked for a correction under Marketing and Promotions Committee/District Liaison for Glenside on page 3. Mr. Harmar not Ms. Haff made the statement that Ambler Main Street is all about special events. The meeting minutes were approved as amended by acclamation.

3. **Presentation.** Ms. Mehler, muralist for the Glenside Train Station Mural Project on Easton Road, presented various design concepts for the mural arts project. The concepts included: 1) Glenside Train Station (historic train station image c.1870); 2) Celebrate Historic Glenside; 3) Glenside Pride and 4) Show Pride in Glenside. The EDTF members selected an image with the tag line “Glenside Pride” for the project. Mr. Havir noted the Ward Commissioner will also be given an opportunity to review the designs.

4. **Committee Reports by Chairpersons:**

A. **Design** – Mr. Havir noted there was one signage application for review.

- **Charlie Kim Financial, Inc., 8029 Old York Road, Elkins Park** – installing new signboards within the existing metal sign cabinets. The EDTF recommended that a COA should be approved subject to the following conditions: 1) the solid security grates (doors) on the building be removed because they are inappropriate for an office use building on Old York Road. They were previously installed to provide security for the former Pharmacy use which is no longer there and are no longer needed; and 2) the entire building facade be painted or cleaned. The motion was unanimously accepted by the EDTF.

B. Organization & Development – Mr. Essoka reported twenty-one (21) fundraising letters were mailed to area banking institutions on May 2, 2013. No responses have been received as of May 14, 2013. It was recommended that a follow-up be made by phone calls to the area banks by the committee. Mr. Havir asked that the fundraising efforts be focused on the Fishing Derby as a priority since the Township is still looking for a sponsor. The mailing package and spreadsheet will be e-mailed to the committee members.

C. Economic Restructuring: Recruitment/Retention – Mr. Cohen inquired about a vacant property list. Mr. Lewis reported that he will take a photo of the property located between Block Distributors and the Cheltenham Mall near Bethel Deliverance which has a sale sign for two acres on the property.

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

- District Liaison for Elkins Park East – Chairman Cohen reported that the CreekSide Co-op held its semi-annual meeting last evening. Projections indicate profitability in 12 to 16 months. They have a new General Manager within the past two weeks. The Co-Op continues to review and change the product mix. They will continue to pursue craft beer license. The opening of a new restaurant, Trattoria, is anticipated and the licensing agreement with SEPTA has been executed to renovate the historic Train Station. The fundraising campaign for the renovation of the station continues.
- District Liaison for Glenside – Ms. Perkins reported that a Downtown Glenside Business District Meeting was held on May 8, 2013 with Arcadia and local businesses. Mr. Harmar arranged for a presentation by Ambler Main Street members, Mr. Peter Phillips, AIA and Mr. Steven Ware, AICP, P.P. to discuss their activities and the

benefits of their 501c3 status. They discussed the top challenges they face such as parking, merchant participation, and funding. Their fundraising efforts are event specific. They emphasized the more restaurants you have the better it is for Main Street. They have a good structure for volunteer participation and their focus is on special events. Ambler's big event is an Arts & Music Festival to be held on June 14-15, 2013. Ms. Perkins will forward the event flyer and encouraged the EDTF members to attend the event for ideas. It was noted that Ambler is ahead of Cheltenham in terms of sponsoring special events in the commercial districts. Ms. Perkins noted that Ambler Main Street is 501c3. Discussion continued regarding the process of obtaining a 501c3 tax-exempt status which is somewhat complicated and can take a number of years. The EDTF discussed the benefits. Mr. Cohen mentioned that perhaps the Cheltenham Township Community Development Corporation (CTCDC) could be of assistance in either acting as a conduit, or as a partner as the process proceeds or assisting with the 501c3 application.

- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – Mr. Rosenberg reported that Charlie Kim Financial, Inc. will occupy the former Sousan Pharmacy space at 8029 Old York Road.
- District Liaison for W. Cheltenham Avenue – Mr. Cohen noted that he was pleased with the appearance of the new Davita Dialysis Center located near Second Street and Oak Lane.

E. Cheltenham Charm – Mr. Essoka reported that he had reached out to Mr. Lempert of the

Old York Road Community Group of Synagogues regarding the written evaluation from the 2011 America In Bloom (AIB) program and they have agreed to work with the EDTF and the Township to implement some of the recommendations. They would like to convene a gardening summit of Township gardening groups and develop a plan at a meeting on June 3, 2013. Mr. Essoka asked for some assistance with identifying some gardening groups within the Township. Mr. Havir agreed to furnish contact information.

5. *Chairman's Report* – Mr. Cohen noted that the resolution for the Delaware Valley Regional Planning Commission (DVRPC) Classic Towns Program application will be scheduled for adoption on May 15 by the Board of Commissioners for Township-wide participation. Ms. Perkins noted that the Ambler Main Street spoke highly of the program. Mr. Havir stated that a meeting will be held on May 23, 2013 at the Township Administration Building at 6:00 p.m. to complete the program questionnaire and application which is due June 1, 2013.

Additionally, the Board of Commissioners will consider approval of the Act 537 Sewage Facilities Plan at the Board of Commissioner's meeting on May 15, 2013. The EDTF recommended the Township not wait but to move forward in adopting the Act 537 Plan. Mr. Havir stated that design and engineering plans were already in process for Phases 2A, 2B and 3. Relining work on Phase 1A and 1B was underway between Rices Mill Road and Old York Road.

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

A. *Continued Discussion on Business Recruitment/Business Retention Plan Priorities in Glenside and Elkins Park Districts.* – Mr. Cohen commented briefly on one commercial property in Elkins Park East that needs improvements, but noted that the addition of two new restaurants and renovations to the Elkins Park Train Station should prove beneficial to the community. He also stated there are two properties in Elkins Park West that are vacant – the former Rosenbluth Travel

building and the former Getty Gas Station property on Stahr and Old York Road. Mr. Cohen reported that Pep Boys is looking to lease the former Blockbuster Building on Easton Road in Glenside. Another attractive building property in Glenside is the current Humphrey's Exterminator Services but it is not available as the current owner intends to remain in the building.

B. Discussion on Vacant Building Inventory – Mr. Havir provided copies of the list of vacant building inventory prepared by Staff and the EDTF members. Mr. Cohen will map addresses utilizing Google Maps. Ms. Perkins stated that she has reached out to a restaurateur regarding establishing a new restaurant at a potential location in Glenside. Mr. Harmar asked what do we do about the vacant properties and do we contact Real Estate Brokers. It was generally agreed that reaching out to your own business contacts about business recruitment works best. This vacant property list has been shared with the Department of Environmental Protection. Mr. Havir noted that the DEP Norristown office seems more receptive to review waiver requests for EDU's to vacant properties. Mr. Havir noted that waiver requests have been prepared for two properties in Glenside

C. Review of Business Checklist – Chairman Cohen asked to table this discussion to the next meeting.

7. New Business: Mr. Cohen noted that Arcadia students presented their market research and needs assessment study at the University on April 23, 2013. Five developers were present as well as several EDTF members. The final version of the Arcadia-Glenside College Town Project is due out next month. The EDTF will review the study for strategic planning. Their study initially indicated that Cheltenham was the heart of Glenside. It needed more restaurants, restaurant/bar and shuttle bus. Mr. Havir stated that the Township authorized a Glenside Trolley/Shuttle Feasibility Study which was undertaken in 2007-2009. Participants from the community: Arcadia University, SEPTA, Lynnewood Gardens, area malls, Glenside Chamber and local merchants, EDTF and Commissioners served on the steering

committee. The route, schedule, bus size and funding were proposed. While grant funding was available for the first three years of operation as a pilot project, there was no commitment from the stakeholders at that time to commit a small amount of matching funds or to continue funding the operation of the shuttle beyond the grant period. Therefore, the funding was never pursued. The implementation of the study was tabled but is still relevant today. Discussion regarding real estate taxes and non-profits ensued.

Mr. Cohen also noted that Arcadia University is engaged in a strategic planning and visioning process for the entire University. Arcadia University representatives mentioned how they would like to have more residents participate in on-campus special events. Discussion included how to be more engaged with the community. As part of the discussion, a Starbucks and/or a Book Store on campus was mentioned. The final plan should be completed this fall.

8. Staff Report – Mr. Havir noted that the Montgomery County Planning Commission is requesting nominations for their Montgomery Awards Program which are due by May 17, 2013. The EDTF members suggested Creekside Co-op for their community revitalization effort. The award will be presented at their October Conference. Mr. Havir discussed the snowflake Holiday lights to be anchored on the roadway lights along Easton Road as seasonal decorations for Glenside Commercial District. The snowflakes can be placed on the roadway lights with a custom made bracket. The Downtown Community Partnership is discussing fundraising efforts to purchase the decorations. The Township is considering a partnership with Arcadia University for the installation. Mr. Havir noted perhaps the Township could provide use of its bucket truck and a driver with Arcadia lending some manpower from its facilities maintenance staff as well for installation and removal of decorations. Mr. Cohen made a motion to approve the snowflake design with conditions; seconded by Mr. Harmar and

unanimously accepted.

9. *Adjournment:* Mr. Cohen made a motion to adjourn the meeting at 8:50 p.m.



Bryan T. Havir
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, May 14, 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	David L. Corbin		Y
2	Sheila Perkins		Y
3	Dwight Pedro Lewis		Y
4	Jonathan Essoka		
5	Steve Vukobratovic		
6	David Rosenberg		Y
7	Charley Harmar	CHARMAR@USREALTYCAPITAL.COM	Y
8	Ann Rappoport	ann.rappoport@comcast.net	N
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			