

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, Brad Pransky, David Rosenberg and Steve Vahey. Staff present was: Bruce Rangnow, Acting Director of Fiscal Affairs. (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 May 14, 2013 meeting minutes.

The meeting minutes were approved as amended by acclamation.

3. **Committee Reports by Chairpersons:**

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

- **Pep Boys, 245 Easton Road, Glenside** – facade signage. The EDTF had no objection to: 1) the “Pep Boys” signage and 2) the “service” signage above the bays. However, the EDTF recommended that the numbers printed on the bays in the rendering be significantly reduced in size or removed all together. They are out of place in terms of scale and magnitude. The motion was unanimously accepted by the EDTF.

Following a lengthy discussion concerning the traffic patterns on the site, the EDTF made a motion to recommend that for public safety: 1) there be no left turns on Easton Road; 2) placement of appropriate property signage indicating “No Left Turns,” and making Easton Road ingress only and egress on Toxony Avenue. The motion was approved by acclamation.

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 to date. The committee members had discussed next steps. It was agreed that each committee member would make follow up phone calls to assigned area banks and businesses. Mr. Vahey reported that he did reach out and was hopeful for a positive response. Mr. Essoka will reach out to the other committee members regarding results of their outreach.

C. Economic Restructuring: Recruitment/Retention – Mr. Cohen noted he would like to follow up with Mr. Pransky on the commercial and business tax structure concept proposal before next meeting.

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

- District Liaison for Elkins Park East – Chairman Cohen reported that two new restaurants, Trattoria, and Alexander’s Café have opened. The fundraising campaign for the renovation of the historic Elkins Park Train Station continues. Discussions on the use of the space across from the CreekSide Co-op continue with options for a frozen yogurt business or possibly a State Store in the future. Additionally, a new restaurant in the former Yo Dogs! space is being considered.
- District Liaison for Glenside – Ms. Haff reported that Mr. Harmar, Ms. Perkins and she continue to hold Downtown Glenside Business District Meetings with Commissioner Sharkey. The holiday decoration committee has proceeded with ordering snowflake decorations for Easton Road and Glenside Avenue. Fundraising will be directed to Glenside merchants and patrons. A flyer will be created regarding Christmas in July theme for July first Friday. Community service youth will distribute flyers to the neighborhood. Mr. Cohen requested that flyers be e-mailed to EDTF Committee members. Ms. Haff reported that an Arcadia student has volunteered to work during the summer with Eileen Hillman to get information out to students about Glenside merchants regarding the Arcadia Knight Card discounts. Glenside Day will be celebrated on April 26, 2014. Ms. Gina Burke of Trevi will be coordinating the event. Ms. Haff is hoping to tie the event in with other Township events such as Earth Day, Sustainable Cheltenham and Jazz Festival, etc. Mr. Essoka noted that the EAC will reach out to representatives of

High School Park to discuss Sustainable Cheltenham partnering with Arts in the Park.

Mr. Harmar reported that in an effort to introduce freshman to downtown Glenside, on August 29, 2013 Glenside Downtown Community will be hosting a Welcome Back to School Night for Arcadia University students. Location has not been determined yet, however under consideration is Elcy's Café and/or Wesley Plaza. Dessert will be served. The committee will need to solicit vendors for the event and secure funding.

Decorations for the event were discussed such as a banner and/or balloons in Arcadia's colors.

- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – Mr. Mirsky reported that Charlie Kim Financial, Inc. will occupy the former Sousesan Pharmacy space at 8029 Old York Road. Mr. Cohen noted that the Board of Commissioners agreed with consensus that solid grates should be removed and building cleaned for aesthetic value. Rita's Ice is now open in the Yorktown Plaza; and a new nail salon has opened.
- District Liaison for W. Cheltenham Avenue – No report.

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. Mr. Cohen will e-mail the new manager's contact information at High School Park to Mr. Essoka. A gardening summit of Township gardening groups has been scheduled for July 2, 2013 at 6:30 p.m. at Keneseth Israel Reform Congregation.

4. Chairman's Report – Mr. Cohen noted several EDTF members attended a meeting on May 23, 2013 to assist with completing the portion of the Classic Towns Program questionnaire and application regarding, "What Does Cheltenham Township Have." The application was due June 1, 2013. Mr. Cohen noted that this information should be updated on a regular basis. Mr. Havir filed the application with Delaware Valley Regional Planning Commission.

At this point in the meeting Mr. Pransky arrived and a brief discussion of the commercial and business tax structure concept to attract new business to the Township ensued. Several scenarios were discussed.

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

A. Continued Discussion on Business Recruitment/Business Retention Plan Priorities – Mr. Cohen will touch base with Mr. Havir regarding the status of the information on the website.

B. Discussion on Vacant Building Inventory – Mr. Cohen will map addresses utilizing Google Maps and present at the next meeting.

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

D. Glenside Mural Art Project – Mr. Cohen noted that the mural art selection was presented to the Board of Commissioners for their review and a modified version of the design was endorsed using the theme "Glenside Pride."

6. New Business: Mr. Essoka shared with the EDTF that the EAC will be presenting a sustainability award to a commercial business in December and would like to have assistance with nominations for the commercial award from a member of the EDTF. He also announced that the Sustainable Cheltenham website is currently being developed by the EAC and will be available for business to advertise in the very near future.

Ms. Haff received an e-mail regarding the Curtis Arboretum Conservation & Landscape Management Plan Citizen Survey. Mr. Cohen explained that a consultant has been hired by the

Township for creating a Master Plan for Curtis Arboretum. The Survey must be downloaded to fill out and returned to Township Manager's Office. Discussion ensued about rental of Curtis Hall and the benefits of developing a different price structure for off season rentals. The Survey can be found on the Township website: <http://cheltenham.municipalcms.com/docview.aspx?docid=12371>

7. *Adjournment:* Mr. Cohen made a motion to adjourn the meeting at 8:10 p.m.



Bryan T. Havir
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, June 18, 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)
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2	Charley Harmar	CHARMAR@USREALTYCAPITAL.COM	Y
3	DAVID L. COHEN	dcohen1@ix.netcom.com	Y
4	Kenneth Mirsky		Y
5	Steve VAITH		
6	Jonathan Esedka	jesecka27@gmail.com	Y
7	MAURICE J. HART	smc@mag5.com	Y
8	BRAD KRANSKY		Y
9	DAVID KRAZER	DKRAZER@BAUARCHITECTURE.COM	
10	BRUCE RANGNOW		N
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