

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, David Kratzer, Kenneth Mirsky, Sheila Perkins, Brad Pransky, David Rosenberg and Steve Vahey. 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 June 18, 2013 meeting minutes.

The meeting minutes were approved as amended by acclamation.

3. **Committee Reports by Chairpersons:**

A. **Design** – Mr. Havir noted there was one clarification on the signage application reviewed last month for:

- **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.

Mr. Havir reported to the EDTF recommendation that the numbers printed on the bay doors in the rendering be significantly reduced in size or removed all together, Pep Boys representatives did agree to remove the numbers on the bay doors altogether. They also agreed to develop a landscape plan and submit for review at the Planning and Shade Tree Commission. A Waiver for Land Development request will be submitted by the end of July for the August plan review cycle.

Mr. Havir noted that regarding traffic patterns at the location, the Board of Commissioners did not support the internal no left turn traffic restrictions recommended by the EDTF.

B. **Organization & Development** – Mr. Cohen asked the committee members if there had been any responses to the fundraising letters mailed on May 2, 2013. No responses were received. The committee members had discussed next steps. It was agreed that Mr. Essoka would

coordinate a conference call with the committee members. Mr. Essoka expressed his opinion that the committee should now push for the next fiscal year (2014) in September. Mr. Havir agreed that now is the best time to solicit the banking institutions for the year 2014. Discussion ensued regarding contacts for area banks such as Sovereign and TD Banks.

C. Economic Restructuring: Recruitment/Retention – Mr. Cohen noted that Mr. Pransky would like to meet with members on August 1, 2013 to discuss the commercial and business tax structure concept proposal. Mr. Pransky will forward an e-mail announcement with the location and time.

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

- District Liaison for Elkins Park East – Chairman Cohen reported that there has been some interest expressed for development regarding the Stephano Mansion owned by Federation Housing located at 509 Ashbourne Road.

The fundraising campaign for the renovation of the historic Elkins Park Train Station, also referred to as Train Central, continues with a fundraiser event scheduled for Friday, August 2, 2013 at the Train Station. Cost of admission is \$15.00.
- District Liaison for Glenside – Ms. Perkins reported on behalf of Ms. Haff that the holiday decoration committee of the Downtown Glenside Community Partnership has proceeded with ordering snowflake decorations for Glenside Avenue. Fundraising will be directed to Glenside merchants and patrons. Ms. Haff has prepared a flyer and donation boxes are located at various businesses on Glenside Avenue. Ms. Perkins reported both she and Mr. Harmar are working on an event to introduce Arcadia freshman and existing students to downtown Glenside on August 29, 2013. The

Glenside Downtown Community Partnership will be hosting the Welcome Back to School Night for Arcadia University students. The location has not been determined yet; however, under consideration is Elcy's Café, Wesley Plaza or Arcadia University. Dessert will be served and an Arcadia University Band will perform. Mr. Harmar stated that they are still exploring ways to entice the students to visit the Glenside Avenue businesses. A scavenger hunt and merchant discounts are being considered. The committee will need to solicit vendors for the event and secure funding. Discussion continued about other area events in Ambler Borough and City of Bethlehem used to recruit business.

- 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 work is being done at the former Getty Station at Stahr and Old York Roads intersection.
- District Liaison for W. Cheltenham Avenue – No report.

4. Chairman's Report – Mr. Cohen brought up the current zoning relief application for a super Wawa to be located at the former site of a proposed hotel site owned by Matrix located at Limekiln and Ogontz Avenues situated across from the Dunkin Donuts. The raised site is approximately 3.65 acres and zoned C-1. The owner is Goodman Enterprises. Mr. Havir stated that the Commissioners' Building and Zoning Committee voted at their meeting no action with conditions: Conditions discussed at the EDTF meeting were: widening of Limekiln Pike; coordinating pedestrian crossing at Limekiln Pike and Ogontz Avenue, including proper signal pedestrian crossing markings and pedestrian signals; providing pedestrian access onto the site with sidewalks; additional landscape buffering on the retaining wall which backs up to townhouses and

discussion to deed restrict the adjacent 3.85 parcel acres on Club House Drive for Open Space for the benefit of the homeowners association. Mr. Havir also noted that there was also a condition to impose no deliveries between 10 PM and 6 AM. Mr. Essoka inquired about the Township's Sustainability Plan and Mr. Havir indicated that the developer was provided a copy of the Township Sustainability Plan. Mr. Cohen asked the EDTF for comments on their position. Following discussion, Mr. Cohen asked for a motion to adopt the following position statement that The EDTF supports this project and the associated Zoning and Land Development process. As part of the process it is our expectation that the developer and the Township will address concerns of the community including: traffic, scale of the project, noise, lighting, signage, pollution, pedestrian safety and crime. Mr. Mirsky made a motion to adopt the position statement; seconded by Mr. Lewis and unanimously accepted.

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

A. Review of Business Checklist – Mr. Cohen will touch base with Mr. Havir regarding the status of the information.

B. Classic Towns Program – Mr. Havir stated that the website is completed and that DVRPC requested the EDTF's input on the draft website before making it "live". The link was e-mailed to members on July 12, 2013. Positive comments were provided.

C. Old York Road Community Organization Gardening Summit – Mr. Essoka reported that twelve interested parties attended the recent meeting on July 2, 2013 from 6:30 to 8:00 p.m. to discuss the beautification of the Route 611 corridor by implementing the recommendations of the America In Bloom evaluation as a goal of the Cheltenham Township EDTF and EAC committee

The goal is to revitalize the Route 611 corridor. Conversation will continue at a follow-up meeting on August 7, 2013.

6. *New Business:*

A. Mr. Cohen announced that the Cheltenham School District has a new Superintendent, Dr. Natalie Thomas and the School District will be hosting a Lemonade Event on July 23rd from 6:30 to 8:00 P.M. at the School District Administration Building to meet the new Superintendent.

B. Mr. Pransky announced that the Cheltenham Township Community Development Corporation will be co-sponsoring a Shredding Event on Sunday, August 25, 2013 from 1 to 5 PM at Cheltenham High School with Representative McCarter and Senator Washington. Representative McCarter's office will be sending out postcards about the event.

C. Mr. Havir announced that the Eastern Montgomery County Chamber of Commerce (EMCCC) will be hosting a Business Expo on Thursday, October 24, 2013 from 4 to 7 at Salus University. Mr. Havir asked the EDTF if they were interested attending and staffing a booth. The cost is \$213.00. The EDTF agreed by acclamation to support the event.

D. Mr. Havir stated that Commissioner Sharkey and he met with Mr. Green, owner of Primex Gardening Center would like to expand their business in Glenside along Glenside Avenue.

E. Mr. Havir reported that the Township received a letter on June 27, 2013 from the Department of Environmental Protection indicating the Township received a credit of 100 EDU's.

F. Mr. Havir also noted that as part of the Act 537 Plan, the City of Philadelphia is requiring a new agreement with Cheltenham to increase cubic feet per second (CFS) from 18 to 29 for future flows.

Inter-municipal agreements with Abington, Jenkintown and Springfield are still being negotiated.

7. Adjournment: Mr. Cohen made a motion to adjourn the meeting at 8:25 p.m.



Bryan T. Havir
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, July 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	DAVID L. COVER	dcover1@ix.netcom.com	Y
2	Sheila Perkins		Y
3	Douglas Perkins		Y
4	Dave Pomy		Y
5	Kenneth Mirsky		Y
6	CHARLEY HARMAR	CHARMAR@USREALTYCAPITAL.COM	Y
7	Jonathan Essoka	jessoka27@gmail.com	Y
8	Steve Valley		Y
9	DAVID KRATZER		Y
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11	BRAD PRANSKY		
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