

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Maureen Haff, David Kratzer, Dwight Pedro Lewis, Kenneth Mirsky, Sheila Perkins, Brad Pransky and Steve Vahey. Staff present was: Bryan T. Havir, Township Manager. Guest: Ann Rappoport. (Attendance Sheet Attached.)

1. **Call to Order.** Mr. Cohen called the meeting to order at 7:00 p.m.

2. **Approval of Minutes.** Mr. Cohen had one change to the September 17, 2013 meeting minutes under Item 6, New Business. Mr. Cohen stated that he would be able to attend the EMCCC Business Expo. Mr. Cohen asked for approval of the September meeting minutes as corrected. The meeting minutes were approved as amended by acclamation.

3. **Committee Reports by Chairpersons:**

A. **Design** – Mr. Kratzer reported that no new commercial signage applications were received.

B. **Organization & Development** – Mr. Cohen noted that Mr. Essoka would not be attending the meeting. Mr. Cohen will follow up on the fundraising campaign.

C. **Economic Restructuring: Recruitment/Retention** – Mr. Cohen said he met with Mr. Malinowski from the Cheltenham School District to discuss the concept of setting up a new municipal authority to transfer capital assets to the new authority. The intent would be to set up a committee including non profits to discuss the various issues and practicalities early next year. The benefits would be to spread the cost sharing of the School District's debt payment which is approximately 9% of the School District's budget amongst non-profit entities (which are currently tax exempt under the present structure). Discussion ensued regarding the reason why you would have to create a new authority and the types of institutions that would be involved and various legalities.

Mr. Cohen tabled the discussion on the conceptual changes to Business and Commercial Tax Structure in the Township until next month.

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

- District Liaison for Elkins Park East – Mr. Cohen reported that he attended the opening of the new restaurant, Park Plates, serving Mediterranean and Middle Eastern fusion cuisine and noted the food offerings were impressive. He also stated that he would encourage the restaurant to consider additional signage on both sides of their building. Creekside Co-Op continues efforts to increase revenue and restructure debt, drive down credit fees and establish lines of credit. Federation Housing will hold a board meeting on October 29, 2013 to discuss among other items a proposal for a 30-room hotel option for the adaptive reuse of the former Stephano Mansion on Ashbourne Road. It is expected the discussion will be continued.
- District Liaison for Glenside – Ms. Haff reported a meeting will be held on Thursday, October 17, 2013 to recap the Welcome Back to School Night event for Arcadia University students held on August 29, 2013; discuss plans for Winterfest; fundraising for the Holiday snowflake decorations and planning for the annual Glenside Street Fair (Art Festival) to be held on April 26, 2013 along Easton Road. The Downtown Glenside Community Group has hired someone to attract vendors for the event. Ms. Haff noted that the Roberts Block Building is being renovated and the new owners are advertising for tenants. It was noted that the developers of Roberts Block is also working on bringing a Brew Pub to Jenkintown next to the Highway Theater. Also, Wesley Pharmacy has installed its new storefront facade signage. Ms. Haff asked Mr. Havir about the property

- being cleared next to Michael's Restaurant across from Arcadia University on Easton Road. Mr. Havir noted that the owner is trying to sell the lot. The Township issued a stop work order to prevent further loss of trees on the property. Mr. Cohen stated that he will be attending the Zoning Hearing Board regarding the Sunoco signage on Easton Road. Mr. Havir asked Ms. Haff for an invoice for the Welcome Back Arcadia University students' banner.
- 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.

Mr. Havir shared with the EDTF members the request of the Public Affairs Committee to see a report from each of the district liaisons for the respective commercial districts. Mr. Cohen stated that this matter will be revisited at the next meeting.

**4. Chairman's Report** – Mr. Cohen stated that he understood that the property formerly owned by West Oak Lane Church of God on Ashbourne Road was sold. He asked Mr. Havir what was proposed for the site and Mr. Havir responded that he understood that a developer was in the process of preparing plans for a proposed development for approximately 145 apartment units in several four-story buildings but nothing formal was submitted to date. The developer's consultant was going to submit for a zoning interpretation under the Preservation Overlay District Ordinance. Mr. Cohen noted that discussion continues on Temple Tyler and the Elkins Estate. Mr. Cohen also noted that the U. S. Supreme Court refused to hear Dr. Yoon's petition on the former Widener Estate.

Mr. Cohen updated the EDTF on the issues at Cedarbrook Middle School (CMS) and the options being considered by the School District. Public hearings are being held to discuss the options: demolition, renovation while open, modular units, renting space outside the Township and split schedule at Cheltenham High School. The next meeting is scheduled for October 22, 2013 at the Administration Building at 6:00 p.m. The School District would like to set up a committee to decide what to do with facilities which include CMS, Elkins Park Elementary School and the School District Administration Building. Mr. Cohen suggested that the School District should be part of the Cheltenham Township Comprehensive Plan Update Committee.

Mr. Cohen noted that he received an e-mail from a Donna Powell, a resident of Wyngate regarding the proposed super Wawa at Limekiln Pike and Ogontz Avenue and its 16 gasoline pumps, 24 hour service, traffic concerns and development proximity to Rock Creek. The writer asked if the EDTF could identify and work with the Wyngate residents to find another business for the site, and develop alternative language for the Zoning Hearing Board to oppose the Wawa. Mr. Cohen would like to reply to the e-mail stating that the EDTF already made its recommendations to the Zoning Hearing Board and attach those recommendations from the July 16, 2013 EDTF meeting. Mr. Cohen would copy the Township and the EDTF members on the e-mail.

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

**A. Classic Towns Program** – Mr. Havar noted that the Township received the Classic Towns banner along with a plaque. Mr. Havar suggested that the EDTF members display the banner at the EMCCC Business Expo later this month and if anyone has a laptop computer, they could bring up the Classic Towns website for viewing. Additionally, Mr. Havar suggested that information regarding First Fridays in Glenside and Winterfest, as well as the Welcome Back to Arcadia event should be shared with the Township's Public Information Officer for posting on the Classic Towns website.

**B. Old York Road Community Organization** – Mr. Essoka was not present to make his report. However, Mr. Havir noted that the next meeting is scheduled for October 23, 2013 at 7:00 p.m. at Keneseth Israel. Mr. Havir plans to attend.

**6. New Business:**

**A. Eastern Montgomery County Chamber of Commerce (EMCCC) Business Expo** – Ms. Perkins and Mr. Harmar volunteered to staff the booth at this event on Thursday, October 24, 2013 from 4 to 7 at Salus University. Handout Materials and decorations were discussed.

**B. Montgomery County 2040 Comprehensive Plan** – The County is forming a Citizen Advisory Committee for the 2040 Vision Plan. The community at large may offer input by completing out an on-line survey which takes about ten minutes. Mr. Havir noted that Board President Commissioner Haywood was asked to serve on the County’s Steering Committee on behalf of the Township.

**7. Staff Report:**

**A. Ad Hoc Zoning Ordinance Revision Committee Meeting Announcement** – Mr. Havir noted that a meeting will be held on October 30, 2013 at 6:30 p.m. to go through the Ordinance one more time and report back to the Building and Zoning Committee at its November meeting.

**B. Greater Glenside Chamber of Commerce** – Mr. Havir asked for approval of 2014 membership dues in the amount of \$70.00. Mr. Pransky made a motion to approve membership dues; seconded by Mr. Lewis and approved with one abstention.

**C. Announcements** - Mr. Havir noted that as an outgrowth of the recent Budget Workshop, the Township Administration will reach out to several large township institutions such as Arcadia University, Salus University and Einstein Hospital to get more formal agreements for its Municipal Services Voluntary Contribution Program. Mr. Havir invited EDTF members to attend the EMCCC

Managers' Breakfast on Thursday, December 12, 2013 at 8:00 a.m. at Arcadia University's Student Center. Township Managers from the Montgomery County area will address the economic outlook for the Townships in the upcoming year. Mr. Havir also noted that the Cheltenham School District and Cheltenham Township were working together to coordinate a Commercial Realtor's Breakfast meeting to address working with realtors to promote Main Street businesses in the Township's commercial district downtowns. The breakfast meeting is scheduled for October 24, 2013 from 9-10:30AM at Glenside Elementary School.

8. **Adjournment:** Mr. Cohen made a motion to adjourn the meeting at 8:00 p.m.



Bryan T. Havir  
Township Manager

Submitted by:  
Kathryn McDevitt



# Meeting Attendance Sheet

## Economic Development Task Force



Tuesday, October 15, 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	Sheela PERKINS	_____	Y
2	David G. Coyle		Y
3	Dwight Peter Lewis		Y
4	DAVID KRATZER		Y
5	Ken Minsky		Y
6	Maureen Hoff		Y
7	Steve Vahey		Y
8	BRAD PRANSKY		Y
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