

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, Fred Milbert, Kenneth Mirsky, Dwight Pedro Lewis, Sheila Perkins, Brad Pransky, David Rosenberg. Staff present was: Bryan T. Havir, Township Manager.

1. *Call to Order.* Mr. Havir called the meeting to order at 7:05 p.m.

2. *Annual Reorganization of Officers* – Mr. Havir opened the floor for nominations for Chairman.

Mr. Milbert made a motion to nominate David Cohen, as Chairman; seconded by Mr. Rosenberg.

Having no other nominations, Mr. Havir made a motion to close nominations for Chairman, which was seconded by Mr. Rosenberg. The members voted unanimously for Mr. David Cohen as

Chairman. Mr. David Cohen opened the floor for nominations for Vice Chairman. Mr. Rosenberg

nominated Mr. Dwight Pedro Lewis for Vice-Chairman, seconded by Ms. Perkins. Having no other nominations, Mr. David Cohen made a motion to close the nominations for Vice-Chairman;

seconded by Mr. Harmar. The members unanimously voted for Mr. Dwight Pedro Lewis as Vice-Chairman. Mr. David Cohen thanked the Committee.

3. *Approval of Minutes.* Mr. Pransky made a motion to approve the November 19, 2013 meeting minutes; seconded by Mr. Harmar and unanimously approved.

4. *Committee Reports by Chairpersons:*

A. *Design* – Mr. Kratzer reported on the following commercial signage applications that were received by the Building and Zoning Department:

- 1.) **8339 Old York Road, Elkins Park - for free standing signage.** Based on the photograph and information submitted, the EDTF felt that the content and style of the sign was acceptable. However, concern was expressed about the scale, height and size of the sign being too large and not in compliance with the municipal code zoning ordinance. EDTF unanimously recommended that the application go before the Zoning Hearing Board for variances to permit the larger size sign or reduce size and height to achieve compliance.

2.) **7410 Front Street, Cheltenham** – *for façade signage*. Following discussion on illumination and based on the information submitted, the EDTF recommended approval of the signage with the provision that the sign is not back-lit per Section 295.F.1.B of the Zoning Ordinance. The motion was approved by acclamation.

B. Organization & Development – Mr. Essoka reported that a fundraising letter was mailed out on November 1, 2013 to local banks and several businesses to support six Township events. Mr. Essoka asked for assistance from the fundraising committee members to make face-to-face contacts to local banks and businesses since he is not available to do the outreach due to his work schedule. He will e-mail contact information to members. Mr. Milbert offered to assist with making contacts. Mr. Essoka also noted that he had been in contact with Cliff Bassman regarding fundraising/sponsorships for Arts in the Park on behalf of the EAC and Sustainable Cheltenham at “Arts in the Park.”

C. Economic Restructuring: Recruitment/Retention – Mr. Cohen tabled the discussion on the conceptual changes to Business and Commercial Tax Structure in the Township until next month. Would like to discuss with the Finance Officer, Steve Burns and will invite him to next month’s meeting.

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

- District Liaison for Elkins Park East – Mr. Cohen reported that White Pines Productions has leased a space at 7908 High School Road. Mr. Cohen reported Creekside Co-Op is evolving and has anchored the area. Park Plates Restaurant is doing well.
- District Liaison for Glenside – Ms. Perkins noted that due to inclement weather, the Winterfest event moved indoors to Glenside Hall. Much to her surprise, the event was well attended and supported by the Glenside Merchants. Ms. Haff reported that the Glenside Arts Festival to be held on April 26, 2014 has approximately 65

crafters/vendors registered for the event and Cheltenham Arts Center will coordinate an art contest and Arcadia University will prepare press releases. Mr. Havir noted that the Township contacted Montgomery County Roads and Bridges regarding road closures for the event area and forwarded certificate of insurance. Ms. Haff mentioned that there will be a wine tasting event as part of the activities. Mr. Havir asked Ms. Haff about licensing, security and liability insurance for this activity. Ms. Haff will follow up on this matter and report back to the Township Manager. The Township will need a street layout and vendor location plan preferably placing the wine tasting booth on private property. Ms. Haff asked if there was a possibility of ordering five additional snowflakes. There would be a discount if ordered in February. Ms. Haff mentioned that the existing snowflakes were hung incorrectly.

- District Liaison for East Cheltenham Avenue – No report. However, Mr. Lewis did refer back to a conversation at a previous EDTF meeting regarding the Board of Directors concerns about district liaisons activities and would like to discuss at the next EDTF meeting. Mr. Lewis would like to replicate Elkins Park East and Glenside Commercial District activities and has some ideas to present at the next meeting. Additionally, Mr. Lewis would like an updated EDTF member roster.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – Mr. Mirsky reported that the former Rosenbluth Travel space has been rented and a new Tattoo parlor has opened. Mr. Milbert inquired if the sign in the rear of the building had been permitted. Also, a campaign office has opened for Daylin Leach in the district. Mr. Milbert inquired if there was a permit application for this sign. A member inquired if the gas station at the corner of Old York Road and Starr Road had requested any building permits. Discussion ensued regarding

businesses not filing tax returns. Mr. Havir indicated that a new employee will be following through on this matter.

- District Liaison for W. Cheltenham Avenue – No report.

5. **Chairman's Report** – Mr. Cohen had no report.

6. **Old Business** -

A. Classic Towns Program – Mr. Havir suggested that if anyone has information on special events to promote on the Classic Towns website to get the information to the Township Public Information Officer. Karen Cilurso of Delaware Valley Regional Planning Commission (DVRPC) is our contact for promoting the Classic Towns Program. DVRPC has a weekly planner; special logo; media materials and posters for Classic Towns. The Township has a Classic Towns banner which was used at the Business Expo last fall and can be used at all upcoming special events.

B. Old York Road Community Organization – Mr. Essoka reported that the group met on January 9, 2014. A beautification/landscaping plan proposal has been developed for the area around the Elkins Park Train Station, High School Park and business and restaurant area. Tookany/Tacony-Frankford Watershed Partnership (TTFWP) has joined the group and PHS has offered to provide a tree assessment. The plan is subject to engineering review and must be submitted to SEPTA. The Group has posted a job opening for a fulltime organizer and all synagogues agreed.

7. **New Business**

A. Township Website - Mr. Havir noted that the Township received a request from an on-line web-based driver education business based in California to be listed on the Township website. He requested EDTF input. Following discussion it was recommended that only businesses located in Cheltenham Township should be listed on the website.

Mr. Rosenberg commented on the Business Directory found on the Township website for advertising businesses. He stated that the list of businesses is out of date and cannot be searched. He suggested that a web master or marketing consultant be recruited to develop a page for the Township website. Create a robust list, and collect a small fee to advertise and/or provide a link to a new website who charges or businesses could pay to have links to their businesses. Following discussion, Mr. Cohen noted that the current business directory is limited, inefficient, ineffective and incomplete. Mr. Cohen made a motion to recommend that a Request for Proposal be developed for a professional to assist the Township to develop, update and refine content of web-based on-line local business directory providing ability to search by various categories, and such a proposal pay for itself by revenue from fees collected by providing businesses with a link for advertisement. Fees collected could either be revenue neutral or bring in revenue to the Township.

8. Staff Report:

A. Ad Hoc Zoning Ordinance Revision Update – Mr. Havir reported that the first of four informational meetings was held at Glenside Hall on January 29, 2014 to provide an introduction to Zoning and the Process for Zoning Update. The next meeting will discuss Residential and Mixed use Districts on February 26, 2014; Commercial & Industrial Districts on March 26, 2014 and Five New Overlay Districts on April 23, 2014. Power point presentations will be posted to the Township website. EDTF members inquired about the process of adopting the Zoning Ordinance. Mr. Havir responded that the all decision making will be made by the Board of Commissioners. EDTF members asked Mr. Havir to send out the meeting schedule again via e-mail. Mr. Pransky asked the EDTF members to attend these meetings if you are interested in being represented because the ad hoc zoning committee put a lot of time and effort into the draft.

B. Local Landmark Ordinance – Mr. Cohen noted that this ordinance has been in the work for eight to nine years. Two Hundred and Nine scattered sites have been identified as well as two Historic Districts defined. The section under demolition is still under review. The Local Landmark Ordinance will be reviewed at the Public Works Committee meeting on March 12, 2014 for recommendation to schedule a public hearing at a future Board of Commissioners meeting.

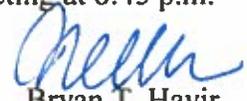
C. Valley Forge Convention & Visitors Bureau – Mr. Havir asked for input regarding renewing the annual membership. Following discussion, Mr. Pransky made a motion no to renew the EDTF's membership; seconded by Mr. Essoka and unanimously approved.

D. EMCCC 2014 Membership - Mr. Havir reported that he received an invoice for membership dues which was paid at a discount. Discussion regarding the Business Resource Information Center (BRIC), which is a resource of advice for new businesses and making new business connections, ensued. Cheltenham Township has not been part of the BRIC process. Mr. Cohen will reach out to the Chamber.

E. Mural Art Grant Award Announcement – Mr. Havir announced that the Township received a \$2,691.93 grant from the Greater Philadelphia Cultural Alliance to paint a mural on Phase 2 of the Easton Road SEPTA Train Station underpass project. Kim Mehler, muralist, will present proposed designs to the EDTF in April or May. Paint days will be scheduled for early June.

9. Other Business – Friends of Melrose Park have recently requested the Township to help pay for signage in the Melrose neighborhood. As they are not a commercial district, Mr. Havir said the Township could only offer smaller signs like Town Watch and put on "U" channel poles. The Friends of Melrose Park asked the Township to help find grant money.

10. Adjournment: Mr. Cohen made a motion to adjourn the meeting at 8:45 p.m.


Bryan T. Havir
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, February 18, 2014, 7:00 P.M.

Township Administration Building
8320 Old York Road, Elkins Park, PA 19027

(Please Print Clearly)

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	Maureen Haff	sweetmagg@onsite@gmail.com	yes
2	Sheila KPERKINS	Seabring2000@yahoo.com	yes
3	BRAD PRANSKY	BRAD@CENTA.com	✓
4	FRED MILBERT	FIMILBERT@GMAIL.COM	yes
5	Charley Harman	CHARMAR@USREALTYCAPITAL.COM	yes
6	Dwight Pedro Jows		yes
7	David Rosenberg	rosenberg12@comcast.net	Y
8	Kenneth Mirsky		Y
9	DAVID L. COHEN	d.l.cohen1@ix.netcom.com	Y
10	DAVID KATZEL		Y
11	Jonathan Essoka	jessoka27@gmail.com	Y
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