

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, Dwight Pedro Lewis and Brad Pransky. 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. **Approval of Minutes.** Mr. Cohen made a motion to approve the February 18, 2014 meeting minutes; seconded by Mr. Harmar and unanimously approved.

3. **Committee Reports by Chairpersons:**

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

- 1.) **9 Wesley Avenue, Glenside - for awning sign.** The Committee recommended to the EDTF that based on the photograph and information submitted that the content and style of the awning was acceptable. Upon motion by Mr. Cohen; seconded by Ms. Haff, the EDTF recommended approval of the awning sign which was unanimously accepted by the EDTF.

Discussion continued regarding the permit status of the sign at 8339 Old York Road, Elkins Park; the sign at the rear of the building at 8031 Old York Road and a temporary sign for the campaign office sign located in the Yorktown Plaza.

B. **Organization & Development** – Mr. Essoka reported he had visited three banks in Glenside; Wells Fargo, Citizens Bank and Bank of America regarding fundraising support for Township events. He noted that each of the banks stated that donations are handled through their regional offices. Mr. Essoka had asked for assistance from the fundraising committee members to make face-to-face contacts to local banks and businesses as well. Mr. Cohen stated that he would follow up with Mr. Milbert for an update.

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 a future 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 at 7908 High School Road will host a grand opening on March 30, 2014 from 5:00 to 9:00 p.m. Also, the Cheltenham Art Center is displaying some art pieces for sale at the Frame House.
- District Liaison for Glenside – Ms. Haff reported that the inaugural Glenside Arts Festival to be held on April 26, 2014 has approximately 65 crafters/vendors registered for the event. The next meeting to discuss the event will be held next week. Volunteers are visiting shop owners to plan what items they may be displaying outside on the day of the event and what space is needed. Ms. Baldwin, of Arcadia University, has created a poster for the event. Officer Slavin assisted with laying out the event map, road closures and Auxiliary Police details and traffic control. Ms. Haff noted that sustainability/earth day projects should be highlighted and that perhaps some volunteers would agree to set up a table at the event.

Ms. Haff also reported that the Roberts Block Building had windows installed on the first floor and the rehabilitation work is moving along and looking good.

Mr. Lewis mentioned information regarding an 8th Annual Legs against Arms 5K race and walk with its companion Celebration of Peace program being held on Sunday April 6, 2014 being hosted by Arcadia University. Ms. Haff noted that shop owners would be happy to display posters in their shop windows for public awareness. Mr. Havir noted

that the Township had met with the organization that sponsors the race and tried to include ways to promote Downtown Glenside. Mailing labels were provided so that a letter would go out from the sponsor to area residents with an invitation to visit Arcadia University's Exhibit Hall following the race as a way to encourage residents to visit the campus.

- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – Mr. Havir did inquire about activity at Stahr and Old York Road and understood that a gas station is planned to open.
- District Liaison for W. Cheltenham Avenue – No report.

In response to the Board of Commissioners concerns about district liaisons activities mentioned at a previous meeting, Mr. Lewis distributed his presentation to the members for discussion of the EDTF District Liaison role. He reviewed the strengths and weaknesses of the current activities and made suggestions on how to improve outreach to the various commercial districts. (See Attached).

Several suggestions were made by members:

- Have two members for each district.
- Formal introduction by way of a letter from Township Manager and a visit by the Ward Commissioner with a district liaison.
- Invite each individual Commissioner to attend an EDTF meeting for a ½ hour session to discuss the Ward Commissioner's vision for the district.
- Have a meeting to visit the commercial districts.
- Have meetings in the district, get word out to residents.
- Use the website to spotlight a business.
- Help promote an event in the districts.
- Leverage the success of the Glenside and Elkins Park East event successes with the other districts.

- Create a business card with key facts and benefits to distribute at events.
- Put together page on website for each district.
- Use of social media

Mr. Cohen thanked Mr. Lewis for his presentation and asked to continue this discussion at the next meeting.

#### ***4. Chairman's Report –***

**A. Ad Hoc Zoning Ordinance Revision Update** – Mr. Cohen reported that the second of four informational meetings was held at Glenside Hall on February 26, 2014 to provide to discuss Residential and Mixed use Districts. Commercial & Industrial Districts will be discussed on March 26, 2014 and Five New Overlay Districts will be discussed on April 23, 2014. Mr. Havir noted that Abington Township is also going through the same process at this time and has not adopted their Zoning Ordinance yet. Mr. Cohen and 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.

#### ***5. Old Business -***

**A. Classic Towns Program** – Mr. Havir noted that the website has been updated. He again 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. Ms. Haff stated that she had sent a poster for the Glenside Arts Festival to the Township Public Information Officer. It was recommended that Arts in the Park information should be posted to the website. Mr. Havir noted that the second payment installment is due in July. Mr. Havir noted that the EDTF at a previous meeting had made a motion to help with offsetting some of the Township's cost for the Classic Towns program.

**B. Old York Road Community Organization** – Mr. Essoka reported that the group has not met since January. Mr. Cohen noted that the group has posted a job opening for an Executive Director for the group’s activities.

**6. *New Business***

**A. Township Website** - Mr. Pransky will work on the business directory. The EDTF recommends 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. The EDTF looks forward to working with the new Planning Director putting together the request for proposal.

**B. Montgomery County Awards** – Mr. Havar stated entries are due on April 25, 2014 and that last year Cheltenham’s Sustainability Plan was nominated.

**7. *Staff Report:***

**A. Delaware Valley Regional Planning Commission’s (DVRPC) Transportation and Community Development Initiative (TCDI) Grant Opportunity** – Mr. Havar noted that applications are due in May. The Township’s last application request was for a Township-wide walkability audit which was not funded. Mr. Havar will reach out to DVRPC Staff for a briefing to see how the Township’s last application was ranked. Mr. Havar would like to submit for this project again this year.

**B. DVRPC’s Transportation Alternatives Program (TAP) funding opportunity.** Mr. Havar stated that The Public Works Committee voted to recommend to the Board of Commissioners approval of a grant application for Elkins Park West Pedestrian and Walkability Improvements. Mr. Havar noted upon consultation with Montgomery County Planning Commission, representatives from DVRPC and PennDOT it was determined that this application would receive a higher ranking at this time because it is a shovel ready project which does include design with the current ADA

requirements and provides pedestrian connectability to neighborhoods, commercial centers, parks, libraries and public transportation.

C. Montgomery County Community Development Block (CDBG) Grant. Mr. Havir stated that the Board of Commissioners have recommended the filing of an application in the amount of \$240,380.75 on April 4, 2014 for a roadway rehabilitation project in a 2-1/2 block area along Cedar Lane in La Mott.

8. **Other Business** – Mr. Cohen noted that the Cheltenham Township School District recently completed a Demographic Study and Enrollment Project Boundary/Building Analysis which should add value for planning.

9. **Adjournment:** Mr. Cohen made a motion to adjourn the meeting at 8:40 p.m.



Bryan T. Havir  
Township Manager

Submitted by:  
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, March 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	DAVID L. COHEN		Y
2	<del>Dwight Edwards</del> Lewis		X
3	Charley Harmar	charmar@usrealtycapital.com	Y
4	Jonathan Essoka		Y
5	Maurleen Hill		Y
6	DAVID KNUFFER		Y
7	BRAD PEANLEY		Y
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# EDTF

## Review of Business District Liaisons

Dwight Pedro Lewis

March 18, 2014

# MISSION

*In partnership with public and private entities, the Cheltenham Township Economic Development task Force (EDTF) is committed to expanding the Township's commercial tax base, which will improve the financial well-being of the total community. This is accomplished by attracting new businesses to all township commercial districts, and expanding and supporting existing businesses*

# VISION

*Implement a marketing campaign to effectively feature the Township's commercial-business districts; to promote the diversity of all commercial districts, and to attract consumers and businesses to the commercial districts.*

*Facilitate community revitalization throughout the Township by proactively identifying key long-term vacant and under utilized properties, and work to identify appropriate development, or adaptive reuse options for those properties that recognizes the importance of utilizing and enhancing existing architectural, historic, and cultural resources.*

# Business Districts and Liaisons

## Business Districts

- \* Elkins Park East
- \* Glenside
- \* E. Cheltenham Ave.
- \* Cheltenham Village
- \* Elkins Park West
- \* W. Cheltenham Ave.

## Liaisons

- \* David Cohen
- \* Maureen Haff
- \* Dwight Pedro Lewis
- \* Stephen Vahey
- \* Kenneth Mirsky
- \* **VACANT**

# SWOT

## Strengths

- \* Elkins Park
- \* Glenside
- \*

## Weaknesses (facts)

- \* The current BDL model is ineffective
- \* Three districts are inactive
- \* One district is VACANT
- \* No objectives
- \* Role and expectations of BDL not clearly defined
- \* BDL's have no credibility in the districts
- \* No communication and no collaboration with or guidance from the Commissioner's of the assigned districts
- \* No collaboration between the BDL's
- \* Inactive membership
- \* Too much for one BDL

# SWOT - OPPORTUNITIES

- \* Assign at least two members to each district
- \* Assign two members to W. Cheltenham
- \* Align the BDL's with the Commissioner of each district
- \* Assign (if possible) BDL's with districts they live in and/or are very familiar with
- \* Build Relationships with Businesses Owners / Help Business retention
- \* Formerly introduce the BDL's to the Districts:
  - \* Formal letter from Township Manager
  - \* Formal Introductions with Commissioner
- \* Create an opportunity to Host each business District at least once a year at a monthly EDTF meeting

# SWOT - THREATS

- \* Commissioners Intervention
- \* The demise of BDL's
- \* Possible loss of businesses
- \* Ineffectiveness of the EDTF
- \* Loss of membership and good talent and committed residents

# General Ideas

- \* Inventory all business owners
- \* Survey all business owners
- \* Plan a meet and greet reception with business owners twice a year
- \* Develop Annual EDTF Goals based on Survey results
  - \* Share feedback and progress with Business Owners
  - \* Share the Township's Community revitalization Plan from 2009, and progress
- \* Create a Business District News section on the Township website

# Other EDTF Business

- \* Scrub the membership list of inactive members
- \* Define 2014 EDTF SMART Goals (2 or 3) that the entire committee can work on together.
  - \* Web Site Business Directory
  - \* Reestablish partnership with Arcadia
  - \* Do a business Inventory and develop a contact list
  - \* Pursue Fund Development Financial Goal

Next Steps