

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Alan Cohen, Maureen Haff, David Kratzer, Dwight Pedro Lewis, Fred Milbert, Kenneth Mirsky, Sheila Perkins, Brad Pransky, Diane Williams and Jonathan Essoka. Guests: Commissioner Drew Sharkey and Carmen Italia, President of Montgomery County Economic Development Corporation, Mary Galbally and Eileen Hillman. Staff present was: Bryan T. Havir, Assistant Township Manager. (see attached attendance sheet).

1. **Call to Order.** Chairman Alan Cohen called the meeting to order at 7:05 p.m.
2. **Approval of Minutes.** Chairman Cohen made a motion to approve the March 15, 2011 meeting minutes as submitted.
3. **Presentation.** Mr. Carmen Italia, Jr. President of Montgomery County Economic Development Corporation (MCEDC) provided a power point presentation (see attached) on the development of MCEDC from 1959 to present and the role it plays as a regional entity. Discussion ensued following the presentation of how first generation suburban communities and boroughs can obtain technical assistance from the MCEDC. Mr. Italia stated that what MCEDC usually can do is find out what do individual municipalities want, identify problem areas, conduct surveys and studies and find solutions by matching interested parties (MCEDC's database) with economic development opportunities (underutilized, or improperly zoned or vacant properties) within the municipality.

Ms. Williams noted that in the past surveys had been conducted in exploring the formation of a La Mott Town Center concept. It was her opinion that the Township officials did not follow through on input received from residents at a public meeting. At this time, Commissioner Sharkey noted that there are many examples where the Township officials considered residents' input and discussed development

options that would be positive for the Township but the residents have typically complained, “but not in my backyard.” The Township is aware of privately-owned parcels of land such as Elkins and Widener Estates, the Tyler Estate which present development opportunities but these properties are often subject to outside forces, and because they are privately owned the Township has not been in a position to date to effectuate any major land acquisition or assemblages in the La Mott area to control the outcome of these properties.

Mr. Italia provided examples of successful business recruitment efforts MCEDC was involved with in other Townships where certain programs were implemented such as Keystone Opportunity Zones, business friendly environments, good land development policies and business and property tax policies, phased-in tax abatements, local economic revitalization tax districts, reduction of certain Township fees, etc. to help stimulate new business development. The three large estate parcels in La Mott and Elkins Park were discussed in great detail as well as other vacant buildings in the various commercial districts. Mr. Havir will e-mail the latest Business Recruitment/Business Retention Study to Mr. Italia. Chairman Cohen asked Mr. Havir and Mr. Pransky to develop a packet of materials with pertinent Township information on the vacancies and send to it to Mr. Italia for his review and requested that MCEDC report back in the future to the EDTF.

4. *Main Street Committee Reports by Chairpersons:*

A. Design – Mr. Kratzer reported that there were no design challenge grant applications received this month for the committee’s review.

B. Organization and Development - No report was given.

C. Economic Restructuring

1) **Recruitment** – No report was given.

2) **Retention** – No report was given.

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

- District Liaison for Elkins Park East – Mr. Milbert reported that that the initial First Thursday was a reasonable success. Mr. Milbert inquired about a street banner or sign. Mr. Havir advised Mr. Milbert to contact Messrs. Parkes or Reitano in the Building and Zoning Department. Mr. Milbert also inquired about closing off High School Road/Montgomery Avenue during First Thursdays. Discussion continued about the SEPTA bus schedule for Route 22. Mr. Havir would contact the Public Information Officer at SEPTA.

Chairman Cohen noted that last week's Times Chronicle article stated that First Thursdays for the merchants of Elkins Park East was an economic initiative supported by the EDTF. Mr. Cohen felt that the statement should have been cleared with the committee. Mr. Havir noted that the same reference of EDTF support is used for the First Fridays in Glenside publicity. Both events are supported as recruitment activities in the Business Recruitment/Business Retention Plan.

Mr. Milbert also reported that there is a new owner for the Ashbourne Market building. Taxes were paid and property is free and clear. The CreekSide Co-op has a loan commitment from USDA when funding is available. The Co-op continues to work with The Reinvestment Fund (TRF) as well.

The grand opening of Yo Dogs! will be April 30, 2011. Mr. Kratzer inquired about the third sign for the corner of the building.

The High School Park Farmer's Market opens on May 1, 2011. The Farmer's Market vendors will need to comply with the current Department of Health Department rules and regulations regarding outside farmer's markets.

- District Liaison for Glenside – Ms. Haff reported that the next general meeting of the Downtown Glenside Community Partnership (DGCP) is scheduled for Thursday evening, April 14, 2011 at Elcy's. Mr. Havir and the construction contractor for the Easton Road Streetscape Project, Phase III will be in attendance to provide an overview on the project. Ms. Haff reported that the DGCP is planning a fundraiser for planting flowers on May 22, 2011 at Reninger Park. Ms. Haff will contact Mr. Hoover to coordinate the logistics. The plants are to be stored at the Glenside pool. Ms. Haff asked if the Township Public Works personnel could assist with re-hanging and subsequent watering of the plants throughout the season after May 23, 2011. Mr. Havir will follow-up with appropriate personnel and report back at the May 10, 2011 EDTF meeting.

Ms. Haff reported on the following events:

- The Glenside Street Fair will be held on September 17, 2011 and asked if the fair could begin at 12:00 p.m. (to capture the lunch crowd) and run through 6:00 p.m. It was the consensus of the EDTF to agree to the change in time. Ms. Haff would like to advertise the event on Channel 42 and include information for local artists to participate. The current crafter's application form will be removed from the website. Ms. Haff will create an updated form.
 - Earth Day activities are scheduled for April 30, 2011 from 10:00 a.m. to 12:00 p.m. sponsored by Sweet Magnolia's, Easton Road and Glenside Avenue. Additionally, the DGCP will be joining forces with Arcadia University students for Earth Day activities on Monday, May 16, 2011.
 - Ms. Haff will continue to oversee First Fridays in Glenside and Dovetail Artisans will provide information to the Cheltenham Township Public Information Officer.
 - Ms. Haff stated it was the general feeling to discontinue the Congrats Grad program, which took a great deal of time and effort in the past. It was the consensus of the EDTF not to continue with the Congrats Grad program.
- District Liaison for East Cheltenham Avenue – Ms. Helm was not present to offer a report.
 - District Liaison for Cheltenham Village – Mr. Lewis had no report to offer.
 - District Liaison for Elkins Park West – Mr. Mirsky had no report to offer.

E. Cheltenham Charm – Ms. Williams stated that she will be working again this year with Diane Weiner of High School Park and volunteers for planting at park entrances in the Township.

5. Chairman's Report – Mr. Cohen announced that discussion will be scheduled for next month's meeting for the where, how and what for the future EDTF Main Street Committee structure.

6. Old Business

A. Continued Discussion of Proposed Glenside Business Improvement District (BID) Main Street Program – Mr. Havir announced that at the Public Affairs Committee meeting last week, a change order was approved to Delta Development Group in the amount of \$1,520 to facilitate one meeting with property owners to discuss the proposed BID Plan for downtown Glenside and to ascertain any changes to the draft Plan. The work also involves one-on-one outreach and contact by phone to property owners to gauge interest and support of the Plan and report back to the Township. Mr. Havir is in the process of preparing the change order for signatures and once issued the consultant process can start immediately.

B. Beautification Committee (America In Bloom) – Mr. Havir reviewed the tentative itinerary that was distributed for the AIB national judges visit on August 4-5, 2011. Additionally, Mr. Havir, Misses Weiner and Williams will participate in an AIB Webinar on April 13, 2011 to review additional information for itinerary suggestions. Volunteers will be needed to assist at the various stops on the itinerary. Volunteers will be informed of the outline and expectations. Additionally, Diane Williams, Alan Cohen and Mr. Havir will provide general information to the judges as they tour the Township. Ms. Williams inquired about having a photographer take photographs of all the May events in the Township for AIB. Mr. Milbert offered to give Ms. Williams a contact name.

C. Update on Easton Road Streetscape & Traffic Calming Project, Phase III - Mr. Havir noted that Marino Corporation had been issued a Notice to Proceed. They are beginning work mobilization. The project will include sidewalks, brick paver pattern cross walks, decorative corners as stamped, and new

street lights. The majority of the construction work should be done by July and completion of the punch list items by August 31, 2011.

D. Update on Elkins Park West Steering Committee - Mr. Havir expects that the committee will next meet in May, 2011.

7. New Business -

A. Sheila Perkins stated that she had suggested to Chairman Cohen an analysis be conducted of core competencies of the group members, i.e., what we all do best, to assist with the discussion of changes of committee operation and structural changes for the EDTF. Ms. Perkins will provide the exercise at the May 10, 2011 meeting. Mr. Lewis recommended that the mission statement be reviewed as well. Mr. Havir was asked to e-mail the Township Ordinance regarding the EDTF as well as Mr. Italia's power point presentation with next month's agenda.

8. Adjournment: Mr. Cohen adjourned the meeting at 8:50 p.m.



David G. Kraynik,
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, April 12, 2011, 7:00 P.M.

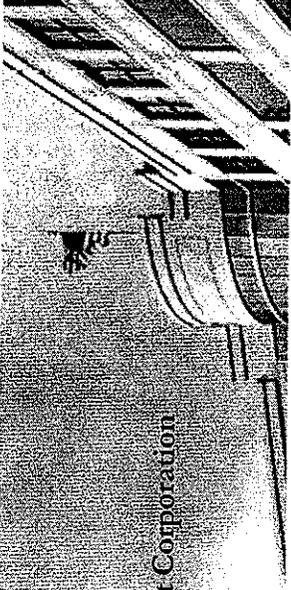
Township Administration Building
8230 Old York Road, Elkins Park, PA 19027

(Please Print Clearly)

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	Dwight Pedro Lewis		X
2	Jonathan Essoka	jessoka@verizon.net	Y
3	FRED MILBERT	FIMILBERT@SMAIL.COM	X
4	Alex Cohen		Y
5	BRAD PRADSKY		
6	CAROLITA ITALIA		
7	Drew Sharkey		
8	Sheila K Perkins		X
9	Maureen Hoff		Y
10	DAVID KRAMER		Y
11	Eileen Hillman		N
12	Mary Galbally		
13	Kenneth Mirsky		Y
14	DIANE WILLIAMS		Y
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MCEDC

Montgomery County Economic Development Corporation



TOWNSHIP MANAGER'S PRESENTATION

FRIDAY

OCTOBER 8, 2010

WEST CONSHOHOCKEN, PA

HISTORY

- MCEDC – PRIVATE NON PROFIT ECONOMIC DEVELOPMENT ORGANIZATION**
 - CREATED IN 1959**
 - INCORPORATED IN 1964**
 - MISSION – RETAIN AND ATTRACT BUSINESS AND INDUSTRY TO MONTGOMERY COUNTY.**
-

HISTORY

- The primary services offered:
 - Site and building location assistance to industry.
 - Published Industrial Directory
 - Developed an Advertising Program to promote the County.
-

HISTORY

- In 1967 MCIDC became the certified PIDA agency.
 - In 1969 MCIDC became the administrator for MCIDA.
 - In 1972 - First PIDA Project - Laminators, Inc. (Hatfield Township)
 - In 1977 Municipal Development Plan (Assist Municipal Govt's with Ec Dev)
-

HISTORY

- In 1982 Board of MCIDC decided to form the Suburban Development Council.
 - Provide low interest loans to smaller companies.
 - In 1984 SDC was formed.
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HISTORY

- In 2007 Bio-Launch Rte 611. KIZ organization (Bio-Strategy Partners)
 - Formed SEEDC a 501(c)(3) organization.
-

ORGANIZATIONS

- Today we are partners with:
 - Ben Franklin Partners of SEPA
 - County Office of WF&ED/WIB
 - County Planning Commission
 - County Redevelopment Authority
 - Chambers of Commerce
 - DCEDC
 - DVIRC
 - DVRPC
 - GAT
 - GMC
 - GVF-TMA
 - MCCC
 - PECO and PPL
 - SBA
 - SEEDCO
 - Select Greater Philadelphia
 - TMA – North Penn
 - USDA
 - University City Science Center
 - WTC

SERVICES

- We are FACILITATORS.
 - Conduct site and building tours with SGP and DCED (Founding partner in SGP)
 - Provide all financing options to prospects
 - Provide lists of potential lenders
-

SERVICES

- Act as a liaison between business and municipal governments
 - Act as a consultant to businesses
 - Secure Loans and Grants
 - Advisors to municipalities on economic development matters (Abington, Horsham (HLRA), Lansdale, Upper Gwynedd, Lower Gwynedd, Limerick, Lower Pottsgrove, Franconia, Lower Salford, PERK UP Region, Indian Valley Region)
 - The Bottom Line
- You have a problem...we try and solve it.
-

SERVICES

- PIDA – Low Interest Loan Program
 - 50% First Mortgage – Bank
 - 30 – 70% Second Mortgage – PIDA
 - 0 – 20% Equity
 - World Hdqtrs, R&D, Mfrs and Developers.
-

SERVICES

- SDC Loan Program
 - 40% Bank
 - 40% SDC -(Max \$500,000)
 - 20% Equity
 - 20 Yr Amort./10 Yr Balloon/5 Yr Reset
 - 4.5% Rate
 - All legitimate businesses except bars & restaurants
 - Refinancing
-

SERVICES

- SBA 504 Loan
 - 50% First Mortgage Bank
 - 40% Second Mortgage SBA
 - 10% Equity
 - * All legitimate businesses
 - * 10 & 20 Yr Fixed Terms
 - * 4.63% & 3.69% Interest Rate
-

SERVICES

□ SBA 504/SDC

- Best of both worlds

Bank/SDC 1st Mortgage

(Blended rate 6% & 4.5%)

SBA 2nd Mortgage

4.63% fixed for 20 Years -RE deals

SERVICES

- SBF Loan Program
 - 50% Bank
 - 50% SBF
 - 3.75% Rate
 - 15 yr term RE
 - 10 yr term M&E
 - 3 yr term Working Capital
-

SUCCESS STORIES

□ General Instruments (Motorola – Horsham Township

- Established a LERTA Program for Tax Abatement on the Commonwealth Corporate Center (Commonwealth Country Club).
 - Secured Infrastructure Development Grants (\$3.25 million) for road improvements in a PPP with Matrix Development, Horsham Township and MCIDC. (Pa Turnpike Interchange, Route 611 and Horsham Road)
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SUCCESS STORIES

- Lockheed Martin – Upper Merion Township. Preserved in excess of 2,000 jobs.
 - Secured +/- \$8.25 million to build road improvements to improve traffic flow around the King of Prussia Mall, Goddard Blvd, N.Gulph Rd and PA Turnpike.
 - Took over the project from another entity at the request of the GAT and Governor.
-

SUCCESS STORIES

□ Globus Medical – West Norriton Township.

- Found building for start up company.
 - Secure grants for job training.
 - Secured low interest loan for machinery & equipment
 - Today, they are a +/- \$140,000,000 company and employ in excess of 450 people and are still growing.
-

SUCCESS STORIES

- Almac Group - Lower Salford Township.
 - Found them an +/- 80 acre site when the realtor couldn't.
 - Help secure a \$10 million incentive package from the Commonwealth.
 - Convinced the School District to create a LERTA District. (+/- \$500,000 in taxes)
 - 295,000 sq ft will employ 900 employees in 4 years. Phase I.
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SUCCESS STORIES

- Montgomery County EXPO Center.
 - Secured \$19 million in RCAP funds.
(Which were never released by the Commonwealth)
 - Secured \$18,000,000 loan guarantee through the USDA.
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SUCCESS STORIES

- Einstein Hospital Project - East Norriton Township.
 - Asked to assist in getting DEP and East Norriton Township to issue various permits to enable the Hospital to secure its funding.
 - Successfully received DEP approval Letter to the Township so they could issue the necessary building permits.
 - Completed in 4 Days.
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SUCCESS STORIES

- Tyco Fire Suppression - Lansdale
 - Brooks Instrument - Hatfield Boro
 - Blox - Pottstown
-

ECONOMIC CONDITIONS

- Today municipalities are facing serious problems:
 - Lack of Fees – Building permits, transfer tax, sewer hook up fees.
 - Assessment appeals
 - Reduced State funding
 - Vacant buildings

ECONOMIC CONDITIONS

- Zoning Issues
 - Office, Retail and Residential markets have died
 - Industrial users on the rise
 - The Problem – We don't have the sites in many of your Townships
 - Tax Bases are out of balance
-

ECONOMIC CONDITIONS

- Many of you are calling me.
 - What can we do?
 - MDP
 - Set it up in your municipality.
 - Bring businesses together
 - Survey underutilized or improperly zoned parcels
 - Create Incentive Programs
-

ECONOMIC CONDITIONS

- Create links with us
- Market your Townships better without the expense
- Be more business friendly
- State Incentives have been drastically cut
- More site location specialists are looking for local help

ECONOMIC CONDITIONS

- **Become a member of MCEDC**
 - **We will help you create an economic development strategy**
 - **We will get you the exposure**
 - **We will help improve your tax base**
-

REASON TO WORK WITH MCEDC

- We are the Single Point of Contact with all State and SGP Prospects
 - We have a proven track record with the State, County and Local Government
 - We are a player in the Region's Economic Development Plan.
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