

The regular meeting of the Economic Development Task Force (EDTF) was held tonight.

Members present were: David Cohen, Jonathan Essoka, David Kratzer, Fred Milbert, Ken Mirsky, Brad Pransky and David Rosenberg. Staff present was: Bryan T. Havir, Township Manager.

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

2. Approval of Minutes. Mr. Cohen made a motion to accept the March meeting minutes as amended; seconded by Mr. Kratzer and unanimously approved.

3. Committee Reports by Chairpersons:

A. Design – Mr. Kratzer reported that there were no new signage applications received by the Township Planning and Zoning Department this month. Mr. Kratzer noted that there was a new sign at Keneseth Israel and the “emergency” signage at Einstein Hospital would be scheduled for the Zoning Hearing Board.

B. Organization & Development – Mr. Essoka reported that the Fundraising Committee was able to raise some funds for the Arts in the Park and Sustainable Cheltenham event scheduled for June 1, 2014 from two area banks (Citizens Bank and First Trust). Mr. Essoka noted that appropriate timing and a face to face outreach for fundraising should be made for next year and that the whole EDTF membership should be involved. Mr. Cohen will meet with Mr. Essoka and Mr. Milbert in the near future to discuss.

C. Economic Restructuring: Recruitment/Retention – Mr. Cohen tabled the discussion on the conceptual changes contemplated to the to Business and Commercial Tax Structure in the Township until next month. He will contact to Mr. Pransky and the Township Finance Officer, Mr. Burns.

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

- District Liaison for Elkins Park East – Mr. Cohen noted that the Arts in the Park event will be held on Sunday, June 1, 2014 – rain date the following Sunday. The Cheltenham Township Environmental Advisory Council is also involved this year.

CreekSide Co-Op has held one of two visioning sessions with 150 people in attendance at Keneseth Israel. The feedback received was very positive. The CreekSide Co-Op will also be holding its annual meeting on Thursday.

- District Liaison for Glenside – Ms. Haff was not present to make her report. Mr. Cohen noted that he had just attended a meeting at Glenside Hall where Arcadia Students presented their market research and needs assessment study for 2014. The students focused on the types of businesses they would like to see for the downtown college town of Glenside. These included more restaurants, a movie theater, live entertainment and transportation.

Mr. Cohen noted that the Glenside Arts Festival held on April 26, 2014 was very successful. Mr. Essoka, who attended the event, noted that despite the sudden rain downpour, the event had good attendance, and featured good craft vendors and decent food.

- District Liaison for East Cheltenham Avenue – No report.
- District Liaison for Cheltenham Village – No report.
- District Liaison for Elkins Park West – Mr. Mirsky commented that the Getty Gas Station located at Stahr and Old York Road, which replaced gasoline tanks, has re-opened without any improvements to the property itself. Mr. Milbert noted that the Owner has announced that he will be making improvements to the property. Non-conforming signage was observed and should be reviewed.

Mr. Cohen brought up as a general issue that cinders on the pavement left behind from the PECO Gas Line Replacement Project was a nuisance. Mr. Milbert commented that the smell of residual gas permeated the air in the work area of the PECO Gas Line Replacement Project.

Mr. Havir informed the EDTF that Peace Drums from Israel, hosted by Burger.Org will perform at the Yorktowne Plaza on June 8, 2014 and is expected to draw a large crowd. Event fliers will be distributed and all EDTF members will be personally invited to attend by the event organizer.

Mr. Rosenberg noted that Fitness 19 is renovating the interior of their gym.

- District Liaison for W. Cheltenham Avenue – Mr. Cohen reported that a verbal approval of the application for Zoning Relief for Wawa, with conditions, was made by the Zoning Hearing Board. The written decision will be issued shortly.

4. Chairman's Report –

A. Breakfast Meetings for Commercial and Residential Realtors – Mr. Cohen inquired about the next opportunity to sponsor a breakfast and speak with local realtors to discuss current trends and issues. Mr. Havir asked Mr. Cohen to see if EMCCC can help with issues.

B. *Ad Hoc Zoning Ordinance Revision Update* – Mr. Pranksy encouraged members to continue to attend public meetings regarding the Ad Hoc Zoning Ordinance Revision Update. The next public meeting to discuss the Ordinance is scheduled for May 21, 2014.

C. *EDTF District Liaison Role* – Mr. Cohen will contact Mr. Lewis to continue discussion on next steps.

5. Old Business –

A. *Glenside Mural Art Project* – Mr. Havir stated that the mural artwork design was discussed at the last EDTF meeting, suggestions were made and the resulting design was reviewed by Commissioner Sharkey and local business owners who felt they would like to see a more unified design. At the same time, Arcadia University expressed interest in working on a mural art project in Glenside. Locations for two murals were discussed, the Glenside Train Station as well as the Robert's Block Building. Mr. Havir stated that he would be contacting the grant administrator of the current mural art grant for the Glenside Train Station to discuss the idea of possibly moving the mural to the Robert's block location this year, utilizing the same muralist and working on the Train Station mural in 2015 with Arcadia University. Mr. Havir noted that he would also have to reach out to the owner of Robert's Block. Mr. Havir asked for direction from the EDTF who agreed that if there is the possibility of a better mural in a better location without concerns about hurting the grant opportunity, they would support the idea. Mr. Havir asked for suggestions for the next mural art grant round. Mr. Milbert suggested a mural would go well on the wall of

CreekSide Co-op located on High School Road. He noted that the CreekSide Board would have to grant permission.

B. Classic Towns Program – Mr. Havar 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.

C. Old York Road Community Organization – Mr. Essoka reported that he has not heard about any activity since the last meeting. Mr. Essoka will make an inquiry about the Elkins Park project. Mr. Cohen noted that the group has interviewed for a part-time person to manage various initiatives for the group, but has not hired anyone as of two weeks ago.

D. School District Municipal Authority – Mr. Cohen reported that discussions continue.

6. *New Business:*

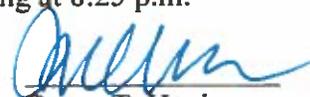
A. Mr. Cohen reported that a sales sign was posted for the Stefano Mansion at 1509 Ashbourne Road about two weeks ago.

B. Mr. Cohen noted that there were still four (4) vacancies on the Economic Development Task Force.

7. *Staff Report:*

A. *EMCCC Business and Community Awards Celebration* - Mr. Havar reminded members about the Awards Celebration on Wednesday, May 21, 2014 at Huntingdon Valley Country Club. He noted Messrs. Cohen, Lewis and ms. Perkins indicated a desire to attend.

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


Bryan T. Havar
Township Manager

Submitted by:
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, May 13, 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 C. Cohen		Y
2	Ken Mirsky		Y
3	David Rosenley		Y
4	Jonathan Eszaka		Y
5	Reed Franks		Y
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