

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Alan Cohen, David Cohen, Jonathan Essoka, Maureen Haff, David Kratzer, Dwight Pedro Lewis, Denise Marshall, Kenneth Mirsky, Sheila Perkins, Brad Pransky, David Rosenberg, Stephen Vahey and Diane Williams. Staff present was: Bryan T. Havir, Assistant Township Manager. Guest present: Drusilla Buscemi, Ex-officio member representing Arcadia University.

**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. Ms. Haff made a motion to nominate David Cohen, as Chairman. Mr. David Cohen was not present to accept the nomination but had communicated earlier to Alan Cohen and Mr. Havir that, if nominated, he would be happy to accept the nomination for Vice-Chair. Ms. Haff withdrew her nomination for Chairman. Mr. Mirsky made a motion to nominate Alan Cohen as Chairman. Having no other nominations, Mr. Mirsky made a motion to close nominations for Chairman which was seconded by Ms. Haff. The members voted unanimously for Mr. Alan Cohen as Chairman. Mr. Alan Cohen opened the floor for nominations for Vice Chairman. Ms. Haff nominated Mr. David Cohen for Vice-Chairman, seconded by Mr. Mirsky. Having no other nominations, Mr. Rosenberg made a motion to close the nominations for Vice-Chairman. The members unanimously voted for Mr. David Cohen as Vice-Chairman.

**3. Approval of Minutes.** Mr. Cohen stated he would like to make some corrections to the January 13, 2011 meeting minutes. He noted that there should be a better distinction between Alan Cohen and David Cohen in the minutes. He also inquired about having a quorum at the January meeting. Upon

review it was noted that (8) voting members: David Cohen, Maureen Haff, David Kratzer, Kenneth Mirsky, Sheila Perkins, Brad Pransky, Steve Vahey and Diane Williams were in attendance at the January 13, 2011 meeting. Mr. Alan Cohen also indicated that under 3 - (E.) Main Street Committee Reports: (America in Bloom) he felt that the application fee in the amount of \$1099.00 should be added to the minutes as part of the approval to move forward with the application. Mr. Alan Cohen asked if there were any additional corrections or amendments to the minutes. There were none. Mr. Cohen made a motion to accept the minutes with the noted corrections which were unanimously accepted.

**4. *Main Street Committee Reports by Chairpersons:***

**A. Design** – Mr. Kratzer had nothing new to report.

**B. Organization and Development** – The Committee Chair position is vacant. There was no report.

**C. Economic Restructuring**

1) **Recruitment** - Mr. Milbert was not present to offer a report.

2) **Retention** – Ms. Williams stated that she had asked Ms. Shaw for a description of business retention duties but did not have an opportunity to discuss with Ms. Shaw. Ms. Shaw had recommended developing a group of volunteers and using the district liaisons to mention business retention when they are performing outreach in their business districts. Ms. Williams would like to have a mission statement. Mr. Havar stated that a program manual was available on the economic restructuring committee responsibilities based on the guidelines from the national main street program. He will provide a copy to Ms. Williams.

**D. Marketing and Promotions Committee** – This Committee Chair position is open; therefore, no report was given.

- District Liaison for Elkins Park East – Mr. David Cohen stated that The Market at Elkins Park East, located in the former Pharmacy space has opened up the previously enclosed windows. CreekSide Co-op continues to pursue appeal with the Department of Agriculture decision regarding funding. The owner of Frame House is expanding to provide art classes. The Friends of High School Park (FHSP) reminded the members about a “Winter Warm-Up” event at Curtis Hall on February 26, 2011 from 7:00 to 11:00 p.m. as a fundraiser to restore HSP and maintain and renovate EPE corridor. Tickets may be purchased before the event.
- District Liaison for Glenside – Ms. Haff noted that there were very few businesses who attended the recent Downtown Glenside Merchants Association (DGMA) meeting at Elcy’s. However, there were approximately 40 residents and Arcadia representatives in attendance. There was a lot of interest in volunteerism and seventeen volunteers signed up. Ms. Haff is in the process of developing committees similar to those of the EDTF such as (Marketing, Promotions, Beautification, Glenside Street Fair, etc.) and appoint captains. Ms. Perkins offered to help with marketing. Ms. Haff also noted that an Arcadia intern will be working on a website design. Ms. Haff also inquired about who to contact about advertising events (First Fridays) on the Township website. Mr. Havir asked Ms. Haff to contact the Public Information Officer directly with publicity needs. Those in attendance voted on a new name for DGMA which will be Downtown Glenside Community Partnership as well as a new meeting schedule which will be in the evening to allow more residents to participate. The next meeting is tentatively scheduled for March 10 or 11, 2011.

- District Liaison for East Cheltenham Avenue – Ms. Helm was not present to offer a report.
- District Liaison for Cheltenham Village – Mr. Lewis reported that he was scheduled to meet on February 25, 2011 with Commissioner McKeown to tour the Cheltenham Village Commercial District and understand what EDTF can do in that area.
- District Liaison for Elkins Park West – Mr. Mirsky inquired about the Elkins Park West Streetscape Enhancement Project Steering Committee. Mr. Havar noted that the Steering Committee will have its kick-off meeting on February 17, 2011 to analyze recommendations in the Commercial District Enhancement Plan. Ultimately the Steering Committee will assist the design consultant in developing a plan for streetscape and traffic calming improvements.

**5. *Chairman's Report*** – Chairman Cohen asked that committee chairs and district liaisons let him know what they would like to do or what help they may need with their current assignments. He would like to know what each of the committees is doing. He asked everyone to review the five year plan for committee structure under the main street program. Chairman Cohen would like to meet with all committee chairs before any decisions are made on future main street program modifications.

**6. *Old Business***

A. Continued Discussion of Proposed Glenside Business Improvement District - Mr. Havar again raised the question about the potential to create an Ordinance which would require an up and down vote by business property owners. It would be based on Delta Development Group's final draft of the Work Plan and five-year assessment rates with revised boundaries, which includes 109 properties. Mr. Havar noted that there would be costs associated with creating an Ordinance such as advertising, public notice, legal fees, a stenographer to record minutes from the public meeting, etc. Ms. Haff responded that the residents who attended the most recent Downtown Glenside Merchants Association (DGMA) meeting

liked the idea of a Business Improvement District (BID) and wished to reach out to the businesses and commercial property owners. To date, there have been only informal individual discussions with businesses and commercial property owners. Ms. Haff felt that there should be something formal from the EDTF as well as a sub-committee developed to canvas the businesses using a copy of the final draft plan for the Downtown Glenside BID. Mr. Havir suggested that the assessment rates, at least for the first year should be shared with each individual business property owner.

Ms. Haff asked if the volunteers could be both residents and business owners. Ms. Haff also asked for a list of property owners. Mr. Havir noted that a list of property owners and assessed valuation information is in the preliminary draft plan for the Downtown Glenside BID. Mr. Havir will provide the assessment fee for each business. Mr. Alan Cohen asked Ms. Haff to draft a letter or bullet points on why she feels the BID should move forward and send it to both Mr. Havir and Mr. Alan Cohen who will move the letter forward. Mr. Havir stated that at last count, it appeared that only a few business owners were in favor of creating a BID (Humphreys, Primex, Hibberts, Jasmine and the Glenside Pub), and that there are 109 properties in the BID. It is necessary that feedback from the businesses be gathered as soon as possible. Mr. Pransky made a motion to recommend that a straw vote be taken before moving forward with the creation of a BID; seconded by Mr. Essoka. The motion was unanimously accepted.

B. Beautification Committee – Ms. Williams noted that she had been asked to come up with an alternate name for the EDTF Beautification Committee which is “Cheltenham Charms.” She was open to other ideas. Mr. David Cohen made a motion to accept Cheltenham Charms as the designation for

EDTF Township beautification activities; seconded by Ms. Marshal. The motion was unanimously accepted.

C. Greater Cheltenham Avenue Business Improvement District (GCA BID) - Mr. Havar reported that the Greater Cheltenham Avenue Business Improvement District (GCA BID) has been struggling since assessments were levied last fall. It was the consensus of the Board of Directors to shelve the BID for a year and revisit it in 2012. In the meantime, the BID Board has asked for an opinion from legal counsel regarding keeping the Ordinance in place or waiting two years before assessments could be levied. All monies collected to date, will need to be returned. Mr. Havar noted that the legal counsel, Derek Green, Esquire, for City Councilwoman Tasco was researching this request and will consult with the Township Solicitor's office.

D. City Map Program – Mr. Havar stated that he was contacted by the group, who sells ads for local businesses which provides funds to produce the city map, to see if there was interest for 2011. Mr. Havar explained that the program has run successfully for the last four or five years. The Township distributes the map and there is no out-of-pocket expense to the Township. Mr. Pransky asked for some feedback. Mr. Havar noted that the Township has been in support of the map in the past. It has been used for networking at fairs and chamber events for business recruitment. Mr. Havar stated, if approved, the map would be ready in June. Each advertiser receives 25 maps from Citi Map and the Township will receive an adequate supply for distribution. A signed agreement is required. The Township also prepares a letter of endorsement. Mr. Pransky made a motion to move forward with the City Map, with no out of pocket expense; seconded by Mr. Essoka. The motion was unanimously accepted.

E. Bike Racks – Mr. Havar stated that the Public Works Committee is asking EDTF for some recommendations for bike racks in the Commercial Districts. Mr. Havar stated that in Glenside on

Easton Road there has already been effectuated 10 racks installed through state funds and that one additional bike rack is proposed for the Phase III project by the bus shelter near the Oak Summit Apartments. For Glenside Avenue there is a realistic opportunity to recommend a rack by H & R. Block or at the Bickley Road municipal parking lot. Elkins Park East (2) – in conjunction with the Carroll Engineering Plan recommendation for racks at the Elkins Park Train Station/Pharmacy/Traffic Circle location. Elkins Park West (1-2) – defer to newly formed steering committee to evaluate with Gannett Fleming the feasibility of perhaps installing a rack at Walgreens and Cosi's. Cheltenham Village (2) – It was recommended installing racks at 1) Beecher & Central Avenue by the deli and 2) Sovereign Bank at Laurel and Central Avenues. East Cheltenham Avenue (1) – perhaps a rack in the Melrose Shopping Center on the sidewalk in front of CVS.

It was noted that the rack recommended by the EDTF Design Committee is different than the one used on Easton Road. The rack recommended by the EDTF Design Committee was estimated at a cost of \$600 which included purchase and installation for each. Mr. Pransky asked if there was a demand for bike racks. He noted there is a limited budget. From a planning perspective, where do we see a need? It appears a few would be on private property. Mr. Havir stated grant money can only be used if they are located in the public right of way. Can we entice property owners in the deal? Ms. Haff felt district liaisons could approach the business property owners to see what they would like to do and how it would benefit them. Mr. Alan Cohen stated that EDTF already looked at this and passed along suggestions last fall. Discussion continued. Mr. Pransky thinks businesses should be asked to participate and contribute funds. Mr. Pransky made a motion to recommend that businesses be approached as to their interest in bike racks and interest to contribute to have them installed; seconded by Ms. Marshall. The motion was unanimously accepted.

Mr. Havar will include this in a memo from the EDTF endorsing bike racks and include proposed bike rack locations for the double loop style rack at a cost of \$600.00 per rack furnished and installed. Mr. Havar questioned if it is necessary to put bike racks in Elkins Park East before streetscape improvements are installed. Mr. David Cohen supported the need for bike racks being installed now in Elkins Park East and recommended working with SEPTA for locations around the train station.

**7. *New Business* -**

A. Mr. Havar announced that Cheltenham Township has joined the Montgomery County Economic Development Corporation (MCEDC), a non profit membership organization, to work with the Township with Business Retention and Business Recruitment especially for those white elephants that need assistance. MCEDC is able to package public funding opportunities and work with the County Redevelopment Authority and Governors' Economic Development Action Team to help stimulate interest in white elephant properties and place them back on the tax rolls. Mr. Havar would like to invite Mr. Carmen Italia, Executive Director, to make a fifteen minute power point presentation to the EDTF at its next meeting. Mr. Havar noted that MCEDC has been successful in Limerick and Towamencin and could be helpful with Roberts Block, Blockbuster and Kobawoo.

B. Mr. Havar noted that the topic of roof top signs for shopping centers was discussed at a recent Building and Zoning Committee meeting. Mr. Pransky noted that this should be given serious consideration. A draft ordinance was prepared by a local attorney and presented to the Township Staff, Township Engineer and Commissioner Portner for discussion purposes which would permit roof top signs on such shopping centers as Elkins Park Square, Cheltenham Square and Cedarbrook Mall. It was noted that provisions should be developed to protect abutting residential properties. Mr. Rosenberg

noted that the initial concept was only to include shopping centers along a fast moving arterial highway. Mr. Havir noted that the Building and Zoning committee asked Staff to evaluate the draft ordinance. It would not be applicable for every business.

It was noted that the EDTF Design Committee would like to have an opportunity to review design elements of the signs and make recommendations. Mr. Kratzer inquired about “façade” versus “rooftop”. He inquired about signage referring to name of complex versus name of business. For example, the numerous business signs at Yorktowne Plaza. It was noted that with the above conditions, the ordinance would be applicable to about four or five sites along Easton Road, Old York Road and Cheltenham Avenue. Ms. Williams noted that if Elkins Park Square has this type of signage it could open this up to all of Cheltenham Township. Mr. Kratzer felt only the complex should be identified. Informal feedback was provided by David Rosenberg. It was the consensus to table discussion until a draft ordinance is proposed.

**8. Assistant Township Manager Report** – Mr. Havir reviewed the Cheltenham Township Community Revitalization Activities Report which is required to be filed annually to Montgomery County and noted the activities as follows: Completed an update of the Township’s Revitalization Plan with assistance of Carter van Dyke Associates; efforts to secure funding for Willow Avenue Streetscape Project; the status of the on-going La Mott Pedestrian Street Light project; efforts to move economic development community revitalization outside of county funding such as Kobawoo Shopping Center and membership with the MCEDC, and anticipation of the 2010 Census results allowing eligibility for La Mott Block Group 5. Mr. Havir asked for EDTF acceptance of the report. Mr. Pransky made a motion to approve the activities report; seconded by Ms. Haff. The motion was unanimously accepted.

Mr. Havir referred to the form that was developed to track volunteer hours and what committees are doing. Please use the form or a form of your choice to record your efforts.

Mr. Havir asked the members for approval of a donation to the Friends of High School Park to provide porta-potties for the Arts in the Park event. The amount of \$678.00 is the usual amount which has been donated in the past. A brief discussion ensued about the limited amount of funds in the Celebration Account which is used to support Arts in the Parks, Glenside Street Fair and Winterfest. Ms. Buscemi asked if there was a fund raising strategy. Mr. Alan Cohen stated a need to get individual discussion working, then discuss in a meeting. Mr. Essoka made a motion to support the donation of \$678.00 to Friends of High School Park; seconded by Ms. Haff. The motion was unanimously accepted.

Mr. Havir noted that in discussions with Ms. Weiner about America in Bloom, provisions for lodging and meals will need to be made. Members suggested film or movie night at High School Park, pot luck dinners at community center, etc. Mr. David Cohen stated the Friends of High School Park (FHSP) are willing to work with Ms. Williams' Committee and asked to be kept in the loop for the next meeting of FHSP. Mr. Alan Cohen suggested contacting DGMA volunteers via Ms. Haff. Mr. Pranksy offered financial fund raising assistance from the Cheltenham Township Community Development Corporation.

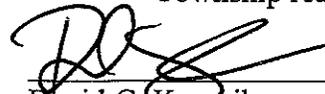
Mr. Havir stated that there were 23 applicants who received Design Challenge Fund Facade Enhancement grants in an amount in excess of \$43,000. Letters will be sent to local businesses who have communicated some interest in the grants. Grants will be offered on a first-come, first-serve basis based on the guidelines and completion by June, 2011.

**9. Adjournment:** The meeting adjourned at 8:55 p.m.

Economic Development Task Force Meeting Minutes

Township Administration Building

February 15, 2011



David G. Kraynik,  
Township Manager

Submitted by:  
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, February 15, 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	Sheila Perkins	Seabring2000@yahoo.com	Y
2	David Rosenberg	drosenberg@aeprog.com	Y
3	DIANE WILLIAMS	dobmwilliams@msn.com	Y
4	Kenneth Mirsky		Y
5	DAVID KRAUTZER		Y
6	Maureen Hoff	Sweetmaygarden@gmail.com	Y
7	Denise Marshall		Y
8	Dwight Pedro Lewis		Yes
9	Ben ...		Y
10	Jonathan Esoka	jessoka@verizon.net	Y
11	Brian Perovsky		Y
12	David Cohen		Y
13	Dusilla Buscemi	buscemid@arcadia.edu	
14	Steve Vahney		Y
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