

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: David Cohen, Jonathan Essoka, David Kratzer, Denise Marshall, Kenneth Mirsky, Sheila Perkins and Diane Williams. Staff present was: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Also in attendance were David Rosenberg and Lisa Rittler.

1. **Call to Order.** Acting Chairman David Cohen called the meeting to order at 7:07 p.m.
2. **Approval of Minutes.** Mr. Cohen asked if there were any corrections or amendments to the minutes. There were none. Mr. Cohen made a motion to approve the minutes and they were approved as submitted. Mr. Cohen explained that he was substituting for Chairman Alan Cohen who was on vacation.

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

**A. Design** – Mr. Kratzer reported that two design grant applications were received and reviewed this month. And, one administrative issue was discussed under New Business. (see attached report).

- **#10-21, Allied Orthotics, 8120 Old York Road, Yorktown, Elkins Park West Commercial District, for signage.** The Committee recommended to the EDTF that the entire sign be approved on the condition that it has a blue background and white lettering in the cabinet portion of the sign. Upon motion by Mr. Cohen, and seconded by Mr. Mirsky, the recommendation was unanimously accepted by the EDTF.
- **#10-22, Market at Elkins Park East, 7901 High School Road, Elkins Park East Commercial District, for signage.** The committee recommended the proposed wall sign for approval to the EDTF. Funding for the Design Challenge Grant Program is contingent upon available funds. If available, this applicant would be eligible for half of the project cost or \$225.00, providing paper work is presented and approved. The recommendation was unanimously accepted by the EDTF.

**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 had questions regarding a description of business retention duties.

Ms. Shaw recommended developing a group of volunteers and using the district liaisons to mention business retention when they are doing outreach in their business districts. Ms. Williams will e-mail information to Ms. Shaw for review.

**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 “Yo Dogs” has opened. The Market at Elkins Park East, located in the former Pharmacy space has opened up the windows. CreekSide Co-op continues to pursue funding. They are appealing the Department of Agriculture decision regarding funding. Friends of High School Park (HSP) is holding 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. The Ashbourne Market is now owned by Royal Bank of America.
- District Liaison for Glenside – Ms. Haff stated that there were no formal meetings of the Downtown Glenside Merchants’ Association (DGMA) in December or January. However, Ms. Haff believes that DGMA may be able to develop captains or committee chairpersons in the area of Glenside for Organization and Development, Marketing and Promotions, Design, etc. and develop a mechanism to report back to the EDTF.
- District Liaison for E. Cheltenham Avenue – Ms. Helm was not present to offer a report. Ms. Shaw noted that the sign which went up about six weeks ago for Towne Tobacco (419 E. Cheltenham Avenue) looks fabulous. The Design Committee had made the recommendation to change the sign from Tobacco Town.

- District Liaison for Cheltenham Village – Mr. Lewis was not present to offer a report.

District Liaison for Elkins Park West – Mr. Mirsky stated he had nothing to report.

**E. Beautification Committee - America in Bloom (AIB)** – Ms. Williams reported that Chariman Alan Cohen previously requested that she consider another name for her committee at a prior meeting. She suggested the name, “Cheltenham Charm.” This discussion was continued to the next meeting. Following a length discussion regarding the pros and cons of making application for America in Bloom, it was the consensus of those in attendance, that it would be beneficial to the Township and it was unanimously recommended to make application.

**4. Chairman’s Report** – Mr. Cohen said he thought a few new members were scheduled for appointment tomorrow evening. Mr. Havir concurred noting that Tom Carboni resigned as vice chairman and Mr. Rosenberg, who is in the audience, will be appointed as a voting member.

**5. Old Business** – Ms. Williams asked if the 2010 Census data was released for the purpose of considering if Block Group 5 in La Mott would qualify for grant funding to extend the street light project into La Mott to complete the entire neighborhood. Mr. Havir stated that population data will be released in early March but the economic data would be made available at year’s end. Once released, the 2010 census data will be analyzed by the Montgomery County Revitalization Board to update eligible census tract areas for community revitalization program participation.

**6. New Business** - Mr. Havir noted that Mr. Alan Cohen met in December to discuss administering the Main Street Program moving forward without a dedicated staff person. The Township wants to assure the EDTF that it doesn’t want the Main Street program activities to disappear. The Township will continue limited administrative support subject to available staff; however, the program should continue

with prioritization of tasks, and more communication and implementation from the volunteer committee chairs.

The Main Street Program had worked under the state model. The Township received grant funding from the State for the Main Street Manager's salary. The Commissioners decision this past December to no longer fund the position with taxpayer money was an economic decision to help balance the 2011 budget. It was noted the limited grant funds the Township received between 1999-2006 from the State for the Main Street Manager's salary was seed money. The state funds were never intended to become a permanent funding source. Some other municipalities currently have hired main street managers as consultants on a part-time basis. They report their income to the IRS on a 1099 form. In some municipalities, business owners contribute to this salary with a small amount from the municipality.

Discussion ensued about the future role of the Design Committee (DC). Mr. Havar noted that the Township Zoning Ordinance since 2005 requires input from the DC in reviewing permit applications for Certificates of Appropriateness as it relates to new signage in the five commercial districts. The DC reports to the EDTF who in turn makes recommendations to the Building and Zoning Committee.

It was noted that with a Main Street Manager, the Township will no longer be eligible to apply to the State for the design challenge grants. The current Township Design Challenge Grant expires June 30, 2011. Ms. Shaw is working to close this grant out by the end of January. Copies of reports, meetings and minutes are required. Certain statistical information of quarterly activities by the Main Street Committees needs to be compiled and submitted to the State until the current Design Challenge grant is finished in June. The quarterly report to the State requires statistics on business recruitment and retention, marketing and promotions, volunteer hours, etc. Mr. Havar hopes that going forward, the

various committees and liaisons can e-mail information on their activities in the commercial districts regarding the above information to him between now and the end of June, 2011.

Mr. David Cohen noted that the County and State funding is tight. Elm Street funding will be gone which had been connected to the Main Street Program. There are other federal and state transportation funding programs available which the Township is still eligible to seek to fund streetscape improvements. Mr. Cohen stated that there are benefits under the Main Street Program such as support of the Township staff. However, as a result of the recent change, there may be an opportunity to reorganize. There could be a positive opportunity to facilitate a movement to create a separate 501c3 organization to fill the Main Street Manager role. Ms. Shaw noted that of the 80 main street programs in Pennsylvania, 70 are 501c3. Of those, one hundred percent are at larger heads with their local government.

Mr. Kratzer suggested the Main Street Manager provided an administrative role in facilitating applications between the Design Committee and the Building and Zoning Department. He suggested a staff person is needed for intake and to vet questions to streamline the process. A set schedule of office hours may be helpful to business owners.

It was also noted that it would be helpful to look at the Cheltenham Main Street five year plan for its committee functions and analyze the important parts. The EDTF will be meeting in the future to look at mission statement, goals, implementation and coordination.

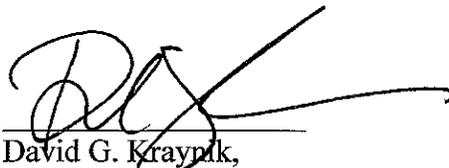
Ms. Haff speaking for the Glenside businesses felt that the community needs to step up. Discussion ensued about the status of the Glenside Business Improvement District (BID) program and the final draft Plan. Mr. Havir noted that the BID did not go forward because the project funds were exhausted by the consultant to attend more meetings than anticipated. Mr. Havir noted that there were expenses associated with moving the BID forward such as administration procedures for developing the

Ordinance, public hearings, legal notice, attorney fees, mailing costs and hiring a stenographer for the public meeting. Funds have been allocated in the 2011 budget to pursue this process this year. Ms. Haff will speak to the business owners and bring the information back from the stakeholders for discussion at the next EDTF meeting for an up or down vote to pursue the Glenside BID.

**7. *Main Street Manager Report*** – Ms. Shaw briefly reviewed the new pilot program being offered by the Pennsylvania Downtown Center (PDC) to help find a developer or buyer for underutilized properties. The first step in the process is to develop a one-page property profile of abandoned or blighted properties in the Township by January 31, 2011. (see attached). After much discussion, the EDTF asked Ms. Shaw to contact the owner of the former Blockbuster building at 245 S. Easton Road to see if he had an interest.

**8. *Assistant Township Manager Report*** – Mr. Havir reported that the Greater Cheltenham Avenue Business Improvement District (GCA BID) has been struggling since assessments were levied. Four of the larger property owners with the largest assessments were asking for relief due to the current economic condition. The GCA BID Board met today to discuss this issue and the consensus of the Board was 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.

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



David G. Kraynk,  
Township Manager

Submitted by:  
Kathryn McDevitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, January 18, 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	David Rosenberg	drosenberg@aegroup.com	
2	DAVID L. COLLEN		Y
3	LISA RITTLER	elcyscoffeehouse@comcast.net	not yet
4	DIANE WILLIAMS	267-253-6947	Y
5	Sheila PERKINS	Seabring2000@yahoo.com	Y
6	DAVID KRATZER		Y
7	Ken Mirsky		Y
8	Steve VAHEY	stephenvahey@allstate.com	Y
9	Jmsilla BUSCEMI	buscemid@arcadia.edu	N
10	BRAD PRANSKY		✓
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# DESIGN COMMITTEE

## CHELTENHAM TOWNSHIP MAIN STREET

### MEETING MINUTES

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

MEETING DATE: 01/10/11, 7:00 pm

**PRESENT:** Guests: Jesse Klapholz, representing The Market at Elkins Park Station..  
Committee members: Carol Coffin, David Coffin, Thom Cross and Dave Kratzer, Chair.  
Staff: Ruth Littner Shaw, Main Street Manager

#### TOPICS FOR DISCUSSION

##### Design Challenge Grant Program Applications:

- **#10-21, Allied Orthotics, 8120 Old York Road, Yorktown, Elkins Park West Commercial District, for signage**

This application is for new signage at the Yorktown, and is being constructed by Forman Signs, the company who has done most of the other signage in the Yorktown development. The proposal meets zoning per the Building and Zoning Office. There are two parts to this sign: the first part is the name of the company and is proposed in white channel letters in brushed aluminum on a raceway. The Committee recommends this portion for approval. The second, adjacent portion is a backlit sign cabinet which currently is being proposed as a white background with blue lettering. The sign-maker will recommend to the applicant that the colors in the cabinet be reversed, and if this is done, the entire sign is recommended for approval to the EDTF and for presentation by the Zoning Officer for a Certificate of Appropriateness (COA) to the Board of Commissioners.

- **#10-22, Market at Elkins Park East, 7901 High School Road, Elkins Park East Commercial District, for signage**

This proposal is for a signface change only. The proposed sign meets zoning per the Building and Zoning Office. The sign is an improvement from the previous white Elkins Park Pharmacy sign with black lettering in that this is a green background with white lettering and fits in more with the building and the nature of the business it advertises. This sign is recommended for approval to the EDTF and for presentation by the Zoning Officer for a COA to the Board of Commissioners. If there is money available in the Design Challenge Grant Program, this applicant will be eligible for half of the project cost or \$225, providing the paperwork is presented and approved.

Design Committee Meeting Minutes of January 10, 2011  
January 12, 2011  
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2. The second agenda item, discussions on pending items, has been tabled.

Old Business

- *There was no old business.*

New Business

- *The committee discussed the possibility of operating without a Main Street Manager and could find no means to do so. The Committee, through these meeting minutes, formally requests clarification on the charge of the Main Street Design Committee moving forward.*

Respectfully submitted,

Ruth Littner Shaw, Main Street Manager



## PDC'S PROPERTY PROFILE

*Complete on per property - fill in as much information as possible.*

### GENERAL INFORMATION

Date: \_\_\_\_\_

Name and title of person completing the profile: \_\_\_\_\_

Name of organization: \_\_\_\_\_

Address: \_\_\_\_\_ Phone number: \_\_\_\_\_

E-mail: \_\_\_\_\_

### PROPERTY OWNER

Name of site (if applicable): \_\_\_\_\_

Address: Street: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

County: \_\_\_\_\_ E-mail: \_\_\_\_\_

Is the owner open to redevelopment options? Yes \_\_\_ No \_\_\_ Not sure \_\_\_

### SITE INFORMATION

Name of site (if applicable): \_\_\_\_\_

Address: Street: \_\_\_\_\_

City: \_\_\_\_\_ Zip \_\_\_\_\_

County \_\_\_\_\_

Municipality: \_\_\_\_\_

Tax parcel ID# \_\_\_\_\_ Tax millage rate: \_\_\_\_\_

Are there any tax liens currently on the property? Yes \_\_\_ No \_\_\_ Not sure \_\_\_

### SITE INFORMATION (CONTINUED)

Are there any ongoing operations on the property? Yes \_\_\_ No \_\_\_ Not sure \_\_\_

Property address: \_\_\_\_\_

Size of property (acres): \_\_\_\_\_ Zoning: \_\_\_\_\_

Is the property more the 25% vacant? Yes \_\_\_ No \_\_\_ Not sure \_\_\_

Number of structures on the property: 0 \_\_\_ 1-5 \_\_\_ 5+ \_\_\_

Condition of structures: good (#\_\_\_) fair (#\_\_\_) poor (#\_\_\_) NS\_\_

Age of structures: < 10 yrs: \_\_\_ 10 to 20 yrs: \_\_\_ >20 yrs: \_\_\_ NS: \_\_\_

Does the property have historical value? Yes \_\_\_ No \_\_\_ Not sure \_\_\_

Has a phase I ESA been preformed? Yes \_\_\_ No \_\_\_ Not sure \_\_\_

Has a phase II ESA been preformed? Yes \_\_\_ No \_\_\_ Not sure \_\_\_

Has there been any US EPA or PA DEP environmental response to the site?

Yes \_\_\_ No \_\_\_ Not sure \_\_\_

If YES please explain: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe surrounding uses/neighborhood: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please include pictures of the site, and if available, site plan, floor plan, and other report that might be available.