

Annual Joint Meeting of the Economic Development Task Force
and Main Street Program Committees
Township Administration Building

December 14, 2010, 7:00 P.M.

The eighth annual joint meeting of the **Economic Development Task Force** and the **Main Street Program Committees** was held tonight at Township Administration Building with members Alan Cohen, David Cohen, Jonathan Essoka, David Kratzer, Dwight Pedro Lewis, Denise Marshall, Fred Milbert, Ken Mirsky, Brad Pransky and Steve Vahey attending. Also present were Brad Baker, Dina Baker, Cynthia Blackwood, Jim Bell, Nancy Bower, Bob Gerhard, Sr., Bill Lubin, Laura Rosenberg, Anne Rubin, Mindy Kemmerer Scovner, Michael Shechtman, and Brian Yoak. Staff members present were: Bryan T. Havir, Assistant Township Manager, and Ruth Littner Shaw, Main Street Manager. Chairman Alan Cohen presided. A public attendance list is attached.

1. At 6:30 P.M. a light refreshment reception commenced to celebrate the success of the Township's tenth full year in the Main Street Program. At 7:00 P.M., Chairman Cohen called the business portion of the meeting to order and welcomed those in attendance. He recognized those business recipients being honored at tonight's meeting.

2. Chairman Cohen then introduced Ruth Littner Shaw, Main Street Manager, who made some introductory remarks and facilitated the Annual Business Recognition Awards.

Business Recognition Award Recipients –

- A. **Established Business (Over 10 Years)** – Century 21 Advantage Gold in Elkins Park West.
- B. **New Business (Under 10 Years)** – Max and David's, in Elkins Park West.
- C. **Outstanding Volunteer** – Brad Baker of Baker Creative Landscaping who headed a grass roots effort along the Old York corridor in Cheltenham Township by purchasing barrels and plant material and providing maintenance.

- D. **Business Beautification Award** – Gerhard’s on Easton Road for hardscape and landscaping project.
- E. **Chairman’s Award** – Elkins Park Rotary and its judges for their invaluable assistance with the Cheltenham in Bloom Program.

Cheltenham In Bloom Award Recipients –

- A. **Elkins Park East Commercial District** – For the native plant garden installed at the Frame House in Elkins Park East.
- B. **Elkins Park West Commercial District** – Elkins Park Square for their perennial flowers, an asset to Old York Road.

Certificates of Appreciation were also presented to those volunteers who donated their time to work at the Glenside Street Fair and/or Winterfest events.

3. Under Chairman’s Report, Chairman Cohen highlighted the following accomplishments by the EDTF for calendar year 2010:

**SUCSESSES and ACHIEVEMENTS 2010
ECONOMIC and COMMUNITY DEVELOPMENT
FOR CHELTENHAM TOWNSHIP**

ACHIEVEMENTS of the Main Street Manager, Main Street Program, Economic Development Task Force members, and Township Administration:

- ✓ Construction Plans for Phase III of the Streetscape Improvement project for Downtown Glenside has been completed and is scheduled to be let by PennDOT for bid in early 2011
- ✓ EMCCC Business Expo participation (at Salus University)
- ✓ Grants: \$500,000 was secured for the Willow Avenue (La Mott) Streetscape Improvement Project
- ✓ Completion of the BID feasibility study in Glenside
- ✓ Completion of the Business Recruitment and Retention Plan Study in the Commercial Districts including the 6th Commercial District which was formed by the Commissioners as the Greater Cheltenham Avenue Business Improvement District
- ✓ Pilot Beautification Project: The EDTF approved and funded native landscaping around four park entrance signs with the intent that the number increase until all signs in all parks within the Township are landscaped.
- ✓ Continued to actively apply for grant funding to implement streetscape improvements for the Elkins Park East Commercial District
- ✓ Community Revitalization Plan was updated and adopted by the Commissioners on March 17, 2010
- ✓ Appointed a new co-chair for Economic Restructuring Committee

- ✓ Wayfinding signage package completed for Glenside and identification sign was installed in the other four Commercial Districts
- ✓ Major new businesses in town include Chick-Fil-A, Linda Jean's Grille, Yo Dogs, and about 85 other new businesses (in Main Street areas and in the rest of the Township)
- ✓ Twelve successful First Friday events were held in Downtown Glenside designed to entice consumers to shop after work
- ✓ Continuation of a Commercial District Liaison Program within the EDTF to reach out to individual businesses within the five designated commercial districts
- ✓ Aided in establishing the Elkins Park Farmers' Market at High School Park
- ✓ Began cooperative efforts with the equitable owner of the Roberts Block to enhance the building and help lease it to businesses
- ✓ Joined the Valley Forge Convention and Tourism Bureau in order to help promote Cheltenham Township's Main Street areas as tourist destinations
- ✓ Monthly updates of Online Business Directory
- ✓ Worked with the City of Philadelphia to ensure that the Greater Cheltenham Avenue Business Improvement District legislation was re-authorized; the BID Board of Directors began meeting in June on a monthly basis.
- ✓ Worked with SEPTA officials to ensure that the Cheltenham/Ogontz Avenue Bus Loop was revitalized and work has begun on that project
- ✓ Worked with the City of Philadelphia to ensure that state funds were secured to assist ShopRite with its building retrofit and improvements
- ✓ Began work to revise the Sign Code
- ✓ Reviewed and reworked the parking meters within the Elkins Park East district to reflect the needs of many stakeholders in the area
- ✓ Quarterly online business email newsletter will be expanded to monthly.
- ✓ Continued co-sponsorship of the annual Arts in the Park
- ✓ Continued sponsorship of the annual Korean Folk Festival
- ✓ 5th Annual Congrats, Grad Program
- ✓ 6th Annual WinterFest
- ✓ 7th Annual Business Awards Program
- ✓ 7th Annual Cheltenham in Bloom
- ✓ 10th Annual Glenside Street Fair

4. Main Street Manager's Report -- (see attached).

5. Assistant Township Managers Report - The following matter was discussed by Mr.

Havir:

A. Preliminary Application for Implementation Grant – A Community Revitalization

Preliminary Grant Application is due January 15, 2011. Mr. Havir discussed proposed projects

and recommended filing an application in the amount of \$237,148 to complete the La Mott

Pedestrian-Oriented Street Light Project to furnish and install 37 street lights on the south side of

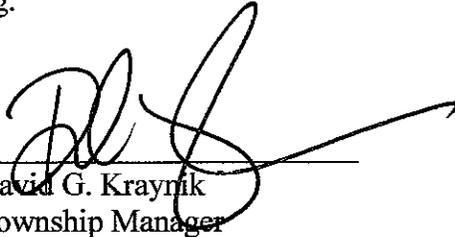
Cheltenham Avenue, north side of Beech Avenue and the east and west sides of Penrose Avenue.

The revitalization grant will cover up to 80% of the project cost. The other 20% will be matched by the Township. Mr. Essoka made a motion that the EDTF recommend to the Public Affairs Committee filing of the application in the amount of \$237,148 which was seconded by Mr. Lewis. The motion was unanimously accepted.

6. Under Other Business – Mr. Pransky provided an update on the funding status for CreekSide Co-op.

Mr. Kratzer discussed the façade enhancement program and provided a status report on remaining applications. Mr. Havir noted that no additional grant funds from DCED could be requested for the Township’s Façade Enhancement Program, until the FY2007 (\$50,000) grant is closed out.

7. There being no further business, the regular meeting adjourned at 8:00 P.M. The next scheduled meeting of the EDTF will be held on Tuesday, January 18, 2010 at 7:00 P.M. in the Board Room of the Township Administration Building.



David G. Kraynik
Township Manager

per Bryan T. Havir
Assistant Township Manager

Ruth Littner Shaw
Main Street Manager



Meeting Attendance Sheet



Economic Development Task Force

Tuesday, December 14, 2010, 7:00 P.M.

Township Administration Building

(Please Print Clearly)

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	<i>Ken Mirsky</i>		Y
2	<i>Bob Gerhard Sr.</i>	NONE	
3	<i>[Signature]</i>	<i>Bill.Lubin@c22g.com</i>	N
4	BRAD & DINA BAKER		
5	DAVID KRATZER	✓	Y
6	JIM BELL	JIMINGLENSIDE@HOTMAIL.COM	N
7	Nancy Bower		N
8	Melinda Kemmer-Scorer		N
9	Michael A. Shechtman	maschs69@gmail.com	N
10	Cynthia Blackwood	theframehouse@gmail.com	N
11	FRED MILBERT	FIMILBERT@gmail.com	Y
12	Laura Rosenberg	ROsenberg1@comcast.net	N
13	BRIAN YORK	BRIAN.YORK@c219g.com	N
14	Ann Lubin	MicyMouse@AOL.com	N
15	DEVISE MARSHALL	second.pista@comcast.net	Y
16	Jonathan Jessoka	jessoka@verizon.net	Y
17	DAVID COHEN	dcohen1@ix.netcom.com	Y
18	STEVE VAHEY	Stephen.Vahey@akstate.com	Y
19	Dwight Pedro Lewis	Dwight.lewis@seffersonhospital.org	Y
20	<i>[Signature]</i>		Y
21	BRAD PRINSKY		✓
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MEMORANDUM

TO: Public Affairs Committee

ATTN: David G. Kraynik, Township Manager
Bryan T. Havir, Assistant Township Manager

FROM: Ruth Littner Shaw, Main Street Manager

RE: Main Street Manager Monthly Report for November 2010

DATE: November 30, 2010

The following is a summary of activity for the month of November 2010:

Monthly Meetings Attended:

1. Marketing and Promotions Committee meeting on November 3.
2. Public Affairs Committee meeting on November 3.
3. Public Safety Committee meeting on November 3.
4. Building and Zoning Committee meeting on November 3.
5. Interdepartmental meeting with Bryan Havir and Nancy Gibson on November 4.
6. Staff meetings on November 9 and November 23.
7. Economic Development Task Force meeting on November 16.
8. Board of Commissioners meeting on November 17.
9. Departmental meeting with Bryan Havir on November 29.

Research/On-going Work Projects

- First Fridays: November 5, 2010 theme was "Giving Thanks." The next event will be held December 3, 2010, from 5:00 to 8:00 pm, with many stores staying open later than usual and offering specials and refreshments. December's First Friday, to be held on December 3, is corresponding with:
- 6th Annual WinterFest on Wesley Plaza: The Committee is ready for this year's WinterFest to be held on Wesley Plaza with an emphasis on holiday shopping, and with many stores staying open much later than usual. Santa is arriving at 6:30 pm on the back of a Glenside Fire Company fire truck, and

there will be more entertainment and food available than in the past. Each year, the crowd grows larger.

New Businesses in Cheltenham Township

- Anna O. Sappington, Esquire, 141 Harrison Avenue, Glenside
- efitness Source, Inc., 219 W. Laurel Avenue, Cheltenham Village
- Fair Deal HVAC/Handyman Services, 1806 Chelsea Road, Elkins Park
- Karen Joseph Secretarial Services, 139 Kingston Road, Cheltenham
- O'Neill's Food Market, Westminster Theological Seminary, Wyncote
- SamJon Corporation Contractors, 530 Stahr Road, Elkins Park
- Top Depot, Inc., 1135 Cheltenham Avenue, #200, Elkins Park

Design Challenge Grant Program, Commercial District and Township Wide Reviews

There were no applications this month.

Special Projects, Events and Meetings

1. Special WinterFest planning meeting on November 3.
2. Helped arrange and attended a "Giving Thanks" -themed First Friday event in Downtown Glenside on November 5.
3. Attended a special Pennsylvania Downtown Center Workshop on Branding your Community on November 12.
4. Worked with David M. Lynch on November 15, November 17 and November 22 to review and make suggested changes and modifications to the Sign Code of the Municipal Code for Cheltenham Township, which are in response to requests for updating the Code, and are also in keeping with the National Main Street vision for aesthetically good and commercially successful downtowns.
5. Met with Linda Kligman, Executive Director of the Jenkintown Community Alliance on November 16 to discuss the value to Cheltenham Township of partnering with Jenkintown for a Pennsylvania Downtown Center Marketing Grant.
6. Sent invitations to the business award recipients who will be honored at the annual joint EDTF/Main Street December 14, 2010 meeting.

Respectfully submitted,

Ruth Littner Shaw
Main Street Manager